



Request for Expressions of Interest for Individual Consultant (National).

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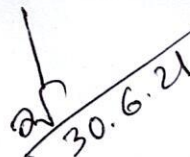
Dated: 30/06/2021

The People's Republic of Bangladesh has received an amount US\$ 150 equivalent credit from the International Development Association (IDA)—a member of the World Bank Group— for financing the cost of the Bangladesh Regional Connectivity Project (BRCP-1), parts being implemented by the Ministry of Commerce and intends to apply part of the proceeds for procuring the Individual consultancy services of following position for its Project Implementation Unit (PIU). The development objective of the project is to improve conditions for trade through improving connectivity, reducing logistics bottlenecks and supporting the adoption of modern approaches to border management and trade facilitation.

BRCP-1-MOC now invites eligible consultants to indicate their interest in providing the services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. **Details of the qualification requirements and responsibilities are available in Terms of Reference (TOR):**

Position	Education	Experiences	Major Responsibilities
BRCP/MOC/ SD:14 Data Management Consultant for BTP (16 Months)	Bachelor degree from a reputed and recognized university in Computer Science and Engineering (CSE), ICT, Software Engineering or related discipline.	A minimum 5 (five) years of experience in IT Sector with 3 (three) year experience in Website Management, Content Development and Upload.	Design and develop contents for the BTP Website and Mobile Application as per the requirement of the Ministry of Commerce; Write php code using best software development practices; Create website layout/user interfaces by using standard HTML/CSS practices; Conduct Search Engine Optimization (SEO) for the BTP Website;

The attention of interested Consultants is drawn to paragraphs 3.14 to 3.18 of the World Bank Group's *Procurement Regulations for IPF Borrowers, Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services, July 2016* ("Procurement Regulations"), setting forth the World Bank Group's policy on conflict of interest. A Consultant will be selected in accordance with procedures for recruiting Individual Consultants set out in the Procurement Regulations. A copy of the TOR and necessary forms of the assignment may be obtained from the address below during 09:00 to 17:00 hours or downloaded from the website: www.mincom.gov.bd and www.brccp-1.gov.bd. EOI shall be submitted on or before 27/07/2021 at 03:00 pm in sealed envelope delivered in a written form to the address below (in person, or by e-mail) to the undersigned and be clearly marked "Request for Expressions of Interest for Selection of [Data Management Consultant]. **Necessary documents in support of educational qualifications and experience & skills shall have to be submitted.**


30.6.21

(Md. Mijanur Rahman)
Project Director (Joint Secretary)
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Terms of Reference

BANGLADESH REGIONAL CONNECTIVITY PROJECT -1 (P154580)

Data Management Consultant

1. BACKGROUND

Bangladesh Trade Portal (BTP) is an official source of all regulatory information relevant to traders who wish to move goods and merchandise across the borders of Bangladesh. The objective of the BTP is to make all regulatory trade related information and other information useful to Bangladeshi importers and exporters easily and readily available in a single integrated website. Ministry of Commerce (MoC) of Bangladesh Government has established the Portal in order to improve the predictability and transparency of the country's trading laws and processes. Trade Portal ensures that businesses have easy access to relevant information and helps them be compliant. It also helps reduce the cost of complying with trade procedures. By bringing together relevant government Ministries and Departments, BTP serves as a critical stepping-stone towards the implementation of greater trade facilitation regime.

2. OBJECTIVE

The objective of the assignment is to work with the Bangladesh Trade Portal (BTP) Team in order to collect, design, format and upload contents on the portal as per the BTP Style Guide. Consultant will also contribute to structure and design the way information is presented in the various search and display facilities that the website can offers up-to-date contents to the visitors. This position involves working with the small, dynamic team that is in charge of the operation of the BTP using advanced technology to keep the website operational and up-to-date.

1. SCOPE OF SERVICES

- Design and develop contents for the BTP Website and Mobile Application as per the requirement of the Ministry of Commerce;
- Write php code using best software development practices;
- Create website layout/user interfaces by using standard HTML/CSS practices;
- Conduct Search Engine Optimization (SEO) for the BTP Website;
- Upload content, maintain continuity of themes, design layout and streamline navigation;
- Integrate data from various back-end services and databases;
- Prepare and format documents that require uploading to the BTP by scanning, converting or, when necessary, keying them in.
- Research and maintain a library of stock pictures to be used on the website's pages from time to time;
- Develop interactive contents (video animation) for the BTP Facebook and Twitter Page;
- Redesign BTP Website Tariff Searching System by introducing auto suggestion arrangement while searching tariff data;



- Regularly upload News, Article, Publication, Announcement on the Trade Portal;
- Develop BTP Promotional Publicity Materials as per the Project requirements;
- Edit Video and Picture as per the requirement of the BTP Team;
- Edit pictures to create still and animated graphics;
- Any other task assigned by the Project Director/project management as and when required related to BTP Update;
- Report to Project Manager on monthly basis or as necessary on tasks performed.

2. DURATION

Duration of the consultancy services would be for 16 man months. However, the duration of the assignment may be extended according to the project needs and budget.

3. INSTITUTIONAL ARRANGEMENT:

The Consultant will work under the direct supervision of the Project Director. The Consultant will submit report and deliverable to the Project Director.

4. EDUCATION AND EXPERIENCE

- Bachelor degree from a reputed and recognized university in Computer Science and Engineering (CSE), Electronics and Electrical Engineering (EEE), Information and Communications Technology (ICT) or other related discipline;
- A minimum 5 (five) years of experience in IT Sector with 3 (three) year experience in Website Management, Content Development and Upload;
- Deep expertise and hands on experience with Web Applications and programming languages such as HTML, CSS, PHP, JavaScript, JQuery and API's;
- Deep knowledge of Search Engine Optimization process;
- Adequate knowledge of relational database systems, Object Oriented Programming and web application development;
- Excellent skills with design and photo-editing software;
- Basic Understanding on the Android and iOS based Mobile Application Development;
- Experience in public policy related projects in the Government offices and a good understanding of international trade, possibly gained in Customs Department, and business procedures in Bangladesh will be an advantage;
- Good English skills in writing, reading and speaking are essential.

5. SELECTION METHOD

Selection of the International Legal Expert will follow the procedures for selecting Individual Consultants described in the World Bank's Procurement Regulation.

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