Government of the People's Republic of Bangladesh
Ministry of Commerce
Bangladesh Regional Connectivity Project-1
Office of the Project Director
Level-12 (West side), Probashi Kollayan Bhaban,
Eskaton Garden, Dhaka-1000

Memo No: 26.00.0000.066.07.069.26- 61 Date: May 19, 2026

REQUEST FOR EXPRESSION OF INTEREST (EOI) FOR CONSULTING FIRM (National)

1. The Government of the People's Republic of Bangladesh has received an SDR 150 million Credit from the International Development Association (IDA) – a member of the World Bank Group for financing the cost of the Bangladesh Regional Connectivity Project 1(BRCP-1), being jointly implemented by the Bangladesh Land Port Authority, National Board of Revenue and Ministry of Commerce (MoC). The Ministry of Commerce as a separate technical assistance project is implementing the 2nd Part of this umbrella project. The overall objective of this technical assistance project is to strengthen trade related institutional capacity in order to ensure active and sustainable cooperation among trade related stakeholders and economic empowerment of women traders.

2. The Procuring Entity intends to apply a part of the IDA Credit for procuring consulting firms for the following 2 services:

Package no. and Duration of contract	Name of Package	Required qualifications and experiences
SD-56 From the date of signing of contract to November 30, 2026	New Features development of Women Entrepreneurs Networking Platform (WENP)	I. The consulting firm/Joint venture firms should have legal capacity for working in Bangladesh; II. The consulting firm/Joint venture firms must have 10 years of experience in design, development and implementation of various software. Experience will be count from date of relevant job implementation date. In case of joint venture, leading firms must have minimum seven years of experience and the partner firm must have five years of experience in the software development area; III. Must have experience in minimum 5 (five) projects having data collection, data analysis and processing related works in Government sector.; IV. Must have experience of completing similar nature of service at least 3 (Three) large scale software development implementation and maintenance service amounting BDT 1.00 (One crore) Core in single work order each with the Govt. /Semi Govt. /Autonomous of Bangladesh; V. Among the projects, at least 1 (one) project completed must be in digitalization/automation of a government service/function, where all the design, development, implementation and maintenance support (covers SDLC full cycle) services were provided; VI. Should have capability of installation and maintenance of server system; VII. Should have experience of developing at least 2 (two) mobile applications for both Android and IOS for the Govt. /Semi Govt. /Autonomous body of Bangladesh; VIII. Must have minimum 20 (Twenty) ICT personnel in company payroll related to system analysis, design, development, integration, testing, QC, training and implementation of web, database and mobile based applications/ software solutions. Have to give a list of personnel; IX. Must have a 24/7 support system/ team to provide support; and X. The consulting firm/Joint venture firms must be a member of BASIS.
SD-59 From the date of signing of contract to November 30, 2026	E-learning modules through the BTP on WTO issues, export procedures, international standard, and SPS/TBT	I. The consulting firm/Joint venture firms should have legal capacity for working in Bangladesh; II. The consulting firm/Joint venture firms must have 10 (Ten) years of experience in design, development and implementation of various software. Experience will be count from date of the first software development. In case of joint venture, leading firms must have minimum seven years of experience and the partner firm must have five years of experience in the software development area;

	regulations etc.	III.	Must have experience in design, development and implementation of 5 (Five) software implementation service in the field of web-based application software/e-government application;
		IV.	Must have experience of completing similar nature of service at least 3 (Three) large scale / nationwide software development implementation and maintenance service amounting BDT 1.5 Core (Taka One crore fifty lakh) in single work order each with the Govt. /Semi Govt. /Autonomous body of Bangladesh;
		V.	At least 5 (Five) years of experience in e-learning instructional design or digital learning content development;
		VI.	Should have capability of installation and maintenance of server system;
		VII.	Must have minimum 20 (Twenty) ICT personnel in company payroll related to system analysis, design, development, integration, testing, QC, training and implementation of web, database and mobile based applications/ software solutions. Have to give a list of personnel;
		VIII.	Must have a 24/7 support system/ team to provide support; and
		IX.	The consulting firm/Joint venture firms must be a member of BASIS.

3. The Scope of Services of the consulting firms for 2 separate packages are as follows:

SD-56	1. Modern UX/UI Design, 2. Mobile-First Technology, 3. Multilingual Support, 4. Mobile Application Development, 5. Empowerment of Women Entrepreneurs (Accounting Modules). 6. Login with Password and Password Recovery, 7. Automatic Profile Approval Process, and 8. Legal Validation of Terms and Conditions and Privacy Policy., etc.
SD-59	1. e-learning Platform Design and LMS Integration, 2. Development of Course Content and Interactive Modules, 3. Learning Methodology Integration, 4. Bilingual Support, 5. Certification System, and 6. Monitoring and Evaluation, etc.

4. The interested consulting firm/Joint venture firms must submit the following documents with its Expression of Interest for the above mentioned 2 (Two) packages in separate 2 (Two) sealed envelopes:
1. Updated Trade License valid up to June 30, 2026, 2. TIN Certificate & Update Income Tax Clearance Certificate/ Evidence, 3. VAT Registration Certificate, 4. Firm Registration certificate, if any, 5. Bank Solvency Certificate, 6. Audited Accounts for last 03 Years, Average annual Turnover must be at least 1.5 crores in the last consecutive 03 years, 7. A written undertaking that the Firm/Institute has not been blacklisted or debarred by any Government Organization & IDA, 8. Consulting Firm/Institute's Brochure/Profile bearing organizational structure, and 9. All supporting documents to prove that the Consulting Firm/Institute has required qualifications and experiences.

5. The Project Implementation Unit of BRCP-1, MoC on behalf of the Ministry of Commerce invites eligible consulting firm to indicate their interest in providing the services. Interested consulting firms must provide information indicating that they are qualified to perform the services. Details of the qualification requirements and responsibilities are available in the Terms of Reference (TOR) which is available in the office of the undersigned and also at www.mincom.gov.bd and http://brcp-1.gov.bd/ . The attention of interested Consulting firms is drawn to paragraphs 3.14 to 3.18 of The World Bank 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 Consulting firm will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations. Further information can be obtained at the address given below during office hours between 09:00 a.m. to 4:00 p.m. Expressions of Interest (EOI) must be delivered in written form - 2 (two) hard copies of which one original & one copy for each package in sealed envelope to the address given below in person or by surface mail by **2:00 p.m. on June 09, 2026.** Separate envelopes shall be used for the above stated two separate packages.

6. The Procuring Entity reserves the right to accept or reject any or all EOIs without assigning any reason, whatsoever.

19.05.26

(Shaila Yasmin)
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BRCP-1, MOC

Package no. SD-59

TOR for E-learning modules through the BTP on WTO issues, export procedures, international standard, and SPS/TBT regulations etc.

Background

The Bangladesh Trade Portal (BTP) is an initiative by the Ministry of Commerce, Government of Bangladesh. The portal serves as a comprehensive source of regulatory information for traders involved in import and export activities. In line with its mission to improve trade transparency, accessibility, and capacity building, the Ministry of Commerce aims to enhance the portal with an E-learning platform to strengthen capacity of relevant stakeholders on trade-related laws, regulations, and best practices.

To increase the practical use of the portal and improve user capability the Ministry of Commerce under the Bangladesh Regional Connectivity Project-1 seeks to develop a set of structured e-learning modules that will help traders, SME, business associations, Women-led enterprises, public officials and other users strengthen their knowledge and capacity in key trade-related areas, understand how to use the portal and comply with trade procedure more efficiently.

The E-learning platform will play a crucial role in making trade information more accessible to diverse users such as traders, entrepreneurs, students, government officials, and other stakeholders, improving their ability to navigate national and international trade landscapes effectively.

Project Objectives: The overall objective of the assignment is to design, develop, test and deliver including at least 20 bilingual, interactive modules, certification system, and capacity building support through the Bangladesh Trade portal.

The primary objectives of the e-learning platform project are to:

1. **Enhance Knowledge Dissemination**: Provide a structured, interactive, and accessible e-learning environment for stakeholders to learn about domestic trade policy & laws, key import of export procedures, licensing, documentation, standards & compliance procedure and best practices.
2. **Promote Capacity Building**: Empower users with the knowledge required to improve their understanding of global and national trade operations.
3. **Support Trade Efficiency**: Improve the capabilities of traders, entrepreneurs, and government officials to navigate the complexities of international and domestic trade.
4. **Offering Certification**: Offer certification upon course completion to motivate users and acknowledge their proficiency in trade-related knowledge.
5. **Mechanism**: Paid / Unpaid course mechanism for user.

Scope of Work

1. e-learning Platform Design and LMS Integration

Develop and host an interactive e-learning platform on the Bangladesh Trade Portal (BTP) that integrates with the existing portal's 3rd version.

Tasks:

- Design and develop a user-friendly interface with international standard, latest design and technology that aligns with the 3rd version of BTP.
- Platform compatibility and development support
- Ensure responsiveness for optimal viewing on various devices (desktop, tablet, mobile).
- Implement a Learning Management System (LMS) to manage content, track user progress, and issue certifications.
- Integrate the e-learning platform with the Bangladesh Trade Portal (BTP) and Mobile App of BTP to allow seamless user authentication and access to the platform.

2. Development of Course Content and Interactive Modules

Develop at least 20 interactive e-learning content modules, covering a range of trade-related topics.

Tasks:

- Create content for interactive video tutorials, reading materials, quizzes, infographics, and case studies, additional references on trade-related topics.
- Ensure the content is original, accurate, plagiarism-free, properly-references, up-to-date, and aligned with the latest domestic and international trade laws, agreements, and practices.
- Topics will include (but are not limited to):
    1. Introduction to the WTO and Trade Agreements
    2. Export & Import Procedures including documentation of Bangladesh
    3. Trade Facilitation Agreement (TFA) Implementation
    4. Sanitary and Phytosanitary (SPS) and Technical Barriers to Trade (TBT) Measures
    5. Trade Remedy Measures
    6. Rules of Origin & Tariff Classification
    7. Harmonized Commodity Description and Coding System and Free Trade Agreements & Regional Trade
    8. Digital Trade & E-commerce Regulations
    9. Export Market Intelligence & Trade Data
    10. Non-Tariff Barriers (NTBs), Non-Tariff Measures (NTMs) and Para-Tariff Barriers (PTBs)
    11. Intellectual Property Rights (IPRS) including Border Measures
    12. Sources of Tariff and Trade related Data
    13. WTO Trade Facilitation Agreement and Bangladesh
    14. International Halal Standards and Certification Requirements
    15. Trade Diplomacy and International Trade Negotiation
    16. Trade Finance for International Business
    17. Trade Related Policies and Regulatory Framework of Bangladesh.
    18. Others

3. Learning Methodology Integration

To incorporate various learning methodologies that encourage active participation and enhance the learning experience.

Tasks: Content Development

- Develop easy-to-understand, original materials on the issues outlined above to provide stakeholders with clear and practical guidance
- Integrate the developed learning module into the BTP mobile application, ensuring seamless access and functionality for both Android and iOS users.
- Develop interactive videos with embedded quizzes and decision-making scenarios to ensure users engage directly with content.
- Develop quizzes and assessments (practice and final) after each module to reinforce key concepts.
- Develop simulations that replicate real-world trade scenarios for practical, hands-on learning.
- Integrate case studies for critical thinking and problem-solving, reflecting real trade situations.
- Design and develop Images, videos, infographics, charts, and layout design to simplify complex trade information, facilitate quick understanding, and enhance engagement
- Enable discussion forums where learners can interact with experts and fellow learners, ask questions, and share insights.

4. Bilingual Support

Ensure the platform is accessible to a diverse user base by supporting both Bengali and English languages.

Tasks:

- Develop bilingual videos in both Bengali and English to maximize engagement and understanding.
- Ensure all textual content, including quizzes and assessments, is available in both languages.
- Provide language selection options to switch between Bengali and English seamlessly.

5. Certification System

Offer a certification program to recognize users who successfully complete the courses.

Tasks:

- Module wise user progress reporting and assessment associated with the learning topic
- Develop a final assessment consisting of multiple-choice questions, practical exercises, and a final quiz for course certification.
- Upon successful completion, provide a Certificate of Completion that demonstrates proficiency in trade-related topics.
- Ensure the certification system is integrated with the user profile to track and display progress.

6. Monitoring and Evaluation

To ensure the effectiveness, quality, and continuous improvement of the e-learning platform through data-driven insights and user feedback mechanisms. .

Tasks:

- Implement an analytics system to track user progress, course completion rates, quiz performance, and engagement levels.
- Develop a discussion forum to encourage peer-to-peer learning and knowledge sharing.
- Add a Q&A feature for learners to ask questions and receive expert or instructor responses.
- Integrate a rating and review system for courses to improve content quality and user feedback collection.
- Create user profiles to track learning activity, achievements, and personalized progress.
- Design a learner dashboard to provide an overview of enrolled courses, progress, and performance metrics.
- Include detailed course pages with syllabus, modules, instructor information, and learning outcomes.
- Implement a certificate generation system upon successful course completion.
- Enable reporting and analytics dashboards for administrators to monitor platform performance and learner engagement.

Other Features and Options

1. **Performance Optimization**:
   - Speed optimization techniques (e.g., caching, CDN integration, code splitting).
   - SEO optimization for better search engine rankings the consulting firm need to update SEO in every quarter of client's own cost.
2. **Security Enhancements**:
   - SSL certificates for secure browsing.
   - The system must implement a Web Application Firewall (WAF) to protect against common web-based attacks and unauthorized access
   - Role-based access control (RBAC) for admins, staff, and users.
3. **Analytics Integration**:
   - Integrate with Google Analytics and Facebook Pixel for tracking user activity and engagement.
   - The solution shall integrate privacy-focused analytics tools such as Matomo or Plausible Analytics for website traffic monitoring and reporting.
4. **User Feedback System**:
   - Implement a feedback form or survey tool to collect user input and continually improve the platform.
   - Implement a feedback system for user's feedback for product, service and other issues provide by the entrepreneur
5. **Notification System**:
   - Implement push notifications for the mobile app and email notifications for important updates or alerts.
6. **System Backup System:**
   - The system have the option for taking backup from front-end with monthly restore-test drills

Hosting Requirements: : The government organization namely National Data Center (NDC) under Bangladesh Computer Council (BCC) and Bangladesh Data Center Company Limited (BDCCL) for cloud server hosting is providing an extensive and standard hosting facility for all government organization's application and software. The application to be developed by the Vendor will be hosted in NDC, BDCCL or clients own data center. Therefore, at this stage, the Vendor is requested to submit a preliminary hosting plan for this e-Service application considering the issues mentioned below:

- Hosting requirement /environment (hardware, servers, network, security, storage, traffic, firewall, bandwidth etc.)
- Hosting architecture
- Data Growth and Scalability plan
- User handling/load balancing mechanism
- Licensing issues
- Scheduled backup & Restore Requirements
- Disaster recovery requirements
- Monitoring tools requirements
- Vendor should provide a checklist for the system and hosting security plan (i.e. fraud, hacking etc.) and furnish the test report of the checklist.

Technical and User Testing: The consultant at their own cost will take necessary steps to test the developed e-learning in their own UAT server which is accessible over the internet. After the deployment to live server e-learning module of Bangladesh Trade Portal will be tested by in the Software Quality Testing Centre of Bangladesh Computer Council. In the testing phase, test plan, test case and test result will be provided by the consultant to client and the consultant bear all the cost associated with it. The following tests are required to completed for successfully implement the system.

- Unit Testing
- Integration Testing
- System Testing
- Performance/Load Testing
- Functionality Testing
- Security Testing
- User Acceptance Testing
- VAPT testing

Security Management: The system will maintain the following items for security

1. Active user can login/entrance into the system. Users can access only those features which are privileged. Users can authenticate only those would have access privilege.
2. The system shall permit users who are not administrators to view only their own information, not the information of other users.
3. No data cut, copy and paste will allow at the time of system running.
4. Special data shall be encrypted in the database and masking to view in the interface.
5. The system would protect from SQL injection, CSRF, XSS, DDoS, other vulnerability etc. attacks.
6. Write log for unknown exception.

Support and Maintenance: The firm/institution will provide at least 2 year's free warranty services (all necessary system and maintenance support with necessary modifications and bug fixing) to the MoC. The firm will also have to provide two years' system and maintenance support after the warranty period. The consultant will also propose a plan for sustainability and maintenance for post maintenance period.

SEO and Social media Management: SEO (Search Engine Optimization) and Social Media Management are crucial aspects of promoting the Bangladesh Trade Portal (BTP) e-learning module effectively and increasing its visibility and engagement. SEO will include but not limited to keyword research, on-page optimization, technical SEO and backlink building etc. SEO and social media engagement related activities have to be conducted by the Consulting Firm during the maintenance period. Monthly report has to be submitted to the PIU to showcase progress. The report includes

- Number of user acquisition
- Number of courses enrolled.
- Certification issued
- Develop new promotional videos/ course wise intro videos etc.
- Boosting on social media

Training and Development: The consultant needs to provide five days long technical training to selective participants (administrators, editors and members etc.) on the development and maintenance of the e-learning module of the BTP. Necessary training manuals need to be developed in this regard. The vendor should provide Technical training for five days at least five persons including database and development programming.

Manuals/ Guides/ Tutorials: The consultant needs to create user manuals, guides, and tutorials to support stakeholders effectively. These resources provide clear instructions and compliance information, promoting user adoption and smooth operation of the portal. Important manuals/ user guides are to be created both in textual and visual format. Development of E-manuals, guides, and tutorials to bolster prompt knowledge dissemination.

Deliverables

Inception Report and System Requirement Specifications (SRS): The project start with inception report of the requirement analysis
Platform Prototype and design Documents
E-Learning Platform: A fully functional, interactive e-learning platform hosted on the Bangladesh Trade Portal.
Interactive Course Modules: 20 trade-related e-learning modules covering a wide range of topics.
Bilingual Support: Content and video modules available in both Bengali and English.
Draft e-learning Modules: including multi-media class room, lessons, quizzes and scripts, downloadable documents
Learning Methodology Implementation: Integration of interactive videos, quizzes, simulations, case studies, and infographics.
Pilot Test Report: Feedback summary and proposal revision
Final E-learning Package: all approved modules, assessments, source file, admin guide & user guide
Certification System: A working certification system with final assessments and certificates.
User Analytics: An integrated system to track and monitor user engagement and progress.

Intellectual Property, Code Access, and Privacy Safeguards:

Ownership: All information, code, documents, and assets related to the services mentioned above will remain the property of the Ministry of Commerce. The bidder must submit all source code, documentation, and relevant files to the Ministry of Commerce upon successful project launch. This includes any tools, utilities, or scripts created during the assignment.

Restricted Usage: Any findings, information, or tools developed or created under this assignment are solely for the purpose of this project and cannot be used for any personal or commercial purposes without explicit written consent from the Ministry of Commerce.

Version Control & Code Access: The entire codebase will be managed through a secure version control system, such as GitHub or Bitbucket or National Code Repository (NCR – GitLab). Access to the repository will be granted only to authorize personnel, ensuring secure and traceable version control. Code changes must follow a documented workflow with regular commits, pull requests, and reviews to maintain quality and security. After completion of the project the authorization of the version control and code access must handed over to the Ministry of Commerce.

Security & Privacy Measures:

All data, including source code and documentation, will be securely stored and encrypted both in transit and at rest.

Audit Logs: All access to the version control repository, as well as any modifications to the codebase, will be logged for security auditing purposes.

Access Control: Role-based access control (RBAC) will be implemented, allowing only specific, authorized users to view or modify sensitive files.

Compliance with Privacy Standards: The project will comply with relevant privacy and data protection regulations (such as GDPR or CCPA) to safeguard user data and maintain data integrity.

Source Code Backups: Regular, encrypted backups of the source code and documentation will be created and securely stored to ensure data recovery in case of an emergency.

Final Handover: Upon project completion, the consulting team/firm will provide the Ministry of commerce with all relevant assets, including source code, technical documentation, deployment scripts, and any supporting materials. This final handover package will ensure the Ministry of Commerce has full control and ownership over the developed system and can continue its maintenance independently. The final handover process will be complete by the issuing of NOC of the implementation committee.

Timeline

Phase 1: Research & Planning – 1 month
Phase 2: Platform Development & Integration and Course Content Creation – 3 months
Phase 3: Testing & Quality Assurance – 1 month
Phase 4: Final Adjustments and Development – 2 weeks
Phase 5: System migration, Deployment and Training – 2 weeks

The key deliverables are not limited to below indicative tables:

Phases	Key Deliverables	Time Line
Phase 1: Initial Research, Planning & Design.	▶ Inception Report with the Software Requirement Specification (SRS) ▶ Comparison report on other e-learning portal ITC, WTO, WCO, WB, Coursera etc.	(1 month).

	▶ Inception meeting report and other e-learning portal (at least 20 participant) ▶ SRS acceptance workshop (at least 20 participant) ▶ Validation workshop of inception report (at least 20 participant) ▶ Any other adhoc reporting and activities required before starting development work	
Phase 2: Platform Development & Integration and Course Content Creation	▶ Design & Architecture Document (High level design & Low level design) ▶ Design , Develop and deployment Bangladesh Trade Portal e-learning module; ▶ Mobile-Responsive Portal: Web interface optimized for mobile use. ▶ Core Functionality: Includes API integrations, database improvements, and dynamic content updates. ▶ Security Enhancements: Strengthened to meet future needs.	(2.5 months).
Phase 3: Testing and Integration	▶ Testing environment for portal testing ▶ Unit, Integration, System, Performance/Load, Functionality, Security, User Acceptance Testing ▶ Test Report with the test case document.	(2 weeks).
Phase 4: Final Adjustments and Development	▶ All source code and other related deliverables will be keep in GitHub pro or Bitbucket or National Code Repository (NCR-GitLab) and deliver on the other media (CD/DVD/Flash drive) as well. ▶ Create Report for the client on demand basis.	(2 weeks).
Phase 5: System migration, Deployment and Training	▶ System Migration, Deployment ▶ Provide 03 days training to the both Technical and 03 days operational training with training manual. ▶ User Manual for Administrator and Public User. ▶ Launching ceremony.	(2 weeks)

Any additional activities necessary to meet project requirements, ensure smooth operations, and align with the proposals set by the project management authority.

The Development Team (Indicative)

The consulting firm should propose a multidisciplinary team with the following Key-Experts:

Sl. No.	Name of Position	Total Inputs in person-months	Qualification and Experience	Major Responsibilities
1	**Team Leader** 1 No.	5	- Team Leader (TL) must have a minimum of 10 years of Software Development experience out of which at least 07 years' as a Team Leader.	The Team Leader will assume overall responsibility for the successful implementation of the BTP eLearning module in accordance with the Terms of Reference (TOR), ensuring effective coordination of all technical

Sl. No.	Name of Position	Total Inputs in person-months	Qualification and Experience	Major Responsibilities
			- BSc/ BSc Eng./MSc/M Eng. /MSc Eng. In Computer Science, Information & communication Technology or relevant subject. - Must have PRINCE/PMP certification. - Preference will be given having experience in working with trade and learning module related project. - Having experience of leading at least three end-to-end web based software development projects.	and professional inputs. She/he will be accountable to the Employer and will maintain close liaison with the Project Director (Employer's representative) to ensure that the assignment is executed in compliance with World Bank guidelines and quality standards. The Team Leader will serve as the Consultant's authorized representative throughout the design, development, and implementation phases of the BTP eLearning module and will be responsible for decision-making on all matters related to the delivery, integration, and performance of the eLearning system.
2	**Trade Expert** 1 No.	4	- The incumbent must have relevant Master's degree from any recognized university/institute preferably in International Trade, Trade Law, Business Administration or any other related area. - S/he must have a minimum of 10 years of general experience out of which at least 05 years' relevant experience in export/import and customs procedure, trade policy, SPS/TBT issues, market access information etc. - S/he must have experience in WTO issues, trade facilitation, logistics, infrastructure/connectivity assessment and planning and must have knowledge and understanding of business practices of trade regulating agencies. - Experience in trade related policy and management of information portal will be added benefit.	- The Trade Expert shall provide technical & analytical input and advisory role as well related to trade in designing the Bangladesh Trade Portal e-learning module etc. - S/he will assist in developing e-learning tutorial to ensure that the objective of the assignment is achieved. - S/he will assist in content development. - S/he shall assist the TL in providing adequate Regulatory issues on Trade as would be required for the assignment. - Assist the TL in implementation of all related tasks including in coordinating and reporting responsibilities.
3	**UX/UI Designer** **2 nos**	8	- BSc Eng. In Computer Science or related subject with minimum 5+ years of experience in the relevant field such as graphic design, web	The incumbent will be responsible for crafting visually appealing and user-friendly designs for the BTP e-learning module. S/He will assist in conducting

Sl. No.	Name of Position	Total Inputs in person-months	Qualification and Experience	Major Responsibilities
			design, fine arts or a related discipline. - At least 05 years of experience in conducting user research, creating user personas, user journey mapping, wireframing, prototyping, and usability testing for tech products - Working with the government project will be an added advantage.	user research, developing personas, and creating intuitive information architectures. S/he will be responsible for maintaining consistency and accessibility, along with continuous learning, supports the design process.
4	**Back-end Developer/ Programmer** **3 Nos.**	**15**	- BSc Eng. In Computer Science or related subject with minimum 7+ years of experience in software development work. - Having experience in designing, developing and implementing at least three (3) web-based software. - A Back-end Developer/Programmer should be proficient in core programming languages such as Java, Python, JavaScript (Node.js), PHP, C#, and Go, along with database systems like MySQL, PostgreSQL, and MongoDB. They should also understand API development, authentication systems, version control (Git), and basic cloud services to build secure, scalable, and efficient server-side applications.	The incumbent will be responsible for developing the technical background/ database and coding of the system and the e-learning module.
5	**Front End Developer** **2 Nos.**	**10**	- BSc Eng. In Computer Science or equivalent subject with minimum 7+ years of experience in software Front End development using DHTML, Bootstrap, JQuery/Javascript, CSS etc. - Having experience in designing, developing and implementing at least three (3) web-based software.	The incumbent will be responsible for developing the front end of the Bangladesh Trade Portal's e-learning module and ensure that the website is modern and user friendly.

Sl. No.	Name of Position	Total Inputs in person-months	Qualification and Experience	Major Responsibilities
			- A Front-end Developer should be skilled in core technologies like HTML, CSS, and JavaScript, along with modern frameworks such as React, Angular, or Vue.js. They should also understand responsive design, UI/UX principles, version control (Git), and API integration to build interactive, user-friendly, and visually appealing web interfaces.	
6	**Database Manager** **1 no.**	5	- BSc Eng. In Computer Science or related subject with minimum 7+ years of experience in Database Management work. - Having experience in installation, configuration with proper memory allocation, and expert on SQL on relational database in CentOS operating System. - Having experience in designing, developing and implementing at least three (3) Databases in Govt. Project. - Having DB certification is preferable	The incumbent will be responsible for developing the technical background/ database and coding of the e-learning module.
7	**DevOps Developer** **1 No.**	4	- BSc Eng. In Computer Science or related subject with minimum 7+ years of experience in software development work and 5+ years of experience in mobile app development. - Proficient in Linux administration, particularly CentOS, for managing and deploying applications in development, UAT, and production environments. - Experience hosting and managing MySQL production databases - Azure Solutions Architect Expert certification/AWS Certified Solution	The incumbent will be responsible for automating processes, managing CI/CD pipelines, and ensuring the reliability and scalability of our applications. S/he will collaborate closely with development and operations teams to optimize workflows, implement infrastructure as code, and enhance system monitoring and security practices. Strong problem-solving skills, a solid understanding of cloud platforms, and experience with containerization technologies are essential.

Sl. No.	Name of Position	Total Inputs in person-months	Qualification and Experience	Major Responsibilities
			Architect /similar kind of certificate will get preference.	
8	**Quality Assurance (QA) Engineer** **1 No.**	4	BSc Eng. in Computer Science or related subject with minimum 5+ years of working experience in Quality Assurance. Having working experience in designing test plan, test cases, and implement test accordingly and provide test result. Having to know basic SQL, Configuration the software. Having working experience as QA at least three (3) Software in Govt. Project.	Lead the quality assurance activities. Run different tests and generate reports. Ensure fixing of different bugs.
9	**Video Production/ Editor** **2 Nos.**	8	- Bachelor's degree from any reputed university - Proficiency in Adobe Premiere Pro, After Effects, DaVinci Resolve - Working knowledge of Adobe Photoshop & Illustrator - Knowledge of motion graphics and animation - Skills in color grading and cinematic editing	Develop high-quality video compositions and motion graphics for campaigns, events, and promotions. Produce reels, snippets, and short-form content for digital platforms. Collaborate with the marketing and creative team to maintain brand consistency. Perform video editing, color grading, and cinematic storytelling. Assist in structuring and organizing manuals, guides, and tutorials.
10	**Content Developer** **3 No.**	15	- Bachelor's degree in Economics, BBA, Design, Multimedia, Visual Communication, CSE, English, or equivalent. - Skills Required: Multimedia, Content Developer, Content writing, Creative content writing, Content Creation, visual communication, Graphic Design, visual designer	Assist in developing eLearning instructional content including tutorials, videos, animations, audio sessions, manuals, and guides. Build interactive modules using Articulate Storyline 360 and Rise 360. Design learner journeys, activities, quizzes, and multimedia interactions.

Sl. No.	Name of Position	Total Inputs in person-months	Qualification and Experience	Major Responsibilities
			- Minimum 5 years of general experience and 3 years of research experience in economics and trade related research	Conduct QA checks to ensure accuracy, usability, and technical quality. Ensure accessibility compliance and eLearning best practices.

The consulting firm may also propose additional non-key experts such as graphic designers, multimedia developers, or trainers if necessary.

Risk Management

- **Content Accuracy**: Collaborate with trade experts to ensure that the content is accurate and reflects the most recent regulations and best practices.
- **User Adoption**: Conduct regular user feedback surveys to ensure the platform meets the needs of target users.
- **Technical Challenges**: Ensure cross-browser and mobile compatibility for the platform's seamless functionality.
- **Language Barriers**: Regularly test the bilingual content to ensure that both language versions are equally effective in delivering the learning experience.

Required Qualifications of the Consulting Firm

The interested Consulting Firm/Institute shall provide demonstrated evidences/documents as follows for reviewing expressions of interest (EOI) submitted for the assignment:

I. The consulting firm/Joint venture firms should have legal capacity for working in Bangladesh;
II. The consulting firm/Joint venture firms must have 10 years of experience in design, development and implementation of various software. Experience will be count from date of the first software development. In case of joint venture, leading firms must have minimum seven years of experience and the partner firm must have five years of experience in the software development area.
III. Must have experience in design, development and implementation of 5 (Five) software implementation service in the field of web-based application software/e-government application
IV. Must have experience of completing similar nature of service at least 03 large scale / nationwide software development implementation and maintenance service amounting BDT 1.5 Core in single work order each with the Govt. /Semi Govt. /Autonomous body of Bangladesh
V. At least 5 years of experience in e-learning instructional design or digital learning content development
VI. Should have capability of installation and maintenance of server system;
VII. Must have minimum 20 (Twenty) ICT personnel in company payroll related to system analysis, design, development, integration, testing, QC, training and implementation of web, database and mobile based applications/ software solutions. Have to give a list of personnel.
VIII. Must have a 24/7 support system/ team to support to provide support.
IX. Must be a member of BASIS.

Selection Method:

The selection method for this package will be Quality and Cost-based Selection (QCBS) selection method described in the World Bank's "Procurement Regulations" for IPF Borrowers (July 2016).

Facilities Provision

(a) The Firm/Consultant will facilitate monitoring of studies by the Employer and World Bank's officials.

(b) The project will provide to the Consultant all key program documents, available related data and reports such as:

- Relevant extract of Technical Assistance Project proposal (TAPP), if required;
- Sharing relevant up to date project information for a better understanding of the project;
- Providing timely feedback to the consulting firm on inception report, questionnaire, sampling, training module, draft reports etc.;

Any logistic support such as transportation as well as office space will not be provided by the Client.

Required documents with its Expression of Interest:

2. Updated Trade License valid up to June 30, 2026,
3. TIN Certificate & Update Income Tax Clearance Certificate/ Evidence,
4. VAT Registration Certificate,
5. Firm Registration certificate, if any,
6. Bank Solvency Certificate,
7. Audited Accounts for last 03 Years, Average Annual Turnover must be at least 2 crores in the last consecutive 03 years.
8. A written undertaking that the Firm/Institute has not been blacklisted or debarred by any Government Organization & IDA,
9. Consulting Firm/Institute's Brochure/Profile bearing organizational structure, and
10. All supporting documents to prove that the Consulting Firm/Institute has required qualifications and experiences.

(Shaila Yasmin)
Project Director (Joint Secretary)
(Additional Charge)
Bangladesh Regional Connectivity Project-1
Ministry of Commerce