

Terms of Reference

For Selection of Individual Consultant

Job #	N/A
Job Title	Consultant (333)
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. Catalyzing Digital Financial Services and Fintech Innovations
3. Incubating Private Sector-enabled Public Service Innovation

Background of the assignment:

a2i envisaged the 333 hotline for citizens to obtain information regarding government services. Although, all the government services information is available in the public portal but it is not easily accessible to every citizen at all times due to people's limitations. 333 hotline has been addressing this issue and has created a simple and interactive solution for the citizens. Citizens calling 333 from mobile and 09666789333 from abroad with or without internet right now can access the following:

- Get information about government services, tourism, and districts.
- Complain and get remedies for various Social Problems.
- Seek measures against violence against women and children.
- Apply for Government services.
- Land-related, health services and e-commerce services.
- Consultancy on safe Migration, Islamic Masala, e-TIN, Weather, etc., and increasing.
- Complaint Cyber security-related issues and assistance from the related law enforcement department and many more.

Citizens now enjoy greater convenience as they access a wide range of free services on a single platform, while service providers have enhanced their skills to offer additional information-based services. a2i is focused on expanding the 333 hotline services and ensuring the sustainability of its operations by introducing commercial services through the hotline.

Therefore, 'Aspire to Innovate (a2i) Programme' is looking for a Consultant (333) who will design the comprehensive model for commercializing the existing services that are integrated with 333 and

enhancing the service portfolio through the inclusion of the public-private sector citizen-centric commercial services while ensuring sustainability.

Objectives of the assignment:

The overall objective of the assignment will be the following:

- Coordination with related departments of government;
- Creation of a pool of experts to design tools and build expertise.
- Establishment of a customer-centric approach to government services.
- Collaboration with the technical in-house team to ensure technical familiarity.
- Analyze and review the services on a regular basis.
- Make the Nothi system more flexible and scalable by introducing a modular design.
- Use blockchain technology to securely manage records in the Nothi system.

Supervision and Performance Evaluation:

The **Consultant (333)** will be working with the **Commercialization** team of Aspire to Innovate (a2i) Programme. A performance evaluation will be conducted by the project authority of a2i. After 12 months of the contract period, further continuation of the contract will depend upon the satisfactory performance and availability of funds.

Scope of work, Duties and Responsibilities:

- Facilitate collaboration between government offices to streamline Nothi adoption and integration.
- Establish a communication framework to address queries, technical challenges, and operational improvements.
- Act as a liaison to align departmental goals with Nothi's technological and operational roadmap.
- Identify and onboard domain experts (technical developers, trainers, policy analysts) to support Nothi implementation.
- Develop training programs, workshops, and knowledge-sharing sessions to build the team's technical capacity.
- Oversee the creation of tools such as analytics dashboards, integration modules, and process automation frameworks.
- Gather user feedback from Nothi end-users and government officials through surveys and workshops.
- Design a seamless user interface and workflow that improves accessibility and usability of Nothi.
- Introduce personalized support systems, such as chatbots or dedicated helplines, to assist users.
- Work closely with the in-house development team to understand existing Nothi architecture, workflows, and technology stack.
- Provide technical guidance to incorporate new features and ensure compatibility with assistive platforms.
- Ensure that all stakeholders, including the technical team, are aligned on future upgrades and system requirements.
- Conduct regular performance reviews of the Nothi system, including service uptime, user engagement, and operational metrics.

- Identify technical and functional bottlenecks and recommend corrective measures.
- Prepare detailed reports with actionable insights for stakeholders.
- Assess how Nothi services can be integrated into the 333 platform for added value.
- Evaluate the cost-benefit analysis of implementing paid or premium Nothi services for specific user groups.
- Develop a roadmap for introducing commercially viable Nothi solutions while maintaining citizen-focused objectives.
- Perform competitive analysis to identify gaps in existing digital government services.
- Explore emerging technologies such as AI, machine learning, or blockchain to enhance Nothi services.
- Design and propose innovative features such as digital signatures, mobile app support, or advanced analytics dashboards.
- Develop a governance model to oversee service delivery, maintenance, and scalability.

Required Competencies

Technical Competencies:

- Expertise in government service delivery systems and e-Governance platforms.
- Proficiency in blockchain technology for secure record management.
- Knowledge of modular system design and architecture for scalable solutions.
- Familiarity with system integration and technical troubleshooting.
- Strong understanding of data security and privacy standards in digital systems.

Functional Competencies:

- Strong coordination and collaboration skills across government departments.
- Ability to analyze and review government services for continuous improvement.
- Customer-centric approach to enhancing government service delivery.
- Capacity to create and manage a pool of experts for tool design and knowledge building.
- Effective communication and stakeholder management skills.

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"> • Deliver quarterly reports summarizing outcomes, challenges, and resolutions from these meetings. • Develop 3 capacity-building modules and conduct 6 training sessions for the team within the first six months. • Design and launch a user satisfaction survey targeting at least 500 Nothi end-users, with detailed analysis and recommendations. • Establish a 24/7 technical support system, ensuring response times of less than 2 hours for critical issues. 	12 Months

<ul style="list-style-type: none"> ● Deliver a comprehensive feasibility study report on the commercialization of existing Nothi services, including revenue projections and cost analyses. ● Conduct 4 stakeholder workshops to gather feedback and ensure alignment with sustainability goals. ● Conduct bi-monthly service performance reviews and deliver 6 review reports annually, with actionable insights. ● Implement 2 user interface improvements based on feedback within the first six months. 	
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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 Consultant (333) 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 8 years of experience in public/private organization
- At least 4 years’ experience of service implementation

