

Terms of Reference

For Selection of Individual Consultant

Job #	N/A
Job Title	Jr. Consultant (ekShop)
No. of position	3
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:

In recent years, Bangladesh has witnessed a remarkable transformation in its digital commerce landscape, positioning itself as a growing hub for e-commerce and online business activities. This rapid rise can be attributed to various factors, including increased internet penetration, a burgeoning young population, and the adoption of digital payment systems. One of the key players in driving this digital commerce revolution in Bangladesh is ekShop, a pioneering e-commerce platform that has played a pivotal role in shaping the nation's online business ecosystem.

ekShop's contribution to Bangladesh's digital commerce growth has been multi-faceted. Firstly, it has provided a user-friendly and reliable online marketplace where local businesses, both large and small, can showcase their products and connect with a wider customer base. This has empowered countless entrepreneurs and artisans across the country, enabling them to reach customers not just within Bangladesh but also internationally. Furthermore, ekShop has been at the forefront of digital payment innovation, making it easier for consumers to make secure transactions online, thereby boosting trust in e-commerce. By focusing on customer satisfaction and facilitating seamless transactions, ekShop has become a driving force behind Bangladesh's journey towards becoming a digital commerce powerhouse in South Asia. As the country continues to harness the potential of its digital economy, ekShop's role in developing it remains indispensable, setting the stage for a brighter economic future.

'Aspire to Innovate (a2i) Programme' is looking for three **Jr. Consultant- (ekShop)** who will provide support in expanding the capabilities of ekShop initiative and make it more impactful towards cottage micro small and medium enterprises.

Objectives of the assignment:

- Support in tracking customer experiences across online and offline channels, devices, and touchpoints.
- Support to identify customer needs and taking proactive steps to maintain positive experiences.
- Analyze customer feedback on product ranges and new releases.
- Perform product tests, evaluation of after-sales and support services, and facilitate improvements.
- Assist in developing administrative budget plans for ekShop in a cost-effective manner.
- Maintain time effective communication with internal and external stakeholders.
- Support to coordinate with ICT Division, e-Cab and other organization to develop the eCommerce scenario of Bangladesh.
- Assist to progress ekShop platform through digital centres and other syndicated centres.
- Support to establish a vibrant partnership with local governments to create all digital centres as primary supply chain network.
- Provide support to UDC entrepreneurs to provide efficient services.
- Support in planning and organizing workshops and trainings for entrepreneurs and micro merchants to improve their service scopes.

Supervision and Performance Evaluation:

The **Jr. Consultants (ekShop)** will work with the ekShop team of Aspire to Innovate Programme. A performance evaluation will be conducted by the Joint Project Director, 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 track customer experiences across various channels, devices, and touchpoints.
- Support to identify and proactively address customer needs for positive experiences.
- Assist to analyse customer feedback on product ranges and new releases.
- Perform product tests and evaluate after-sales and support services.
- Facilitate necessary improvements to enhance product quality and customer satisfaction.
- Assist in developing cost-effective administrative budget plans for ekShop.
- Support to maintain efficient communication with internal and external stakeholders.
- Support to coordinate with ICT Division, e-Cab, and other organizations to develop Bangladesh's eCommerce landscape.
- Progress ekShop through digital and syndicated centres.
- Support to establish partnerships with local governments to create a primary supply chain network.
- Provide support to UDC entrepreneurs for efficient services.
- Support to plan and organize workshops and training sessions for entrepreneurs and micro-merchants to enhance their service capabilities.
- Assist to onboard corporate partners into logistics partnerships.
- Assist to onboard government partners into logistics partnerships.
- Support to analyse and improve logistics service delivery.

- Support to manage financial resources effectively, ensuring profitability, cost control, and sustainable growth.
- Support to develop and execute budget plans aligned with strategic goals and financial objectives.
- Stay updated with industry-specific best practices and apply them to enhance services and market positioning.

Deliverables and Timeframe:

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

Deliverables	Timeline
<ul style="list-style-type: none"> • Support to host innovative workshops in 20 districts to equip entrepreneurs with the skills and knowledge they need to succeed. • Assist to facilitate virtual networking and training sessions to connect 600 entrepreneurs and provide them with access to resources and expertise. • Convene 10 local business groups and government agencies to develop and implement collaborative initiatives that support entrepreneurs. • Support to ensure the expansion of Digital Public Infrastructure in 4 countries to create an enabling environment for entrepreneurship. • Support to provide guidance and coaching to trained entrepreneurs to help them launch and grow their e-commerce businesses. • Assist to enhance the accessibility of local e-commerce service providers to support the growth of e-commerce businesses. • Support to promote collaboration between trained entrepreneurs and industry stakeholders to foster innovation and growth. • Develop and share inspiring stories about successful small businesses to showcase the entrepreneurial spirit and motivate aspiring entrepreneurs. • Expanding the client base to reach new markets and customer segments, driving business growth. • Support to streamline processes to improve efficiency by 20% and reduce costs by 10%, while maintaining service quality. • Support to ensure 100% compliance with industry standards to protect the interests of customers and stakeholders. 	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 will be paid 12 (Twelve months) equal instalments on a 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 of experience in any national/international organizations.

- At least 2 years of experience in e-commerce/marketing field.
- A minimum of 1 year of experience in managing e-commerce logistics.