

**Government of the People's Republic of Bangladesh
Information and Communication Technology Division
Ministry of Posts, Telecommunications, and Information Technology
Digital Entrepreneurship and Innovation Eco-System Development
Under Bangladesh Private Investment & Digital Entrepreneurship (PRIDE) Project
Bangladesh Hi-Tech Park Authority (BHTPA)**

**Term of References (TOR)
For
Selection and Employment of Communication Specialist**

Package No: DEIEDP-BHTPA-S-18-3

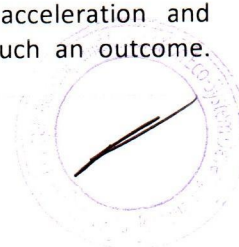
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Dhaka, Bangladesh**



Background of the Project

1. The Government of Bangladesh set objectives to maximize the potential direct and indirect impacts through a more modern, generalized regime for Economic Zones (EZs). The Government has launched an effort to develop a new EZ paradigm for Bangladesh drawing from numerous successful examples from around the world as well as Bangladesh's own positive experience with the EPZ model. The expectation is that more spillovers will be harnessed by local firms from foreign direct investment, additional investments will be encouraged within value chains, more local produce will be procured, and better linkages established between firms and educational institutions. Faster adaptations to international environmental and social practices in the private sector are encouraged through the new EZ policy.
 - 1.1. One of the key legislative accomplishments of the Government was to create two authorities to spearhead the push towards industrialization with greater involvement of the private sector. The Bangladesh Economic Zones Authority Act and the Bangladesh Hi-Tech Park Authority Act—both of 2010—created two new semi-autonomous agencies—the Bangladesh Economic Zones Authority (BEZA) and the Bangladesh Hi-Tech Park Authority (BHTPA)—tasked to oversee the expansion of economic zones (EZs) and hi-tech parks (HTPs) in the country. BEZA and BHTPA rely mainly on private capital and expertise to build and operate the new zones but with important government oversight.
 - 1.2. Estimates of the size of the digital economy range from 5 percent to 15 percent of GDP and information, communication and technology (ICT)-related exports are estimated at US\$1 billion in 2019. Nearly 300,000 Bangladeshi professionals code software, design software applications and serve clients at home and abroad through peer-to-peer digital marketplaces compared to less than 10,000 five years ago. The digital economy is increasingly affecting traditional industries. But there are relatively few ITS and ITES companies that have grown large. More traditional businesses are adapting to digital platforms and use ITS and ITES to improve operations. There is an increasing demand for facilities offering connectivity, funding, market access, and physical and virtual workspaces for digital entrepreneurs. Estimates suggest that four out of five ITS and ITES businesses operate from non-commercial or residential areas. The sector has the potential to create a lot of jobs for educated women. The share of female employees varies across STPs with an average of 33 percent. STPs provide a unique opportunity to promote female employment and entrepreneurship in the ITS and ITES sector, which is generally lower than in some other sectors.
 - 1.3. The ongoing Private Sector Development Support Project (PSDSP) supported establishment of BEZA and BHTPA. PSDSP is also supporting setting up of Mirsarai Economic Zone at Chattogram and Mongla Economic Zone at Bagerhat district along with High Tech Park at Gazipur and Software Technology Parks and Incubation Centers in a few places. In addition, PSDSP supported the preparation of a master plan to set up Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN) at Mirsarai which is at the final stage of completion. The proposed Bangladesh Private Investment & Digital Entrepreneurship (PRIDE) Project will build upon the foundation laid by PSDSP and strengthened capacity to start delivering by BEZA and BHTPA on their mandates.
 - 1.4. The BHTPA is planning to establish incubation centers within the STPs and select technical universities to strengthen the entrepreneurship ecosystem and encourage digital entrepreneurship. The BHTPA has also issued a license for a private STP operator that is aimed to serve external tenants. It highlights BHTPA's important role as a facilitator although the missing market in the digital ecosystem warrants public engagement to catalyze support services. Utilizing private sector expertise and integrating incubation, acceleration and mentorship programs based on good international practices could have such an outcome.



Bangladesh needs to strengthen the pipeline of ITS and ITES companies that have the size and capabilities to leverage private equity and venture capital for growth. A thriving ITS-ITES sector would not only generate export revenue and high paying jobs but also raise productivity in the domestic economy.

1.5. Project Development Objective. The PDO is to promote private invest, job creation, and environmental sustainability in participating economic zones and software technology parks in Bangladesh.

2. Project Components

The project has four components. BEZA will implement components 1-3 and BHTPA will implement components 4. The components are:

- Component 1: creating an Enabling environment for Private Investment and Sustainability.
- Component 2: Developing a Greener and Climate resilient BSMSN;
- Component 3: Creating a Private Market for Serviced Industrial Land; and
- Component 4: Strengthening the Digital Entrepreneurship and Innovation Ecosystem.

2.1. Component 4, which will be implemented by the BHTPA, aims to strengthen the foundation of the digital entrepreneurship and innovation ecosystem in Bangladesh and take advantage of the increasingly global and domestic demand for digital services further ramped up by the Covid-19 pandemic. It will create the country's largest agglomeration of ITS and ITES SMEs in Dhaka's Vision 2021 Tower Software Technology Park (STP) which will be turned into a green building, and promote digital entrepreneurship more broadly among young professionals and women. Digital entrepreneurship will be supported at three levels. First, it will establish modern and professional start-up and scale-up facilities and services in STPs licensed by the BHTPA. Second, it will pilot entrepreneurship and innovation hubs in some leading technological universities and business schools. This will also offer accredited and rapid training programs to budding entrepreneurs and managers in the ITS and ITES field. Third, it will offer a media-based challenge program with prizes to help change attitudes and attract more youth, women and young professionals to consider becoming entrepreneurs. The goals are to create entrepreneurship hubs, to increase market entry and growth rates of digital startups and SMEs, and to create a gender-inclusive culture. Component 4 will be managed by BHTPA and aims to strengthen the foundation of the digital entrepreneurship and innovation ecosystem. The component has two sub-components:

2.2. Establishing Dhaka's first digital entrepreneurship hub in Vision 2021 Tower STP (Former Janata STP) (i) Recruitment of an experienced internationally recognized private operator for managing the expanded Vision 2021 Tower STP (comprising of Vision 2021 Tower 1 and Vision 2021 Tower 2 STP respectively), and (ii) upgrade the facilities of Vision 2021 Tower-1 STP; and (iii) build climate-resilient Vision 2021 Tower-2 STP with the construction of a new multistoried building.

2.3. Digital Entrepreneurship, training and innovation support program Provision of support to (i) design and implement the Entrepreneurship Program with special emphasis on women digital entrepreneurs; (ii) design and implement a program to mentor, advise and train digital entrepreneurs for the Start-up and Scale-up Facility within select STPs; (iii) establish University Innovation Hubs in technological universities and business schools and (iv) towards the necessary civil works in support of the same.

2.4. Project Location. The expansion of this STP would be in the form of the construction of a separate multi-storied building on a piece of land adjacent to the existing Software Technology Park in Kawran Bazar C/A, Dhaka.



3. Objective of the Individual (Communication Specialist)

The overall objective to employ as communication specialist for the project are as follows:

- To develop and implement communication strategies for all activities under the DEIEDP-PRIDE project including startup & Scaleup Management Program and University Innovation Hub Management Program;
- To communicate and coordinate with all the firms (transaction advisory service, program content production, startup and scaleup program management, university innovation hub management, training management, design and supervision etc.,) to develop and synchronize a common communication strategy for the project;
- To training and build the capacity of the BHTPA staff in communication for sustainability.

4. Duties and Responsibilities

- Ensures planning and design of internal and external strategies for communications and outreach geared towards supporting PRIDE and BHTPA.
- Manages the writing, development, design, production and dissemination of diverse publications and news releases through a variety of media, including print, broadcast and social.
- Oversees the content development, expansion and continual assessment of the quality and relevance of web-based information services.
- Promotes optimum visibility of PRIDE's activities through effective media relations, placement and distribution of information material and creative partnerships with BHTPA, multilateral and non-governmental organizations and private sectors.
- Collaborates closely with External Relations colleagues and facilitates knowledge building and knowledge sharing.
- Develop and synchronize the communication strategies of all the firms under DEIEDP-PRIDE for a common communication platform;
- Train the staff of BHTPA for sustainable development of communication in BHTPA.

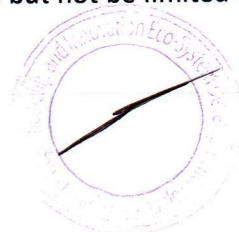
Ensures planning and design of internal and external strategies for communications and outreach geared towards supporting PRIDE's partnership-building and resource mobilization, focusing on the achievement of the following results:

- Planning and elaboration of communications needs assessments for BHTPA
- Well-developed communications and outreach strategy based on the corporate communications strategy
- Optimal working relations with the External Relations team and other BHTPA units

Constructive and timely advice on the inclusion of communications components in program formulations to integrate advocacy and communication strategies into all aspects of WB and BHTPA's Digital Entrepreneurship and Innovation Eco-System Development program.

5. The detail scope of work, education qualification, experiences and reporting obligations are as follows:

5.1. The scope of services of the Communication Specialist shall comprise but not be limited to the following:



- Collaborate with management to develop and implement an effective communications strategy based on target audience.
- Develop and synchronize for a common communication strategy for all stakeholder/firms working under the DEIEDP-PRIDE project;
- Develop a communication training plan and implement in collaboration with BHTPA for sustainability.
- Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other material that communicates the organization's activities, products and/or services.
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the organization.
- Establish and maintain effective relationships with journalists, and maintain a media database.
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
- Maintain records of media coverage and collate analytics and metrics.
- Manage conflict as it arises and escalates to management.
- Any other works requested by the Project Director & Public Relations Officer.

5.2. Contract Detail

Contract Type: Individual Consultancy

Duration of Assignment: 24 (Twenty-four) Man-Months or as per the requirement of the project

Duty Station: Dhaka/ outside of Dhaka, Bangladesh

No of Post: 01 (one)

5.3. Reporting Obligations

The Communication Specialist will work in close association with the Project Director, and Public relations Officer, with regard communication and related works. The Communication Specialist will discharge his duties in a way that the contract management under the project is carried out in an effective and transparent manner in accordance with the applicable contract documents and/or codes in relation to the communication activities. The Communication Specialist will sit in the site office and will be reporting to the Public Relations Officer (PRO) on a day-to-day basis on the status of implementation of the works.

5.4. Educational Qualification and Experience:

A. Academic:

- A Minimum bachelor's degree in Mass Communication & Journalism/relevant subjects; holding post-graduate qualification in communication/related areas (certificate/diploma/degree) will be considered as added advantage.

B. Experience:

- At least 05 (Five) years of relevant experience in the field of reporting/news editing/writing and communication/publication works.
- At least 10 articles should be published in prominent journals, published at least one analytical book about media or film will be given extra privileges.
- Training on Photo Journalism organized by public organizations/institutions



will be given extra privileges.

- Journalism and social media experiences will get preferences.

C. Computer Literacy:

- Must be computer literate and have user-at-ease ability to work on common office-use software.

D. Aptitude:

- Good report preparation skills and experience.
- Proven communication skills (excellent command in English and Bengali).
- Good time management and organizational skills.
- Practical knowledge and strong concept of Documentary/Short Film/Feature Film etc.

6. Reporting Arrangements

The Communication Specialist will report (Soft Copy and Hard Copy with signed) directly to the Project Director and any official designated by the Project Director.

7. Selection Procedures

The Communication Specialist will be selected based on the PPR 2008, Rule 112: Selection of Individual Consultants.


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