

**Terms of Reference
For
Selection of Individual Consultant**

Job #	N/A
Job Title	Consultant (eCommerce)
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: 9 months (Subject to the project duration and date of joining. 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 experienced a remarkable transformation in its commerce landscape, positioning itself as an emerging hub for e-commerce and online business activities. This rapid growth can be attributed to various factors, including increased internet access, a growing young population, and the adoption of convenient payment systems. One of the key players in driving this commercial revolution in Bangladesh is eCommerce, a pioneering platform that has significantly contributed to shaping the nation's online business ecosystem.

eCommerce's contribution to Bangladesh's 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, eCommerce has been at the forefront of payment innovation, making it easier for consumers to complete secure transactions online, thereby boosting trust in e-commerce. By focusing on customer satisfaction and facilitating seamless transactions, eCommerce has become a driving force behind Bangladesh's journey toward becoming a commercial powerhouse in South Asia. As the country continues to harness the potential of its economy, eCommerce's role in its development remains indispensable, setting the stage for a brighter economic future.

The 'Aspire to Innovate (a2i) Programme' is looking for a **Consultant (eCommerce)** to provide support in expanding the platform's capabilities and making it more impactful for cottage, micro, small, and medium enterprises.

Objectives of the assignment:

- Implement e-commerce in rural areas through the digital center channel all over the country.
- Implement e-commerce cross-border transactions through national and international partner organizations.
- Aid in ensuring specific rural E-Commerce Policy Guidelines for the operation of e-commerce. Directly correspond with Field Administration to ensure a strong monitoring and evaluation system by coordinating with field administration and local government bodies.
- Directly correspond with e-commerce companies facilitating operations and ensuring proper delivery of products, services, and payments.
- Arrange Capacity Development Training for e-commerce buyers and sellers with clearly defined performance targets.
- Provide necessary support to entrepreneurs to grow e-commerce services all over the country.
- Coordinate with the digital center management team to ensure an aligned flow of implementing goals of teams. Coordinate the operational activities of the E-Commerce Team.

Supervision and Performance Evaluation:

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

Scope of work, Duties and Responsibilities:

- Develop a structured roadmap for integrating e-commerce services in at least 100 rural digital centers within the first 6 months.
- Identify and onboard local entrepreneurs and digital center operators to act as e-commerce facilitators.
- Develop a training module for digital center operators on e-commerce operations, logistics, and digital payments.
- Collaborate with logistics companies, payment gateways, and financial institutions to ensure smooth transactions and delivery.
- Develop a partnership framework for cross-border e-commerce transactions with at least three international partner organizations.
- Conduct feasibility studies and prepare a business model for cross-border e-commerce expansion.
- Work with relevant government agencies to ensure compliance with international trade policies.
- Design a pilot project for cross-border transactions, monitor results, and scale up based on findings.
- Assist in drafting and refining E-Commerce Policy Guidelines specific to rural markets.
- Coordinate with field administration and local government bodies to implement and enforce policies.
- Develop a monitoring and evaluation (M&E) framework for tracking policy implementation effectiveness.
- Organize at least two stakeholder consultations (including rural entrepreneurs, policymakers, and e-commerce platforms) to gather feedback and improve policies.



- Establish a standard operating procedure (SOP) for logistics, order fulfillment, and digital payments in rural areas.
- Identify and resolve operational bottlenecks in product delivery and payment settlements.
- Work with e-commerce companies to reduce delivery time by 30% in rural areas.
- Design and implement a customer feedback system to monitor service quality.

Technical Competencies

- Expertise in developing and executing e-commerce business models, particularly in rural and emerging markets.
- Strong understanding of digital payment systems, mobile financial services, and cashless transaction mechanisms.
- Experience in supply chain and logistics optimization, including last-mile delivery, warehousing, and order fulfillment.
- Knowledge of cross-border e-commerce operations, international trade regulations, and global logistics networks.
- Ability to conduct market research, analyze consumer behavior, and develop strategies for market entry and expansion.
- Familiarity with national e-commerce policies, taxation, data protection, and consumer rights laws.
- Experience in designing and conducting capacity-building programs for entrepreneurs, sellers, and digital center operators.
- Proficiency in data analysis and performance monitoring to track e-commerce growth, market trends, and customer satisfaction.
- Understanding of digital marketing strategies, including SEO, social media marketing, and digital advertising.
- Knowledge of digital public infrastructure, cloud-based e-commerce platforms, and website or app development for online marketplaces.

Functional Competencies

- Ability to manage multiple stakeholders, coordinate project plans, and track progress effectively.
- Strong skills in stakeholder engagement, partnership development, and collaboration with government agencies, private sector players, and development organizations.
- Capability to identify challenges in rural e-commerce ecosystems and implement scalable solutions.
- Experience in mentoring and supporting entrepreneurs in digital transformation and online sales.
- Strong verbal and written communication skills for developing reports, policy briefs, and stakeholder presentations.
- Ability to introduce innovative solutions that enhance e-commerce operations and business models.
- Competence in monitoring and evaluation (M&E), setting key performance indicators (KPIs), and tracking deliverables.
- Skill in negotiation and conflict resolution, particularly in disputes between buyers, sellers, logistics providers, and regulatory bodies.

- Experience in conducting workshops, developing learning materials, and facilitating training sessions.
- Adaptability and resilience to navigate dynamic environments, policy changes, and operational challenges in e-commerce expansion.

Deliverables and Timeframe:

The assignment will be for 9 months (Subject to the project duration and date of joining). Completed tasks under each area and activity will be as follows:

Deliverables	Timeline
<ul style="list-style-type: none"> • Facilitate virtual training sessions to equip 1,000 rural e-commerce entrepreneurs with essential skills in digital payments, logistics, and business growth strategies. • Organize 5 stakeholder consultation meetings with local government bodies, e-commerce platforms, and logistics providers to refine rural e-commerce policies. • Support the development and implementation of Digital Public Infrastructure for e-commerce expansion in 2 rural districts, improving transaction efficiency and delivery networks. • Coordinate partnerships with at least 3 international e-commerce organizations to enable cross-border transactions for rural entrepreneurs. • Develop and deploy a customer feedback system across 100 digital centers to monitor service quality and enhance buyer-seller experiences. • Conduct capacity-building workshops for 300 rural entrepreneurs to improve product listing, online marketing, and financial management skills. • Facilitate collaboration between 5 local business groups and logistics partners to streamline product delivery and payment settlements in rural areas. • Publish 4 quarterly progress reports on the implementation of e-commerce initiatives, highlighting key achievements, challenges, and recommendations. • Implement an SOP to improve last-mile delivery efficiency by 30% in rural e-commerce operations. • Develop a digital marketing toolkit for rural entrepreneurs to enhance their online presence and increase sales. 	<p>9 Months (Subject to the project duration and date of joining)</p>

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 equal instalments on a monthly basis upon completion of the above deliverables.

Requirements for Experience and Qualifications:

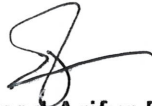
I. Academic Qualifications:

- Minimum Bachelor's degree in any discipline from any reputed public/private University

II. Experience:

- At least 8 years of experience in any national/international organizations with Bachelor's degree.
- At least 6 years of experience working in public/ private sector with Master's degree.

- At least 4 years of experience in e-commerce/marketing field.



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The following information was obtained from the records of the
 Department of Health, State of New York, for the year ending
 1919:

City	Population	Number of Deaths	Rate per 1,000
Albany	19,000	1,200	63.2
Buffalo	350,000	22,000	62.9
Rochester	200,000	12,500	62.5
Syracuse	150,000	9,500	63.3
Yonkers	100,000	6,500	65.0
Total	699,000	43,700	62.5

The above table shows that the rate of mortality in the
 five largest cities of the State is about the same as the
 rate for the State as a whole.