

Terms of Reference

For Selection of Individual Consultant

Job #	N/A
Job Title	Jr. Consultant (District Branding)
No. of position	1
Location	Dhaka, Bangladesh
Appointment	Local Hire
Job Posted	TBA
Closing Date	TBA
Language	Bangla [Essential]; English [Essential]
Appointment Type	Time-Based. Duration: 12 months (Further extension is subject to the performance of the incumbent and availability of fund)

Background of the Project:

The Aspire to Innovate (a2i) Programme builds on the Government of Bangladesh's efforts to introduce a citizen-centric culture of innovation in civil service to improve service delivery and make services more inclusive, affordable, reliable and easier to access. This project will provide support to establish institutional mechanisms and improve accountability to accelerate SDG achievements in Bangladesh.

This project will have three components:

1. Institutionalizing Public Service Innovation and Improving Accountability
2. Catalysing Digital Financial Services and Fintech Innovations
3. Incubating Private Sector-enabled Public Service Innovation

Background of the assignment:

The history, tradition and culture of the districts of Bangladesh is sustainable and district branding is working with the aim of introducing and promoting the district at home and abroad.

For the purpose of development, expansion, and sustainability of district branding activities, a 3-year action plan has been adopted for the purpose of branding of 64 districts. Product and tourism promoters have been prioritized district-wise in branding expansion and sustainability. Through the 3-year action plan of 64 districts, within the next 3 years, 2712 people will be connected to product developers' e-commerce and manual market and 1152 people will be connected to tourism developers' e-commerce and manual market. 502 entrepreneurs of products and tourism will be established as permanent entrepreneurs. One Brand Ambassador will be selected from each district for the expansion of district branding. 149 trainings and 475 and so on meetings will be organized by the district administration authorities for skill development of the promoters and taking urgent decisions on branding.

In addition, 150 road shows/fairs will be organized by the district administration authorities along with various campaigns, publications, and branding procedures. A master plan will be carried out to spread this activity globally not limiting the district branding activities only to the country. A major initiative of this masterplan is to set up branding corners in 80 Bangladeshi embassies around the world. a2i will mainly conduct technical capacity building and monitoring activities in the mentioned activities.

'Aspire to Innovate (a2i) Programme' is looking to onboard a **Jr. Consultant (District Branding)** who will support in technical capacity building and monitoring activities of district branding all over Bangladesh.

Objectives of the assignment:

The overall objective of the assignment will be the following:

- Assist to develop implementation methodology and plan for implementing District Branding activities in District and abroad.
- Assist to coordinate with the relevant government agencies including the office of the Deputy Commissioner (DC) to provide support for the implementation of District Branding activities and relevant e-services.
- Assist to develop and implement of Revenue Model for local entrepreneur of the district.
- Assist to establish regular and sustainable monitoring mechanism/impact assessment for e-services, e-commerce & District Branding activities.
- Assist to develop a mechanism for updating 3 years plan of field level.
- Assist to coordinate to develop training and workshop plan regarding sensitization of Ministries and field offices & District Branding entrepreneur for the efficient management of the district branding activities.

Supervision and Performance Evaluation:

The **Jr. Consultant (District Branding)** will be working with the District Branding team of Aspire to Innovate Programme. A performance evaluation will be conducted by the Joint Project Director of a2i. After 12 months of the contract period and further continuation of the contract will depend upon the satisfactory performance and availability of funds.

Scope of work, Duties and Responsibilities:

- Support to develop Central Brand Book
- Support to develop district brand book National Portal Version
- Support to arrange necessary training & workshops
- Analysis the implementation of 3 years workplan of district branding
- Support to establish the partnership with related organizations
- Facilitate the monitoring and follow-up the branding activities
- Training/ Workshop module development.
- Coordinating all sorts of workshops/training/assessment.
- Ensuring proper implementation of all training/workshops/sessions.
- Support to establish brand corner in all embassies
- Establish communication system for district branding entrepreneurs
- Support project management related activities
- Assist concern Consultant and coordinate with the relevant government offices to implementation District Branding AI Files.
- Help to Develop and establish regular and sustainable monitoring mechanism for all districts

- Arrange sensitization training and workshop for Ministries & Districts
- Proposal, concept note, report, MoU and budget development for the network
- Develop publication to promote the success and learning of the branding activities
- Provide implementation support for district branding related any other tasks.
- Develop content on district branding for Smart Portal (National Portal new version)
- Assist to prepare ToR, MoU, contract papers, budgets
- Maintain liaison with national and global stakeholders

Deliverables and Timeframe:

The assignment will be for 12 months. Completed task under each area and activity will be as follows:

Deliverables	Timeline
<ul style="list-style-type: none"> • Developed Central Brand Book & District Brand Book National Portal Version. • Arranged 10 workshops for district branding entrepreneurs' capacity building. • Implemented the result management system of 3 years workplan of district branding. • Arranged 15 trainings with district administration on future planning of branding activities. • Supported to establish brand corner in all embassies • Established communication system for district branding entrepreneurs • Developed and establish regular and sustainable monitoring mechanism for all districts • Developed publication to promote the success and learning of the branding activities • Collected District Branding AI Files from 64 districts. • Established partnership with related organizations • Developed content on district branding for Smart Portal • Arranged 05 sensitization training and 05 workshop for Ministries & Districts 	12 Months

The incumbent will perform other related duties and responsibilities as and when required and assigned. The incumbent should function as an effective team member.

Payment: The Jr. Consultant (District Branding) will be paid 12 (Twelve months) equal instalments on monthly basis upon completion of the above deliverables.

Requirements for Experience and Qualifications:

I. Academic Qualifications:

- Minimum Bachelor's Degree in any discipline from any reputed Public/Private University.

II. Experience:

- At least 4 years relevant experience in Public/Private organizations.
- At least 2 years' experience in e-service/Branding/Promotion/Trade Marketing.
- At least 2 years of work experience in the field of implementation of branding image based on it's culture, heritage & product of district
- At least 2 years' experience in entrepreneurs capacity development and support.