

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

Job #	N/A
Job Title	Jr. Consultant (Digital Center Coordination)
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: 10 months (Subject to the date of joining and project duration. Further extension is subject to the performance of the incumbent and availability of funds)

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:

In Bangladesh, widespread manual processes, resistance to change mindset, and lack of transparency frustrate citizens to avail of government information and services in an efficient and friendly manner. To address these problems, the government inspired by the digital transformation agenda has developed digital centers at the grassroots level to bring essential and demand-driven public services at the doorstep of citizens to serve the government’s mandate to make services friendly and efficient and at the same time bringing inclusiveness, accountability, and transparency in the service provisions. It is also believed that once public services are made available at citizens’ doorstep, they do not need to travel to distance government offices in districts, towns and other business locations and thereby contribute to saving their time, cost, and visits in availing services.

The digital center follows a business model by which one male and one female entrepreneur provide digitally assisted public and private services by received certain service fees from service recipients. Now 17500+ entrepreneurs of the 9300+ Digital Centres deliver over 380+ services – both public and private—to an average 7.5 million citizens every month at much lower time, cost, and visit. On average, time to receive services has come down by 85%, cost by 63% and number of visits by 40%.

Digital centres address the SDG goals 5, 9, 10, 16 by saving 996.79 M Man days, US\$ 1.51 B cost and 0.5 B visits of citizens in getting around 300+ private and public services. Already 680 million services have been provided from Digital Centres to 76.8 M citizens including over 2.1 million prospective migrant workers have been registered online, and more than 4 million citizens have received m-banking services.

‘Aspire to Innovate (a2i) Programme’ is looking for a **Jr. Consultant (Digital Center Coordination)** who will be responsible for doing the groundwork, program management and assist the team leader for the coordination of the Digital Centre, access to skills, access to finance, access to market and access to services initiative of the project. Also support in achieving its research and analysis goals, contributing to the organization's mission, and maintaining external and internal communication with stakeholders.

Objectives of the assignment:

The overall objective of the assignment will be the following:

- Assist to implement Business Model for the e-service outlets at various tiers of Local Government Institutions.
- Support to ensure Financial Sustainability of the Digital Centre and Activate the Urban Digital Centres in Pourashava and City Corporation.
- Support to ensure integration of business viable public and private services with the Urban Digital Centres.
- Support to explore partnership with different public and private organizations to enable their services from Digital Centre.
- Coordination with the Cabinet Division, Local Government Division, Divisional Commissioner Office and District Administration to ensure trouble-shooting support to the Digital Centre entrepreneurs.
- Development of Eksheba service locator system for the enhanced monitoring of the digital centres
- Implementation of rural Digital Commerce initiative partnering with different public and private organizations
- Support to develop and implement Promotional plan.

Supervision and Performance Evaluation:

The **Jr. Consultants (Digital Center Coordination)** will be working with the Digital Center team of Aspire to Innovate (a2i) Programme. A performance evaluation will be conducted by the project authority of 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:

- Coordination with the Cabinet Division, Local Government Division, Divisional Commissioner Office, and District Administration to ensure trouble-shooting support to the Digital Centre entrepreneurs.
- Liaise with relevant ministries to promote the e-service delivery initiatives of the government.
- Arrange capacity development programs (trainings/workshops) for the implementation of Digital Centre services.
- Monitoring support of assigned Programme components, projects, and activities of the Digital Centre including the organization of the quarterly review meetings, and coordinating the participation of the stakeholders.
- Implementation of Business Model for the e-service outlets at various tiers of Local Government Institutions.
- Ensure the Financial Sustainability of the Digital Centre and Activate the Urban Digital Centres in Pourashava and City Corporation.
- Ensure integration of business-viable public and private services with the Urban Digital Centres.
- Exploring partnerships with different public and private organizations to enable their services from the Digital Centre.
- Development of Eksheba service locator system for the enhanced monitoring of the digital centers

- Implementation of rural Digital Commerce initiative partnering with different public and private organizations
- Develop and implement promotional plan, in collaboration with the communication team to ensure Proper promotion of the digital centers.
- Presentation of background information for the formulation of the digital center, draft project documents, work plans, budgets, and proposals on implementation arrangements.
- Manage document drafting, formatting, submitting, reviewing, approving, distributing, reposting, and tracking.
- Develop plan and ensure proper execution of the campaign plan at the field level.
- Prepare detailed reports on the countrywide online and offline campaign programs
- Develop research plan for collecting data for the documentation and design methodologies for conducting research and case studies.
- Manage projects results visible to the targeted audience by organizing awareness-raising activities, and designing programs targeting beneficiaries.
- Promote knowledge dissemination across the organization etc.

Technical Competencies:

- Knowledge of digital service delivery models, particularly in the context of rural and urban digital centers.
- Experience in business model development for e-service outlets.
- Familiarity with GIS mapping and service locator systems for monitoring digital centers.
- Understanding of public and private service integration in digital platforms.
- Proficiency in coordinating with government agencies, local government institutions, and private sector partners.

Functional Competencies:

- Strong program management and coordination skills.
- Ability to design and implement promotional campaigns for digital services.
- Excellent organizational skills for managing workshops, conferences, and training sessions.
- Problem-solving skills to address operational challenges in digital centers.
- Ability to work collaboratively with diverse stakeholders, including government officials, entrepreneurs, and private sector representatives.

Deliverables and Timeframe:

The assignment will be for 10 months. Completed tasks under each area and activity will be as follows:

Deliverables	Timeline
<ul style="list-style-type: none"> • Capacity Development of 3500+ entrepreneurs of Digital Centre. • Expanding 800 Village Digital Center countrywide. • Develop and formulate necessary policies/ guideline frameworks for operating the Digital Centre. • Conducting 2 campaigns on Digital Centre services to reach the unreached citizens. • Arrange 1 High-level international conference on Digital Center. 	<p>10 months (Subject to the date of joining and project duration)</p>

<ul style="list-style-type: none"> ● Integration of 35 Public and Private services to facilitate digital center entrepreneurs for providing services to the citizens. ● Developing Business Model for the e-service outlets at various tiers of Local Government Institutions. ● Coordinating with different agencies for implementation of the Digital Centre franchise model. ● Developing Digital Centre entrepreneur welfare fund policies/ guideline framework for operation. ● Developing national capacity development framework to improve assisted access service points – Digital Centre entrepreneurs and voice platform operators. ● Developing 50 e-learning centers for the Digital Centre network. ● Developing GIS mapping for locating Digital Centre nationwide; ● Ensure the continuation of partnerships with donors, and national and international organizations ● Assisted in preparing 1 Research report based on various qualitative and quantitative studies. ● Documentation of international partnerships for academic research. 	
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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 Jr. Consultant (Digital Center Coordination) will be 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 of experience in public/ private organizations.
- At least 2 years’ experience in project coordination/ implementation.