

**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 for People with Disabilities**

**as a part of the digital Entrepreneurship and Innovation Ecosystem  
Develop Under  
Private Investment and Digital Entrepreneurship Project (PRIDE)**

**Package No: DEIEDP-BHTPA-S-21**

**March, 2023**

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**1. Introduction**

- 1.1 The Government of Bangladesh set objectives to maximize the potential direct and indirect impacts through a more modern, generalized regime for Economic Zones (EZs) And Hi-Tech Parks.
- 1.2 The completed Private Sector Development Support Project (PSDSP) supported establishment of HTP under BHTPA. 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.

**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) (Component-4 of PRIDE) under PRIDE project.
- 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 (five) percent to 15 (fifteen) 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 IT and 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 IT 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 IT 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 (thirty three) 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 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 Tower STP)
- 2.5.2 Digital Entrepreneurship, training and innovation support program

### **3. Skills Development in the DEIEDP-BHTPA: Training for People with Disabilities**

- 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 (four thousand) new high skill, graduate, jobs will be facilitated by PRIDE. Employment opportunities in STP 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 labour market. This generates opportunities for nationals, but only if they have the right skills. Skills development will provide pathways into the STP and HTPs, including into the new jobs created, by offering skills development opportunities to 3000 (three thousand) 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 (forty) percent of the new jobs facilitated by BHTPA's PRIDE should be taken by females. The specific Component 4.2 objective is that 40 (forty) percent of the beneficiaries of training linked to employment in STP 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 People with Disabilities who are seeking employment or self-employed work in the HTPs, STPs or their supply chains.
- 3.3 BHTPA is interested to create skilled Resources pools of disable person 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 HR in emerging 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 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

4.1 Increase the participation of persons with disabilities in graduate positions in IT/ITES sector with special focus in the HTPs and STPs by targeting potential jobseekers and existing workers and improving their access to jobs and careers through information, training, and support tailored to their needs. As well create opportunities for the disable in outsourcing market. The detailed objectives are as follows:

- a) Create a readily employable workforce to be absorbed in the IT/ITES sector by the industry, particularly for the firms located in HTP/STP;
- b) Increase self-employment opportunities for the people with disabilities of Bangladesh in the IT/IT Enabled Services sectors
- c) Upgrade skills of employees working in the IT/ITES Industry enabling its growth with better-qualified human resources
- d) Ensure financial security of the target group that will eventually upgrades their social acceptance and self confidence
- e) Develop increased Freelancing community to participate in microwork on crowdsourcing platforms

#### 5. Scope of Services

BHTPA will hire a skills development Consulting Firm to address the skill development of the people with disabilities to make them fit for IT industry. 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 clients will include:

- a) Firms that are investing into high value business models, which will be considered highest priority firms.
- b) Firms that are tenants of HTPs or STPs or are prospective tenants which are a part of active BHTPA business development activity.
- c) 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:

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

5.4 Work together with the associations and non-profitable organizations dedicated for the people with disabilities to understand their challenges, potentialities, employees career paths and enroll them in courses that are appropriate for their careers.

5.5 Work together with the Tenant firms in HTP/STP to understand the (potential) employees career paths and enroll them in courses that are appropriate for their careers.

5.6 Find or develop channels into reach potential candidate in order to inform them of skills development opportunities under "Training for person with disabilities".

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

5.8 Develop and operate specific tactics for improving participation by women, third gender and transgender.

5.9 Provide training in the technical subjects listed in the section below which has the following features:

- a) Select trainees as per qualification and eligibility criteria detailed in sections-8

- b) appropriately qualified trainers/experts to conduct quality training program which will enhance better employability skills of the candidates for the IT/ITES sector;
  - c) A work-based element of training and assessment such as project work or teamwork.
  - d) Trainer trainee ratio in any classroom for this program could not exceed 1:20;
  - e) Need to conduct prescribed duration of courses;
  - f) Ensure certification of trainees through test at the end of the training program;
  - g) Post training, the Consulting Firm shall ensure that 85 (eighty five) percent of the trained candidates are able to pass the assessment test;
  - h) Ensure refresher courses/re-training of candidates not passing the assessment test without claiming any additional cost.
- 5.10 Soft Skills Training and assessment
- 5.11 Provide support and guidance to learners through their learning process:
- a) Careers 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.
  - b) Initial assessments of their needs to ensure appropriateness of skills development programme and training planning as outlined in 5.4 above.
  - c) Guidance and support during programmes aimed at helping them achieve their personal aims.
  - d) Job-placement support through job-matching or job-search training and support, or equivalent support for people finding self-employed opportunities.
- 5.12 Assessment of competence and a certificate that can be cited in resumes and on-line profiles. In some cases there is an external vendor certification and the Consulting Firm will facilitate the assessment and certification process for learners. Where there is no external vendor certification, the Consulting Firm will issue a certificate with the logos of their company and BHTPA and signed by an appropriate representative of both organizations.
- 5.13 Total duration of the service will be 18 months which may be extended with the agreement of both parties as per requirements of the clients.
- 5.14 Place of work- Chattogram, Dhaka, Rajshahi, Mymensing, Sylhet, Khulna, Rangpur, Barishal (Location may be added based on demand).
- 5.15 Reporting to BHTPA to support performance management as outlined in the sections below.

#### A. Training Details

Sl. No.	Course Name	Hours	Class schedule	External Assessment	No of Trainee	Location	Number of Batch	Possible completion time (in Months)
1	Content Writing	160	(3days x 3hours) per week	Presentati on	40	Dhaka	1	18
						Rajshahi	1	
2	Creative Design	160	(3days x 3hours) per week	Presentati on	40	Mymensing	1	
						Rangpur	1	
3	Digital Marketing	160	(3days x 3hours) per week	Presentati on	40	Sylhet	1	
						Barishal		
4	Entrepreneu rship	160	(3days x 3hours) per week	Presentati on	40	Dhaka	1	
						Khulna		
5	Customer Service Managemen t	160	(3days x 3hours) per week	Presentati on	40	Dhaka	1	
						Chattogram		

\*\*Location may change based on demand (Possible locations- Chattogram, Dhaka, Rajshahi, Mymensing, Sylhet, Khulna, Rangpur, Barishal)

All trainees will also receive training in Soft Skills against standards that will be supplied by BHTPA.

#### **B. Expected outcome**

- I. Eighty (80) percent Target firms engaged as beneficiaries
- II. Completions/assessments/certifications against agreed learning outcomes
  - Number of learner course completions is 100 (hundred) percent of the numbers listed in the Number of Trainees column in the table A above.
  - Number of learner course completions is 100 (hundred) percent of the number registered through the learner recruitment and registration process.
  - Number of successful assessments and certifications is no fewer than 85 (eighty five) 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 fewer than 80 (eighty) percent of registered learners gain successful employment outcomes. An employment outcomes 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 the same post.
  - A job for learners that were job-seekers when they were registered, which they have held for no less than 3 (three) 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 for Women
- VI. Establish special linkages with the local and international IT/ITES companies (those listed in the targeted list of firms detailed in sections above) in facilitating placement of trained candidates
- VII. Support current Tenants and their supply chain in improving female participation and encourage IT/ITES companies to set up their operations at the Hi-Tech/IT Parks 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

#### **C. Performance Monitoring**

- I. **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.
- II. **Work Progress Record and Reports:** The Consulting Firm needs to deliver records of following documents on timely basis:
  - Trainee database (before starting class)
  - Lab facility details with picture (before starting class)
  - Picture (CCTV screen-shoot) of class (regularly- at the mid of the class)
  - Live tracking of class through CCTV and social media page (regularly)
  - Daily attendance (within 1hour of class)
  - Course progress (soft copy-daily & hard copy Monthly)

- Assignment {after 70 (seventy) percent of class completion} & assessments (at the end of the course based on the assignment)
- Certification for successfully completed trainees
- Trainee & Trainer feedback (monthly)
- Job placement record (at the end of the course)
- Vendor certification record (at the end of the exam)
- Employer satisfaction survey results
- Tracking of trainee's career growth (6 months after completion of training).

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

- Quarterly work progress report: The Consulting Firm will submit work-progress report on quarter basis in prescribed format including the batches and date details.
- Monthly work progress report: The Consulting Firm will submit work-progress report on month basis in prescribed format including the batches and date details.
- Batch completion report: The Consulting Firm will submit batch completion report in prescribed format including the batches and date details.
- Job placement report
- End-of-Contracts Reports: The Consulting Firm will submit contract completion report in prescribed format including the batches and date details.
- Other documents if required.
- The Consulting Firm must keep all this information in a learning management system and BHTP shall access to it to verify records.

IV. **Progress Monitoring**

- 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.
- 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.
- 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.
- 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.

**6. Key Experts**

Sl. No	Expert position	Educational qualification & experiences	Total person-month	Indicative Number of positions
1	Team Leader	Educational Qualification: Minimum master's degree in any IT/ITES related discipline. Experience: Minimum 10 (ten) years of experience in similar type of project management, at least 2 Years as team leader	18	1 (Full time)



Sl. No	Expert position	Educational qualification & experiences	Total person-month	Indicative Number of positions
2	Coordinator	Educational Qualification: Minimum Bachelor's degree in any IT/ITES related discipline. Experience: Minimum 5 (five) years of experience in Training Management. at least 2 Years as training coordinator	$(4*12) = 48$	4 (Full time)
3	Trainer	Educational Qualification: Minimum bachelor's degree in any IT/ITES relevant subject. Experience: Minimum 5 years of relevant experience. Must have related vendor certified for respective course.	$(5*2*12) = 120$	2 trainers in each course
4	Mentor-1	Educational Qualification: Minimum bachelor's degree in any relevant subject. Experience: Minimum 3 years of relevant experience. Must have proven track record as top-rated freelancer.	$(1*6) = 6$	1 (Intermittent)
5	Mentor-2	Educational Qualification: Minimum bachelor's degree in any IT/ITES relevant subject. Experience: Minimum 3 years of relevant experience. Must have proven experience as soft skill trainer.	$(1*6) = 6$	1 (Intermittent)
6	Lab Expert	Education: Fresh Graduate/Student of final year of IT/ITES related subject. Experience: Diploma of IT/ITES related subjects in IT labs/Assign lab; expert having minimum 1 (one) year of experience in IT/ITES lab	$(8*4) = 32$	8 (Intermittent)
Total Person-Months			230	

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

## 7. Classroom Infrastructure and training tools/equipment required:

7.1 At least one Training room in each location with necessary training equipment (projectors, white board, chairs, tables) to accommodate at least 25 trainees.

7.2 At least one computer lab in each location with

- 350-400 sft lab space
- minimum 25 computers with all required licensed software
- emergency power backup
- internet connection
- head phone and microphone
- AC
- CCTV
- Projector and white board

7.3 Short listed consulting firms' proposed lab and infrastructure will be visited by PIU

## 8. Eligibility Criteria of the Trainees:

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 persons with disabilities and 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 or prioritized firms or eager to work as freelancer
- 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) BHTPA always encourages participation of female, transgender and third gender;

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

- a) Hundred percent tuition fees will be borne from DEIEDP-BHTPA;
- b) Tuition fee will be disbursed to 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.

**10. Consulting Firm Training activities:**

Consulting Firm will offer career counseling as part of an on boarding process. Consulting Firm will initiate the process of a topic only after getting written permission from the project office based on pre-training assessment of the trainees.

**11. 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.

