

**Bangladesh Hi-Tech Park Authority (BHTPA)
Information and Communication Technology Division
Ministry of Posts, Telecommunications and Information Technology**

**Digital Entrepreneurship and Innovation Eco-System Development Project (DEIEDP)
Bangladesh Hi-Tech Park Authority (BHTPA)**

**Terms of Reference (TOR)
for
Selection and Employment of a Consulting Firm
For Management of**

TRAINING on SOFT SKILL

**as a part of the Digital Entrepreneurship and Innovation Eco-system Development Project
under the
Private Investment and Digital Entrepreneurship Project (PRIDE)**

Package No: DEIEDP-BHTPA-S-22

March 2023

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1. Introduction

- 1.1 The Government of Bangladesh has set objectives to maximize the potential direct and indirect impacts through a more modern, generalized regime for Economic Zones (EZs) and Hi-Tech Parks.
- 1.2 The now completed Private Sector Development Support Project (PSDSP) supported establishment of HTP under BHTPA. The new Bangladesh Private Investment & Digital Entrepreneurship (PRIDE) Project will build upon the foundation laid by PSDSP and strengthened capacity to start delivery by BEZA and BHTPA on their mandates.

2. Objectives of the project

- 2.1 **The objective of PRIDE** is to promote private investment, job creation, and environmental sustainability in participating economic zones (EZs) and software technology parks (STPs) in Bangladesh. It will achieve this through four components.
- 2.2 BHTPA will implement the component **4: Strengthening the Digital Entrepreneurship and Innovation Ecosystem Development (DEIEDP-BHTPA)**.
- 2.3 **The DEIEDP-BHTPA:** The component 4 is implemented by the BHTPA which is aimed to strengthen the foundation of the digital entrepreneurship and innovation ecosystem in Bangladesh and take advantage of the increasing global and domestic demand for digital services further ramped up by the Covid-19 pandemic. 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 Information Technology Services (ITS) and Information Technology Enables Services (ITES) companies that have grown large, and there is a disconnect between universities and industries which means that graduates are often unprepared for the world of work. 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 Software Technology Parks (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.
- 2.4 The BHTPA is planning to establish incubation centers within the STPs and select technical universities to strengthen the entrepreneurship ecosystem and encourage digital entrepreneurship.
- 2.5 PRIDE's DEIEDP-BHTPA will create the country's largest agglomeration of ITS and ITES Small to Medium Sized Enterprises (SMEs) in Dhaka's Vision 2021 Tower Software Technology Park (STP) that 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. The component has two sub-components:

- 2.5.1 Establishing Dhaka's first digital entrepreneurship hub in Vision 2021 Tower STP (Former Janata STP)
- 2.5.2 Digital Entrepreneurship, training and innovation support program

3. Skills Development in the DEIEDP-BHTPA: Training on Soft Skill for IT Professionals

3.1 The DEIEDP-BHTPA success is dependent on entrepreneurs and firm employees having, or having access to, the right skills and so the project includes support for skills development. The skills development work supports the overall PRIDE component 4 objectives:

- a) More people in better jobs - 4000 new high skill, graduate, jobs will be facilitated by PRIDE. Employment opportunities in STPs generated by these new jobs, and by natural churn in existing jobs, are more skilled and more likely to be formal than in the wider labor market. This generates opportunities for nationals, but only if they have the right skills. Skills development will provide pathways into the STPs and High-Tech Parks (HTPs), including into the new jobs created, by offering skills development opportunities to 3000 beneficiaries which leads to a graduate job.
- b) More investment-ready SMEs - by offering technical, management and leadership skills required for business scale-up to management and employees of SME firms and their potential hires.
- c) More youth, women and professionals attracted to becoming digital entrepreneurs - by providing entrepreneurial training and support for people who wish to start new businesses in BHTPA-supported STPs and HTPs.
- d) Women participating in ICT and ITes industries – by improving pathways into ICT jobs. At least 40% of the new jobs facilitated by BHTPA's PRIDE should be taken by females. The specific Component 4.2 objective is that 40% of the beneficiaries of training linked to employment in STPs and HTPs will be women.

3.2 The expected beneficiaries of the skills development program are the IT ITes companies specially Tenants of the HTPs and STPs, potential firm who will be Tenants, and the firms, entrepreneurs and employees who are in Tenant Supply chains. Beneficiaries also include female graduate job-seekers who are seeking employment or self-employed work in the HTPs, STPs or their supply chains.

3.3 BHTPA is interested to create skilled resource pools of women in IT/ITES and Hi-Tech Sector through scaling up their skills to face the challenges and innovations of 4th Industrial Revolution. BHTPA is also keen to create world class human resources in emerging and upcoming technology.



3.4 Firms in the HTPs and STPs are expected to include those which are offering services to customers and clients overseas, and to be operating as a part of global value chains. BHTPA will also target support for firms which are investing into high value business models based on trading intellectual assets, digital transformation and the fourth industrial revolution, and semi-conductors. These priorities are linked to the PRIDE objectives of providing higher value jobs by moving on from business models based on low costs of labour.

3.5 BHTPA has conducted a Training Needs Analysis which gives clear guidance on technical skills development requirements for the IT and ITeS sector, but also highlights a substantial need for on-the-job learning to ensure that skills are developed in the work environment, and for broader workplace skills such as soft skills. It also reiterates existing information on a disconnect between universities and industry, necessitating better approaches to education-to-employment pathways.

3.6 The scope of this Terms of Reference is limited to providing skills development services, in other words, the skills gap will be addressed through skills development programs.

4. Objectives of the assignment

Increase the Intra-personal and Interpersonal soft skills of IT professionals that impact their performance in the workplace through creating and growing network and making professional contacts. Most soft skills contribute to ability of an employee to use existing skills well and develop and grow those skills consistently over time. The detailed objectives are as follows:

- Upgrade intra-personal and interpersonal skills of employees working in the IT/ITES industries, enabling its growth with better-qualified human resources
- Create a readily employable workforce to be absorbed in the IT/ITES sector by the industry, particularly for the firms located in HTP/STPs;
- Increase self-employment opportunities for the youth of Bangladesh in the IT/ITES industries
- Develop increased freelancing community to participate in microwork on crowdsourcing platforms

5. Scope of Services

BHTPA will hire a skills development Consulting Firm to design, delivery and evaluation of the Intra-personal and Interpersonal skills needs for IT professionals working in Tenant firms in HTP/STP or their suppliers or prioritized IT firms or freelancing market. The Consulting Firm shall:

- 5.1 Develop and operate a process for acquiring client firms, reaching and on-boarding learners, and supporting learning and learner progression in work which delivers on pre-agreed outcomes for firms, trainees and BHTPA.
- 5.2 Target a prioritized list of firms as clients of the services through appropriate channels and work with BHTPA to ensure participation of high priority firms. The list of Target Firms will include:
 - Firms that are investing into high value business models (defined in section 3.4 above), which will be considered highest priority firms.



- Firms that are tenants of HTPs or STPs or are prospective tenants which are a part of active BHTPA business development activity.
- Suppliers of ICT and ITeS services to tenants which are nominated by tenants for inclusion in the programme.

5.3 Provide client support to firms:

- Understanding clients' training and recruitment needs and ensuring the skills development offer meets their needs
- Meet clients regularly to take feedback and check programme effectiveness

5.4 Encourage active and spontaneous participation of the trainees through research-based modern adult-learning methodologies and social learning atmosphere

5.5 Organizing a study through stakeholder consultation with top management, HR, and other relevant persons and develop training modules keeping original TNA as baseline where two broad modules: Intra-personal and Interpersonal soft skills will be covered

5.6 Develop performance objectives and the best learning tools

5.7 The shortlisted firm will propose a suitable curriculum and assessment approach. The curriculum is expected to include a 6-day long training programme followed by 3 months follow up in-work which will close with an assessment of competence and will be based on agreed occupational standards. The Shortlisted firm will also propose a suitable approach and methodology for assessment of competence which will include the competencies developed and demonstrated during the day long and the 3 months follow up period.

5.8 Organize the six (6)-day long training for three hundred (300) IT professionals (12 batches not exceeding 25 participants in each)

5.9 Pre and post training Evaluation of the participants

5.10 Engage industry experts in learning process where They will be expected to share their learning application and sometimes also challenge each other to improve.

5.11 The 3-month-long follow-up session will be organized after training and will consist of in-work opportunities to develop and demonstrate their soft skill, gathering evidence of competence for their final assessment.

5.12 Work together with the Tenant firms in HTP/STP to understand the potential employees career paths and enroll them in the program.

5.13 Find or develop channels to reach graduate job-seekers or potential self-employed workers in order to inform them of skills development opportunities under Training on Soft Skill.

5.14 Target learners for recruitment onto Training on Soft Skill or take referrals and run a process for checking their eligibility, understanding learning needs, and registering them onto courses with appropriate training plans.

5.15 Develop and operate specific tactics for improving participation by women and people with disabilities.

5.16 Provide training in the subjects finalized after study and market study which has the following features:



- Select trainees as per qualification and eligibility criteria detailed in sections-10
 - appropriately qualified trainers/experts to conduct quality training program which will enhance better employability skills of the candidates for the IT/ITES sector;
 - A work-based element of training and assessment such as project work or teamwork which will be included in the 3-months following the initial six (6) day long training.
 - Trainer trainee ratio in any classroom for this program could not exceed 1:25;
 - Need to conduct prescribed duration of courses;
 - Refresher courses/re-training of candidates not passing the assessment test without claiming any additional cost.
- 5.17 Assessment against standards provided by BHTPA
- 5.18 Provide support and guidance to learners through their learning process:
- Career advice and guidance for new joiners based on information about the labour market supplied by BHTPA or other sources, and specific opportunities found through work with client firms.
 - Initial assessments of their needs to ensure appropriateness of skills development programme.
 - Guidance and support during programs aimed at helping them achieve their personal aims.
 - Job-placement support through job-matching or job-search training and support, or equivalent support for people finding self-employed opportunities.
- 5.19 Assessment of competence in a final assessment, consistent with the agreed assessment approach, and a certificate that can be cited in resumes and on-line profiles. Trainees who will spontaneously participate in the training and demonstrate the evidence of acquiring the target skills in the follow up sessions must be provided a certification.
- 5.20 Find or develop channels to be connected with the trainees for after training progress tracking
- 5.21 Duration of the assignment is eighteen (18) months
- 5.22 Place of work: Dhaka, Chattogram, Rajshahi, Khulna (Location may be added based on demand)
- 5.23 Reporting to BHTPA to support performance management as outlined in the sections below

6. Training Details

- Short listing firm must submit their proposed curriculum with methodology and training approach.
- After awarded the consulting firm will conduct a workshop and specific target market study. Based on this report most demanding skills will be finalized and earlier submitted training plan will be modified.
- Target number of trainees- 300, where 120 must be female (40%)
- Some significant skills recommended in Training Need Assessment are:



SL	Soft Skills
1	Communication Skills, Presentation Skill, Public Speaking,
2	Critical Thinking and Problem Solving
3	Team Building, Collaboration,
4	Leadership, Conflict Management,
5	Interpersonal skills
6	Motivation, Self-awareness
7	Adaptability, Patience
8	Creativity, Emotional intelligence
9	Lifelong learning, Reading, listening, Written Communication, Networking,
10	Dedication, Logical thinking, Responsibility
11	Internet Browsing, Commitment, Decision Making, Disciplined, English Writing Skills, Multi-tasking, Open-Mindedness, Integrity, Proactive, Punctual, Work ethics
12	Accountability, Accuracy, Listening Skills, Attentive, Confidence, Curiosity, Meticulous, Professional Etiquette,

7. Expected outcome

- I. Eighty (80) percent of the Target Firms (refer to the Scope of Services section above) engaged as beneficiaries
- II. Completions/assessments/certifications against agreed learning outcomes
 - Number of learner course completions is Hundred (100) percent of the numbers listed in the Number of Trainees column in the table A above.
 - Number of learner course completions is Hundred (100) percent of the number registered through the learner recruitment and registration process.
 - Number of successful assessments and certifications is no less than eighty five (85) percent of the number of course completions.
- III. Forty (40) percent female participation with course completion and successful certification performance no lower than the average of the whole group
- IV. Create gainful training leading to employment, self-employment for the youth through the program in the IT/ ITES industry and sector. The expected outcome is no less than 40% of registered learners gain successful job outcomes. An employment outcome may be proof of:
 - In-work progression for learners who were employees when they were registered. This may be movement to a new post or project consistent with their learning programme, or a pay increase if they remain in the same post.
 - A job for learners that were job-seekers when they were registered, which they hold for no fewer than 3 months (the statutory probationary period)
 - A freelance position for those who registered on the learning programme in order to be self-employed.
- V. Increase participation from freelancers in Microwork on Crowdsourcing platforms measured by proven participation in the platforms by those who were trained under Training on Soft Skill
- VI. Establish special linkages with the local and international IT/ITES companies (the Target Firms detailed in sections above) in facilitating placement of trained candidates
- VII. Support current tenants of STPs and HTPs and their supply chain in improving female participation, and encourage IT/ITES companies to set up their operations at the STPs and HTPs in Bangladesh. This should be measured through Employer Satisfaction Survey.
- VIII. Create awareness on the IT/ITES sector opportunities among trainees, parents and teachers measured through survey.



8. Performance Monitoring

8.1. Management: The Project authority and the Consulting Firm shall meet at the management level at least once every month or as often as necessary to review the performance of the services provided with a view to ensuring quality standard in the services.

8.2. Work Progress Record and Reports: The Consulting Firm needs to deliver records of following documents on timely basis:

- 8.2.1. Trainee database (before starting class)
- 8.2.2. Lab facility details with picture (before starting class)
- 8.2.3. Picture (CCTV screen-shoot) of class (regularly- at the mid of the class)
- 8.2.4. Live tracking of class through CCTV and social media page (regularly)
- 8.2.5. Daily attendance (within 1hour of class starting)
- 8.2.6. Course progress (soft copy-daily & hard copy Monthly)
- 8.2.7. Assignment & assessments (as per training plan)
- 8.2.8. Certification (after 3 months performance monitoring)
- 8.2.9. Trainee & Trainer feedback (batchwise)
- 8.2.10. Job placement record (batchwise)
- 8.2.11. Employer satisfaction survey results
- 8.2.12. Tracking of trainee's performance growth (for 3 months after completion of training).
- 8.2.13. Tracking of trainee's career/employment growth (6 months after completion of training).

8.3. The following recorded documents should be submitted to the Project office:

- 8.3.1. Inception report: The Consulting Firm will submit the inception report within 20 days of agreement signing including finalized trainers list, lab details, marketing & trainee acquisition plan, detailed program plan in prescribed format.
- 8.3.2. Pre-assessment report: The Consulting Firm will submit the pre-assessment report before starting every batch in prescribed format including selected candidates present skill level, convenient class schedule, modified syllabus and training plan.
- 8.3.3. Quarterly work progress report: The Consulting Firm will submit work-progress report on quarter basis in prescribed format including the batches and date details.
- 8.3.4. Monthly work progress report: The Consulting Firm will submit work-progress report on month basis in prescribed format including the batches and date details.
- 8.3.5. Batch completion report: The Consulting Firm will submit batch completion report in prescribed format including port training assessment and the batches details.
- 8.3.6. Job outcome report
 - before starting batch, the current job condition of the trainees
 - immediate after completing training, if any improvement
 - Complete placement report within 6 month of batch completion
- 8.3.7. End-of-Contracts Reports: The Consulting Firm will submit contract completion report in prescribed format including the batches and date details.
- 8.3.8. Follow up report: The Consulting Firm will submit the follow up report quarterly after assignment/ contract completion
- 8.3.9. Other documents if required.
- 8.3.10. The Consulting Firm must keep all this information in a learning management system and BHTP shall access to it to verify records.



8.4. Progress Monitoring

- 8.4.1. The Project Authority will designate consultant(s) from the Project office who is involved in monitoring progress, reviewing major shortcomings and corrective action taken by the Consulting Firm, assessing the arrangements made by the Consulting Firm and attending to other matters related to contractual obligations of the Consulting Firm for the successful implementation of the project.
- 8.4.2. Progress meetings are meant to review on the services provided by the organization as a whole and they are not meant to substitute the regular consultations and meetings that are usually held at ground level for day-to-day matters.
- 8.4.3. Appropriate records of the Progress Meetings shall be kept by the officer Performance of the Consulting Firm will be certified by this officer which shall be the basis for phase-by-phase payment to the Consulting Firm.
- 8.4.4. BHTPA will have the right to make short-notice or surprise visits to the installations where training services are being delivered, with the purpose to validate quality of learning and quality of record keeping.

9. Key Experts

Sl. No	Expert position	Educational qualification & experiences	Total person-month	Indicative Number of positions
1	Team Leader	Educational Qualification: MBA/HRM/Business communication/ Mass communication/BBA/IT Graduate. Professional certification/degree in soft skill will be given preference Experience: Minimum five (5) years of experience in managerial post and at least 2 Years as team leader in similar type of training program. Proven track record of providing large number of soft skill training specially for large corporation/MNC/ Development partners will be given preference.	12	1 (Full time)



2	Soft Skill Expert	<p>Educational Qualification: MBA/HRM/Business communication/ Mass communication/BBA/IT Graduate. Professional certification/degree in soft skill will be given preference.</p> <p>Experience: at least five (5) Years' experience of designing and developing curriculum and program for similar type of training program. Proven track record of providing large number of soft skill training specially for large corporation/MNC/ Development partners will be given preference.</p>	(1*8) = 8	1 (Full time)
3	Resource Person	<p>Educational Qualification: MBA/HRM/Business communication/ Mass communication/BBA/IT Graduate. Professional certification/degree in soft skill will be given preference</p> <p>Experience: Minimum 3 (Three) years of experience in similar type of training program. Must have proven track record as soft skill trainer and trained at least 100 professionals or 10 batches where at least 3 batches of 25/30 trainees in each.</p>	(4*8) = 32	4 (Full time)
4	Mentor	<p>Educational Qualification: Minimum bachelor's degree in any relevant subject.</p> <p>Experience: Minimum 3 years of relevant experience. Must have proven track record as top-rated freelancer.</p>	(1*6) = 6	1 (Intermittent)
Total Person-Months			58	

Short listed consulting firms proposed key experts will be interviewed by the PIU.

10. Classroom Infrastructure and training tools/equipment required:

- 10.1. At least one Training room with necessary training equipment (projectors, white board, chairs, tables) to accommodate at least 30 trainees.
- 10.2. Short listed consulting firms' proposed training room and infrastructure will be visited by PIU

11. Eligibility Criteria of the Trainees:

- 13.1. The trainees would be selected by the training service providing firm in collaboration with the project office. The following criteria should be followed to select the trainees:
 - a. All trainees are at least graduates of relevant Higher Education programmes.
 - b. Trainees should be employees, potential employees or freelance workers of IT/ITES firms located in HTP/STP, or of organizations in the supply chains of IT/ITES firms located in HTP/STP Supervisor/ line manager of the hiring firm involved in Internship program or Promising intern.
 - c. Trainees have to pass an entry-level selection process to attend the program as a part of the Participant Selection Process outlined below;
 - d. Forty (40) percent of total trainees must be female



- e. BHTPA always encourages participation of people with disabilities, transgender and third gender;

9. Facilities, Data, Information, Support: The BHTPA will provide the following support:

- a. Ninety percent (90%) of the tuition fees will be borne from DEIEDP-BHTPA and rest ten percent (10%) will be borne by the participants;
- b. Tuition fee will be disbursed to the Consulting Firm by the project authority subject to the fulfillment of every milestone based on the number of graduate candidates enrolled for undergoing training under this project.

14. Participant Selection processes

- a. All trainees must be either:
 - i. currently employed at a Tenant firm in HTP/STP or an organization in their supply chain, or
 - ii. A graduate job-seeker who is seeking employment in known positions in tenant firms or their downstream supply chain, or
 - iii. Nominated personnel of the hiring firm involved in Internship program or
 - iv. Promising intern or
 - v. A graduate who intends to become self-employed offering services for which there is a known demand in tenant firms or their downstream supply chain or
- b. The employee of Tenant firms in HTP/STP will get preference. The Tenant firm proposes the list of participants to the Consulting Firm, including both current and potential employees.
- c. The Consultant Firm must offer career guidance to trainees and an initial assessment to confirm that the trainee can benefit from the selected course.

15. Consulting Firm Training activities:

Consulting Firm will offer career counseling as part of an onboarding process. Consulting Firm will initiate the process of a topic only after getting written permission from the project office.

16. Code of Conduct

- a. During the service provision period, all experts and support staff of the Consulting Firm must comply with applicable laws, rules, and regulations of Bangladesh.
- b. All the documents and information produced by or during the consultancy services will be the sole property of the BHTPA. No information or document is permitted to transfer or share or disseminate elsewhere without the permission of project director will be treated as fraudulent activities and measures will be taken if so happen.
- c. The project may have the copy right of all documents developed under this assignment.