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-56

Terms of Reference (TOR) for New Features development of Women Entrepreneurs Networking Platform (WENP)

Background

The **Women Entrepreneurs Network Portal (WENP)** is an essential digital platform that facilitates the growth and success of women entrepreneurs in Bangladesh with more than 32,000 women entrepreneurs are connected through this network. As digital accessibility and user experience become more critical for the success of online platforms, it is essential that the portal evolves to meet the growing needs of its users.

This project focuses on redesigning and reorganizing the existing WENP portal, improving its mobile-first design, implementing multilingual support, and integrating banking and accounting tools to support women entrepreneurs. The overall goal is to ensure that the portal is more accessible, user-friendly, and empowering. *Since the WENP portal is hosted on the same server as BTP, its development must be aligned with the technological advancements of BTP's third version.*

Objectives

The main objectives of this project are:

1. **Modern UX/UI Design**: To update and modernize the user interface (UI) and improve user experience (UX), making it visually appealing, intuitive, and easy to navigate.
2. **Mobile-First Technology**: To prioritize mobile responsiveness and ensure seamless use across mobile devices.
3. **Multilingual Support**: To enable the platform to support multiple languages, ensuring wider accessibility.
4. **Mobile Application Development**: To offer mobile apps for both Android and iOS devices, improving accessibility for users on the go.
5. **Empowerment of Women Entrepreneurs**: To provide tools like banking and accounting modules that will empower women entrepreneurs.
6. **Login with Password**: To implement a secure login system with an integrated password recovery mechanism with the two factor authentication.
7. **Automatic Profile Approval System**: To automate the profile approval process, reducing manual effort and speeding up user onboarding.
8. **Legal Validation**: To review and validate the platform's Terms and Conditions and Privacy Policy, ensuring legal compliance.
9. **Virtual Marketplace**: A virtual market place need to develop for displaying women entrepreneur uploaded product and facilitating trading mechanism
10. **Dashboard**: Three kind of user dashboard should be design such as Admin, User and customer dashboard should be design.
11. **Complain handling register**: User complain registration form for given product or service related complain and notify the solution to the end user.

Additionally, **performance optimization**, **security enhancements**, and **improved integration with payment systems** and various customize report will also be addressed.

22/05/2025

Scope of Work

1. Modern UX/UI Design

To revamp the existing portal with modern, intuitive, and user-centric design that aligns with current UX trends, accessibility standards, business goals and website loading time that aligns with current user expectations and accessibility standards.

Tasks:

- Conduct user research to identify pain points and design requirements.
- Redesign the user interface with a focus on simplicity, clarity, and ease of navigation.
- Apply modern design principles such as flat design, micro-interactions, and responsive design.
- Implement a modern communication system featuring real-time notifications, in-app messaging/chat support, smart alerts, email and push notifications, read/unread indicators, and conversation history to enhance user engagement and seamless interaction.
- Integrate a modern customer review and testimonial system with star ratings, verified feedback, user comments, and review management features to build trust, improve engagement, and enhance overall user confidence in the platform.
- Fast website loading and browsing at low bandwidth area
- Wireframe and prototype key user flows before development.
- Branding updates to ensure a cohesive and professional look and feel.

2. Mobile-First Technology

To ensure the platform is optimized for mobile devices and responsive across various screen sizes.

Tasks:

- Implement a mobile-first design approach, ensuring the site is fully functional and accessible on mobile devices first.
- Use responsive web design techniques for smooth transitions between different screen sizes (e.g., tablets, smartphones, and desktops).
- Conduct testing on various mobile devices to ensure compatibility and user satisfaction.
- Optimize load times for mobile users by utilizing techniques such as lazy loading and image optimization.

3. Multilingual Support

To offer a localized experience for users by supporting multiple languages such as Bangla and English.

Tasks:

- Integrate a language switcher allowing users to choose from multiple languages (e.g., Bengali, English).

- Translate all the portal's content (static and dynamic) into the supported languages (Bangla and English.
- Ensure the localization includes date formats, currency symbols, and culturally relevant content.
- Implement tools for automatic content translation and provide mechanisms for manual overrides if needed.

4. Mobile Application Development

To provide native mobile applications for both Android and iOS platforms.

Tasks:

- Design and develop a mobile application for both Android and iOS, ensuring functionality is consistent with the web platform.
- Incorporate all major features from the website, including multilingual support, profile management, banking and MFS tools.
- Use React Native or similar technologies for cross-platform compatibility.
- Conduct thorough testing for usability, performance, and cross-device compatibility.
- Ensure push notifications for important updates or alerts to users.

5. Empowerment of Women Entrepreneurs (Accounting Modules)

To integrate tools that enable women entrepreneurs to manage their businesses more effectively.

Tasks:

- Develop an accounting module to allow users to link their business accounts and track financial transactions.
- Design an accounting system that can handle expenses, revenue tracking, profit margins, and generate invoices and receipts and measure Return on Investment (ROI).
- Implement financial reporting tools to help entrepreneurs understand their business's financial health.
- Add payment gateway or MFS integrations for facilitating transactions and payments to suppliers or clients.
- The system must comply with internationally recognized security standards, including PCI-DSS for any payment processing modules and ISO 27001/ISO 27017 for information security and cloud security management, particularly for components handling sensitive financial or personal data.
- Ensure data privacy and security for financial information.

6. Login with Password and Password Recovery

To implement a secure login system with an easy password recovery option.

Tasks:

- Implement a secure password-based/ SMS based login system with encryption and secure authentication.
- Develop a password recovery system that allows users to reset their password via SMS or email.
- Include two-factor authentication (2FA) for additional security (optional) and captcha or JWT based authentication.
- Ensure the password recovery process is seamless and user-friendly.

7. Automatic Profile Approval Process

To automate the approval process of user profiles, reducing manual effort and speeding up user registration.

Tasks:

- Design an automated approval workflow that checks for completeness and accuracy of profile information.
- The approval system must include robust security measures to prevent spam, unauthorized access, cyber-attacks, and other malicious activities.
- Implement algorithms that evaluate profiles based on predefined criteria (e.g., completeness of documents, correct data format).
- Integrate with DB ID system for user profile verification.
- Send real-time notifications to users regarding the approval or rejection of their profiles.
- Develop a manual review system for flagged profiles, ensuring no fraudulent activities.

8. Legal Validation of Terms and Conditions and Privacy Policy

To ensure legal compliance with local and international laws concerning user data and privacy.

Tasks:

- Conduct a legal review of the existing Terms and Conditions and Privacy Policy to ensure compliance with local regulations such as the Digital Security Act and GDPR (if applicable).
- Update policies to reflect changes in data protection laws, cookies usage, and user consent mechanisms.
- Add a clear consent pop-up for users to agree to the updated policies when they register or log in to the portal.

12. Product and Entrepreneur Searching option

To enable users to easily discover products and connect with women entrepreneurs through an efficient, intelligent, and user-friendly search system.

Tasks:

- Implement a unified search feature for both products and women entrepreneurs.
- Enable smart search with auto-suggestions for products, categories, and entrepreneur names.

- Add advanced filtering options such as product type, price range, location, and entrepreneur category.
- Provide sorting options based on relevance, popularity, ratings, and newest listings.
- Integrate entrepreneur profile search with business details and product listings.
- Optimize search indexing for fast, accurate, and real-time results.
- Ensure mobile-friendly and responsive search interface for all devices.
- Display structured search results with product previews and entrepreneur profiles.
- Enhance performance with caching and optimized database queries for scalability.
- User friendly searching system that will be integrate in the virtual market place.

13. User dashboard

To provide women entrepreneurs with a centralized, intuitive, and data-driven dashboard to manage their business activities, track performance, and grow their online presence efficiently.

Tasks:

- Add rule based dashboard for admin, user and customer
- Design a personalized dashboard for each women entrepreneur with an overview of key business metrics.
- Display real-time analytics such as total sales, revenue, orders, and product views.
- Enable product management features (add, edit, delete, and categorize products).
- Provide order management tools to track, update, and fulfill customer orders.
- Integrate customer interaction features including messages, inquiries, and reviews.
- Add performance insights and sales reports with visual charts and graphs.
- Include notification center for orders, payments, and platform updates.
- Enable profile management to update business details, branding, and contact information.

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 trade portal in their own UAT server which is accessible over the internet. After the deployment to live server WENP 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 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 Women Entrepreneur Networking Platform (WENP) 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

Training and Development: The consultant needs to provide three days long operational training to selective participants (administrators, editors and members etc.) on the development and maintenance of the new WENP portal. 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:

Modern UI/UX Design: Redesigned portal with improved usability and visual appeal with latest stable version.
Mobile-First Website: A responsive website optimized for mobile devices.
Mobile Applications: Native Android and iOS apps with full functionality.
Accounting Tools: Integrated tools for financial management.
Product management tools: Product management tools for managing product
Profile Management: User profile management tools for users
Virtual Marketplace: Marketplace for showcasing product for sell
Password Management: Secure login and password recovery system.
Automated Profile Approval: Streamlined profile approval process.
Legal Compliance: Updated Terms and Conditions and Privacy Policy.
Product and Entrepreneur Searching option: Product and entrepreneur searching option
User dashboard: summary view of Admin / Customer / Women Entrepreneur the entrepreneur / service provider profile

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 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

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 with other relevant portal ▶ Inception meeting on the submitted inception report (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	(1 month).

Phase 2: Core Development (Backend, Frontend, and App).	▶ Design & Architecture Document (High level design & Low level design) ▶ Design , Develop and deployment of the WENP portal; ▶ Mobile-Responsive Portal: Web interface optimized for mobile use. ▶ Mobile App (React Native / Flutter): App developed for both Android and IOS with future-proof technology and features. ▶ 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.	(15 days).
Phase 4: Final Adjustments and Development	▶ All source code and other related deliverables will be keep in GitHub pro or Bitbucket and deliver on the other media (CD/DVD/Flash drive) as well. ▶ Create Report for the client on demand basis.	(15 days).
Phase 5: System migration, Deployment and Training	▶ System Migration, Deployment ▶ Provide 3 days training to the both Technical and operational with training manual. ▶ User Manual for Administrator and Public User. ▶ Launching ceremony.	(15 days)

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 (Not limited to)

The proposed services under this Terms of Reference shall be carried out by engaging a Consultant having adequate experience and knowledge in designing and delivering similar women entrepreneur web-based solutions. The Firm/Consultant shall propose the structure and composition of its consultants' team members. It should list main discipline of the assignment and the key experts. **An indicative team structure of Key Experts with qualification, experiences and individual's inputs & responsibilities as desired will be as follows:**

Development Team: Project Manager, Database Manager, Full-stack Developers, Mobile Developers, QA Engineers, UI/UX Designers, SEO expert.
Women Entrepreneurs Advisory Board: For feedback and testing
External Partners: Payment gateway providers, security experts

Sl. No.	Name of Position	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	The Team Leader will take the overall responsibility for the execution of the assignment in

Sl. No.	Name of Position	Inputs in person-months	Qualification and Experience	Major Responsibilities
			which at least 07 years' as a Team Leader. - MSc/ BSc Eng. In Computer Science, Information & communication Technology or relevant subject. - Must have PRINCE2 /PMP certification. - Preference will be given having experience in working with trade related project. - Having experience of leading at least three end-to-end web based software development projects.	accordance with the TOR and also for the coordination of all professional inputs. She/he will be responsible to the Employer and maintain close contact with Project Director (Employer's representative) to ensure that the contract is implemented in accordance with the World Bank guidelines. The Team Leader will act as the Consultant's authorized representative for both the design and implementation supervision phase and make decisions on all matters pertaining to the consulting services.
2	**Trade Expert** 1 No.	4	- The incumbent must have a relevant Master's degree from any recognized university/institute preferably in International Trade, Trade Law, Business Administration, Gender and Development Studies, 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 procedures, trade policy, SPS/TBT issues, market access information, and women entrepreneurship development initiatives. - S/he must have demonstrated experience working with women entrepreneurs, women-led enterprises, SME development programs, gender-inclusive trade promotion activities, capacity building, and market linkage facilitation for women-owned businesses. - S/he must have experience in WTO issues, trade facilitation, logistics,	- The Trade Expert shall provide technical and analytical input in the development and enhancement of the Women Entrepreneurs Network Platform (WENP), with focus on women entrepreneurship development, trade facilitation, and digital access to trade-related information. - S/he will assist in developing and updating business support content, export readiness guidelines, market access information, and regulatory resources tailored for women entrepreneurs and women-led enterprises. - S/he will support the Team Leader (TL) in coordination, stakeholder engagement, reporting, and implementation of activities related to WENP development, including collaboration with women entrepreneur associations,

Sl. No.	Name of Position	Inputs in person-months	Qualification and Experience	Major Responsibilities
			infrastructure /connectivity assessment and planning, and must have knowledge and understanding of business practices of trade regulating agencies. - Experience in trade-related policy, management of information portals, and programs promoting women's economic empowerment and participation in international trade will be considered an added benefit.	trade-support institutions, and relevant government agencies.
2	**UX/UI Designer** 2 nos.	10	- A master's degree in a relevant field such as graphic design, computer science, web 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.	The incumbent will be responsible for crafting visually appealing and user-friendly designs for the WENP. S/He will assist in conducting 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.
3	**Back-end Developer/ Programmer** **3 ns.**	15	- BSc Eng. In Computer Science or related subject with minimum 5+ years of experience in software development work. - Having experience in designing, developing and implementing at least three (3) web-based software.	The incumbent will be responsible for developing the technical background/ database and coding of the system of the WENP. Design, develop, and maintain scalable and secure server-side applications, APIs, and databases to support platform functionality and performance. Implement authentication, authorization, and data security mechanisms while ensuring smooth integration with front-end systems and third-party services. Optimize system performance, troubleshoot backend issues, and ensure reliability, scalability, and

Sl. No.	Name of Position	Inputs in person-months	Qualification and Experience	Major Responsibilities
				efficient data processing across the platform
4	**Front End Developer** **2 nos.**	**10**	- BSc Eng. In Computer Science or related subject with minimum 5+ 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 WENP and ensure that the website is modern and user friendly.
5	**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 system and the Bangladesh Trade Portal.
6	**Mobile App Developer** **2 nos.**	**10**	- BSc Eng. In Computer Science or related subject with minimum 5+ years of experience in software development work and 5+ years of experience in mobile app development. - Proven experience as a Mobile App Developer with a portfolio of released applications using Flutter or React Native. - Knowledge of native mobile app development for Android and IOS - Familiarity with RESTful APIs to connect mobile applications to back-end services.	Build high-quality, scalable, and maintainable mobile applications using Flutter and React Native for both iOS and Android platforms. Work on native app development for Android using Java/Kotlin and for iOS using Swift, implementing custom features and optimizing performance for platform-specific functionalities. Collaborate closely with UI/UX designers to ensure mobile applications have a clean and user-friendly interface while working with backend developers to integrate REST APIs and third-party services. Develop

Sl. No.	Name of Position	Inputs in person-months	Qualification and Experience	Major Responsibilities
			- Frameworks & Languages: Flutter (Dart), React Native (JavaScript/TypeScript), Android Native (Java/Kotlin), iOS Native (Swift) - Tools: Android Studio, Xcode, Visual Studio Code (for Flutter and React Native development) - Version Control: Git, GitHub, Bitbucket, GitLab - API Integration: RESTful APIs, GraphQL, Firebase, Google Maps API, Payment Gateways - Any other tools that may require for develop the App for Android and IOS	and maintain reusable, efficient, and testable code following industry best practices for both cross-platform and native mobile development. Continuously optimize app performance, focusing on memory management, speed, and efficient use of system resources for both native and cross-platform environments.
7	**DevOps Developer** **1 no.**	4	- BSc Eng. In Computer Science or related subject with minimum 5+ 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, cloud server management / VPS server management and managing MySQL production databases	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.
8	**Senior SEO Expert** **1 no.**	4	- BSc Eng. in Computer Science or related subject with minimum 5+ years of experience in SEO. - In-depth knowledge of Google Analytics, Google Search Console, and other SEO tools	The incumbent will be responsible for managing and executing all SEO strategies, including content strategy, link building, and keyword strategy to increase rankings on all major search networks.

Sl. No.	Name of Position	Inputs in person-months	Qualification and Experience	Major Responsibilities
			- Up-to-date with the latest trends and best practices in SEO and SEM - Having working experience in SEO at least three (3) Databases in Govt. Project.	
9	**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.
10	**Content developer** **1 no.**	4	- Bachelor's degree in Graphic 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 WENP 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. Conduct QA checks to ensure accuracy, usability, and technical quality.

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

Consulting Firm Qualification and Experience

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 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 03 large scale software development implementation and maintenance service amounting BDT 1 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 support to provide support;

X. Must be a member of BASIS.

Selection Method:

The selection method for this package will be based on Quality and Cost-based Selection (QCBS) method described in the World Bank's "Procurement Regulations" for IPF Borrowers (July 2016). Under this system the best qualified firm having relevant experience will be invited to submit technical and financial proposals.

Facilities Provision

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

(b) The Project Office 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:

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.

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