

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
বাংলাদেশ রিজিওনাল কানেক্টিভিটি প্রকল্প-১
বাণিজ্য মন্ত্রণালয়
লেভেল-১২ (পশ্চিম পাশ), প্রবাসী কল্যাণ ভবন
৭১-৭২, ইস্কাটন গাভেন, ঢাকা-১০০০

স্মারক নং-২৬.০০.০০০০.০৬৬.০৭.০২৭.২০- ৩২৮

তারিখ: ১৫/০৯/২০২০ খ্রি.

বিষয় : আগ্রহব্যক্তকরণের অনুরোধ সম্বলিত বিজ্ঞপ্তি প্রকাশ প্রসঙ্গে।

প্রাপক

- ১। ম্যানেজার (বিজ্ঞাপন), দি ডেইলি স্টার, কাওরান বাজার, ঢাকা।
- ২। ম্যানেজার (বিজ্ঞাপন), দৈনিক কালের কণ্ঠ, বসুন্ধরা, খিলক্ষেত, বাড্ডা, ঢাকা।

উপরোক্ত বিষয়ে বাণিজ্য মন্ত্রণালয়ধীন বাংলাদেশ রিজিওনাল কানেক্টিভিটি প্রকল্পের আওতায় সম্পাদিতব্য **Selection of Consulting Firm (National) for Conducting Diagnostic Studies to Assess Female Traders and Entrepreneurs Export Potential in the Cut Flower Sub-sector** এর আগ্রহব্যক্তকরণের অনুরোধ সম্বলিত বিজ্ঞপ্তি আপনার বহুল প্রচারিত পত্রিকার ভিতরের পাতায় সাদা কালো সর্বোচ্চ তিন কলামের ৮.৫ ইঞ্চি সাইজে আগামী ১৯/০৯/২০২০ তারিখের পূর্বে প্রকাশ করার জন্য আপনাকে বিশেষ অনুরোধ হলো।

বিজ্ঞপ্তি প্রকাশের ০৭ (সাত) দিনের মধ্যে প্রকাশিত বিজ্ঞপ্তির ২ কপি পত্রিকাসহ বিল দাখিল করার জন্য অনুরোধ করা হলো।

সংযুক্তি: বর্ণনামতে।


(মো: মিজানুর রহমান)
প্রকল্প পরিচালক (যুগ্মসচিব)
ফোন: ৫৫১৩৮০২২

Government of the People's Republic of Bangladesh
WTO Cell, Ministry of Commerce
Bangladesh Regional Connectivity Project-1
Level-12 (West side), Probashi Kollayan Bhaban,
Eskaton Garden, Dhaka-1000

Memo No: 26.00.0000.066.07.027.20-317

Date: 15/09/2020

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING FIRM)

Name of the Service: **Selection of Consulting Firm (National) for Conducting Diagnostic Studies to Assess Female Traders and Entrepreneurs Export Potential in the Cut Flower Sub-sector**

Name of the Project: Bangladesh Regional Connectivity Project 1, Ministry of Commerce

Credit No.: 60020; Project ID No.: 154580

Reference number: BRCP/MOC/SD-09

The Government of the People's Republic of Bangladesh has received an SDR 150 million Credit from the International Development Association (IDA) – a member of the World Bank Group – for financing the cost of the Bangladesh Regional Connectivity Project 1 (BRCP-1), being jointly implemented by the Bangladesh Land Port Authority (BLPA), National Board of Revenue (NBR) and Ministry of Commerce. The second component of this umbrella project is being implemented by the Ministry of Commerce as a separate technical assistance project. The overall objective of this technical assistance project is to strengthen trade related institutional capacity in order to ensure active and sustainable cooperation between multiple trade-related stakeholders and economic empowerment of women traders.

This technical assistance project intends to apply part of the IDA Credit for procuring consultancy services from qualified research/consulting firm (national) to conduct Diagnostic Studies to Assess Female Traders and Entrepreneurs Export Potential in the Cut Flower Sub-sector to have in-depth understanding about the present situation, export potential and support required for promotion of exports by the women traders in this sub-sector. The diagnostic study will also examine the regulatory regime and suggest necessary adjustments for facilitation of export by women traders. This diagnostic study will enable the government to take appropriate measures for enhancing the capacity of women traders through facilitating and promoting their export potential in regional and international markets.

The Project Implementation Unit BRCP-1-MOC on behalf of the Ministry of Commerce invites eligible consultants to indicate their interest in providing the services. Interested consultants must provide information indicating that they are qualified to perform the services (brochures, general qualifications, description of similar assignments, general experience in similar conditions, financial capability, number of key staff and **so forth as per TOR**). Consultants may associate to enhance their qualifications. Details of the qualification requirements and responsibilities are available in TOR.

The attention of interested Consultants is drawn to paragraphs 3.14 to 3.18 of the World Bank Group's Procurement Regulations for IPF Borrowers, Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services, July 2016 ("Procurement Regulations"), setting forth the World Bank Group's policy on conflict of interest. A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Terms of Reference (TOR) will be available in the office of the undersigned and also at www.mincom.gov.bd and <http://brcp-1.gov.bd/>. Further information can be obtained at the address below during office hours (i.e. 09.00 to 17.00 hours). Expressions of interest must be delivered in a written form 2 (two) copies (One original and one copy) and one soft copy (in MS word) in sealed envelope to the address below (in person, or by mail) **by 12.30 PM on October 04, 2020**.

The authority reserves the right to accept or reject any or all EOIs without assigning any reason, whatsoever.

Md. Mijanur Rahman
15.9.20

Md. Mijanur Rahman
Project Director (Joint Secretary)
Phone: +8802- 55138022
E-mail: pdbrcp1moc@gmail.com

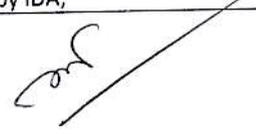
Government of People's Republic of Bangladesh
Ministry of Commerce
Office of the Project Director
Bangladesh Regional Connectivity Project-1
Level-12 (West side), Probashi Kollayn Bhaban, 71-72 Old Elephant Road,
Eskaton Garden, Dhaka-1000

Memo No. 26.00.0000.066.07.027.20-317

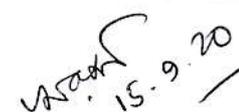
Date: 15/09/2020

Request for Expressions of Interest (REOI) for Consulting Firm (National) for Conducting Diagnostic Studies to Assess Female Traders and Entrepreneurs Export Potential in the Cut Flower Sub-sector

General Information		
1.	Ministry/ Division	Ministry of Commerce
2.	Agency	WTO Cell, Ministry of Commerce
3.	Name of Procuring Entity	Project Director, Bangladesh Regional Connectivity Project-1
4.	Procuring Entity District	Dhaka
5.	Expression of Interest for	Consulting Firm (National) for Conducting Diagnostic Studies to Assess Female Traders and Entrepreneurs Export Potential in the Cut Flower Sub-sector
6.	EOI Ref No.	26.00.0000.066.07.027.20-317 (BRCP/MOC/SD-09)
7.	Date (dd/mm/yyyy)	15/09/2020
Key Information		
8.	Procurement Sub-method	Quality and Cost Based Selection (QCBS)
Funding Information		
10.	Budget and Source of Funds	Development Budget and RPA
11.	Development Partners	IDA
Particular Information		
12.	Project/ Programme Code	2230029
13.	Project/ Programme Name	Bangladesh Regional Connectivity Project-1
14.	EOI Closing Date and Time	04/10/2020 up to 12.30 PM
Information for Applicants		
15.	Brief Description of the Assignment	The objective of the study are to conduct diagnostic analysis for the Cut Flower industry to enhance women's role in the sub-sector and its export with a view to making the Cut Flower sector of Bangladesh more efficient , effective and harmonized for trade facilitation. To accomplish this, the diagnostic study will assess (a) the current status of the cut flower sector and involvement of women in the cut flower sector (production, processing and commercialization); (b) the regulatory regimes applicable to the sector; (c) the infrastructure and services needs of the sector; (d) the use of ICT in the sector ; (e) the support facilities such as finance, transportation & storage and information services and (f) how women can be involved in the prospective value chain and used effectively promote the export potential of women traders
16.	Experience, Resource & Delivery Capacity Required	The interested consulting firm should provide evidence of the following in their applications: <ul style="list-style-type: none"> • The Consulting firm shall have the legal capacity to enter into the contract; • The firm should have at least 10 years of general experience in providing consulting services out of which at least 05 years of experience in national and international agricultural/non-agricultural trade related research or studies for public sector; • The firm should have successfully completed at least one service contract related to national and international trade including agriculture sector in Bangladesh within last 5 years; • The firm should have experience in working with development partner's funded projects (IDA financed project experience would be desirable); • The required average annual turnover of the consulting firm shall be at least Tk. 1.0 (one) crore in last three years; • A capacity statement on available training facilities, IT equipment, logistics support, transport and office space; • Undertaking that the firm has not been blacklisted or debarred by any Government Organization or by IDA;



		<ul style="list-style-type: none"> List of key professional staff including proposed core team for the assignment, showing qualification and experience including the projects/assignment on which they have worked, their role in the assignment/project and duration of their engagement with the assignment/project. The firm should have active web-page with necessary information of company management, legal status, experience and present work with client list. Required Documents: The company must submit the following documents: Company Registration document (Up to date Trade License/Incorporation Certificate), Up to date Tax payment certification and VAT registration certificate; Audited Financial statement (last 03 Years); Company Brochure. ISO Certified company will be given preference
17.	Other Details	Expected term of contract is 06 months. The expected date of commencement is 1st January, 2021 and completion 30 June, 2021. The consulting firm shall submit 2 (two) copies of Expression of Interest (EOI) (One original and one copy) and one soft copy (in MS word) in sealed envelope; clearly marked "EOI for Consulting Firm (National for Conducting Diagnostic Studies to Assess Female Traders and Entrepreneurs Export Potential in the Cut Flower Sub-sector) " to the Project Director (Joint Secretary), Bangladesh Regional Connectivity Project-1, Level-12 (West side), Probashi Kollayn Bhaban, 71-72 Old Elephant Road, Eskaton Garden, Dhaka-1000 on or before 04/10/2020 up to 12.30 pm . Terms of Reference (TOR) will be available in the office of the undersigned and also at www.mincom.gov.bd and http://brcp-1.gov.bd/ .
18.	Association with foreign firms	N/A
Procuring Entity Details		
19.	Name of the Official Inviting EOI	Md. Mijanur Rahman
20.	Designation of the Official Inviting EOI	Project Director (Joint Secretary)
21.	Address of the Official Inviting EOI	Bangladesh Regional Connectivity Project-1, Level-12 (West side), Probashi Kollayn Bhaban, 71-72 Old Elephant Road, Eskaton Garden, Dhaka-1000
22.	Contact Details of the Official Inviting EOI	Tel. No.: +02-55138022; e-mail: pdbrcp1moc@gmail.com
23.	The Procuring Entity reserves the right to accept or reject any/ all EOI's without showing reason whatsoever.	


 (Md. Mijanur Rahman)
 Project Director (Joint Secretary)
 Bangladesh Regional Connectivity Project-1,

Distribution (Not according to seniority):

1. Director General, WTO Cell, Ministry of Commerce, Bangladesh Secretariat, Dhaka-1000 (For kind information).
2. Director General, CPTU, IME Division, Ministry of Planning, Sher-e-Banglanagar, Dhaka-1207 (for posting in the website).
3. Assistant Programmer (ICT Cell), Ministry of Commerce (for posting in the website).
4. Data Management Consultant, Bangladesh Regional Connectivity Project-1 (for posting in the website).
5. Notice Board.

**Terms of Reference (TOR) for
Selection of Consulting Firm for Conducting Diagnostic Studies to Assess Female
Traders and Entrepreneurs Export Potential in the Cut Flower Sub-sectors under
Bangladesh Regional Connectivity Project (BRCP)**

1. Background

1.1 Project Brief

The Government of the People's Republic of Bangladesh has received an SDR 150 million Credit from the International Development Association (IDA) – a member of the World Bank Group – for financing the cost of the Bangladesh Regional Connectivity Project 1(BRCP-1), being jointly implemented by the Bangladesh Land Port Authority (BLPA), National Board of Revenue (NBR) and Ministry of Commerce. The second component of this umbrella project is being implemented by the Ministry of Commerce as a separate technical assistance project. The overall objective of this technical assistance project is to strengthen trade related institutional capacity in order to ensure active and sustainable cooperation between multiple trade-related stakeholders and economic empowerment of women traders.

This technical assistance project consists of following three (3) components:

- Component A: Develop (pilot) programs to support female traders and entrepreneurs. This component will pilot activities to help address barriers to women becoming more integrated into regional and global supply chains and trading opportunities.
- Component B: Capacity Development Support for the National Trade and Transport Facilitation Committee. The inter-ministerial National Trade and Transport Facilitation Committee (NTTFC) has been set up during the preparation of the proposed Project to coordinate all trade and transport-related policies and activities in Bangladesh, and will also serve as the Advisory Committee for the Project.
- Component C: Improvements to Bangladesh Trade Portal and to set up a National Enquiry Point for Trade. The Bangladesh Trade Portal (BTP) was launched in March 2016. This component will support further up gradation of the BTP to expand its functionality to include information of relevance to potential Bangladesh exporters and to ensure that content is kept up to date. This component will also set up the National Enquiry Point for Trade, which will help Bangladesh to meet a key requirement of WTO Trade Facilitation Agreement.

This technical assistance project intends to apply part of the IDA Credit for procuring consultancy services from qualified research/consulting firm to conduct Diagnostic Studies to Assess Female Traders and Entrepreneurs Export Potential in Three Identified Sub-sectors to have in-depth understanding about the present situation, export potential and support required for promotion of exports by the women traders in these sectors. The diagnostic studies will also examine the regulatory regime and suggest necessary adjustments for facilitation of export by women traders. These diagnostic studies will enable the government to take appropriate measures for enhancing the capacity of women traders through facilitating and promoting their export potential in regional and international markets.



1.2 FLOWER INDUSTRY IN BANGLADESH

Agriculture plays a key role in Bangladesh by contributing 24 percent to its exports, 32 percent to its GDP and employing more than 60 percent of its labor force. Floriculture being an important profitable enterprise is also contributing to this. The history of floriculture in Bangladesh may be old but flower business is not older than a decade. Floriculture was brought to light in late 70's by some innovative farmers who took up tuberose (the popular flower at that time) for small scale production. This kickstart step acted as the foundation on which large scale commercial production of flower in Bangladesh started in Jhikargacha Upazilla of Jessore district in the mid 80's. Afterward it was extended to Jessore Sadar, Sharsha and Chowgachha Upazilla as well as Kushtia, Chuadanga and Satkhira districts. Within a short period of time Jessore, Savar, Chuadanga, Mymensingh and Gazipur turned to be a major flower production belt of Bangladesh. With the increasing demand for flowers and ornamentals, the floriculture industry had been gaining popularity among the farmers as it gives 3-5 times and 1.5-2 times more profit from rice and vegetable production respectively.

At present 10000 hectares of land is under flower cultivation where approx. 5000 resilient farmers are actively growing flowers and foliage in the country with 150000 people directly or indirectly involved in it as their sole livelihood. Different varieties including marigold, tuberose, rose, gladiolus, gerbera and chrysanthemum are grown commercially. Flowers growers and traders make huge money every year in February, a month that sees huge sale of flowers as people celebrate three major events – “Pohela Falgun” (Spring Festival), Valentine's Day and International Mother Language Day. According to Mohiuddin (2016), about 4000 retail shops are available in the country of which 40% is present in Dhaka, 25% in Sylhet and Chittagong and the rest in other districts with a wholesale flower business transaction of \$16000 every day. But this still is not sufficient enough to meet the market demand. To satisfy the market demand, Bangladesh requires to import flower and ornamental plants up to Tk. 2-3 million from abroad. In 2019-20 FY 4,443 MT cut flower were imported in which 2,793 MT natural and 1,650 MT artificial flower. This indicates that aesthetic sense of people is increasing as the standard of living is increasing. But the stage of commercial development is still at a very early stage. There exist some serious problems such as, poor extension and consultancy services, lack of knowledge and infrastructure of post-harvest management, lack of quality & international standard certification of flowers and government support is very limited. The flower cultivation had a potential market where government should come forward to solve the problems and provide necessary support for flower and ornamental plants exporting. Also, introduction of new flowers of high international demand is needed to catch the export market that will boost the export potential of the flower market.

Floriculture is an international, multibillion-dollar industry that includes the production of bedding and garden plants, foliage plants, potted flowering plants, cut flowers, cut cultivated greens and floriculture materials. Flower cultivation has been found as a profitable business which assures higher potential to earn money compared to other crops. National GDP is largely influenced by flower sector. The existing marketing conditions and practices of the flower growers and traders and even to find out the potentiality of developmental intervention, demand for flowers specially for cut flowers is increasing in the inland as well as international market. Though Bangladesh has been exporting cut flowers like tuberose and gladiolus, market demand for high value cut flowers is growing worldwide. Bangladesh have the possibility to earn foreign currency as other countries but key problems such as minimized infrastructural facility, poor packaging, lack of technical knowhow in production and marketing, inefficient management system and so on are the main culprits. In addition, there is high value cut flowers like Nandini, which have significant prospect in our country. Clear focus on flower business and floriculture, its marketing, export strategies, scope and limitations need to be

identified, especially for the women entrepreneurs. It is suggested that initiative should be taken for exploring the potential floriculture business to return the income. So, to explore the potential cut flower in Bangladesh, a diagnostic study need to be carried out with a view to identify the specific recommendations for the formulation of the appropriate policy guidelines

2. Objectives and Scope of Consultancy Services:

2.1 Objectives

The objective of the study are to conduct diagnostic analysis for the Cut Flower industry to enhance women's role in the sub-sector and its export with a view to making the Cut Flower sector of Bangladesh more efficient , effective and harmonized for trade facilitation.

To accomplish this, the diagnostic study will assess (a) the current status of the cut flower sector and involvement of women in the cut flower sector (production, processing and commercialization); (b) the regulatory regimes applicable to the sector; (c) the infrastructure and services needs of the sector; (d) the use of ICT in the sector ; (e) the support facilities such as finance, transportation & storage and information services and (f) how women can be involved in the prospective value chain and used effectively promote the export potential of women traders

2.2 Scope of Works of the Studies

In Bangladesh, fresh cut flower business is a very new concept. In late 80's only a few shops were opened in Dhaka city for selling fresh cut flower. Now fresh cut flowers are sold in most of the city and district even Upazilla towns of Bangladesh. Flowers are daily auctioned in the morning at Shahbag Avenue, Agargaon flower market in Dhaka. Dhaka is the main center of flower business in Bangladesh. A large number of flower shops have been developed in and around Dhaka city which can give a picture of present flower market situation. In Dhaka, flower shops are two types, i) Permanent, and ii) Temporary. It is estimated that there are more than 100 permanent and 450 temporary shops in Dhaka metropolitan city. Rose, Gladiolus, Tuberose, Dahlia, Marigold, Gerbera, Beli, Dolanchampa are the examples of some important cut flowers that have high demand in the inland markets (BBS, 2018). This is also important for international market. The demand for the international market such as Belgium, Canada, Germany, India, Italy, Saudi Arabia, UAE, UK are also growing day by day.

Export earning is one of the most important driving forces for developing economies, of which Bangladesh is not an exception. Bangladesh exports many products to different parts of the world. Cut flower is one of the promising export products and it would be a growing export product in near future. Over the past couple of years, the export of cut flowers and foliage has exceeded the target by over 10% as it had turned out to be a emerging industry of high potentials for the entrepreneurs that would widen the country's export basket. In case of export the flower a smooth channel for exporting directly is still underdevelopment, as a result welfare associations and NGO's deals with international market. Also lack of an international auction market limits the exposure of the flowers produced here. Detail analysis is needed for financial and technical support for flower production that may come from GO, NGO, development partners.

The scope of works to conduct diagnostic study in the areas that are critical for export promotion in Cut Flower sub-sector. This sectoral diagnostic studies will examine all relevant critical issues including the following agendas for effective promotion of export potential of women traders:

A. Overall Sectoral Analysis for Cut Flower Sector and Involvement of Females:

A1) Identification of current and future trends (domestic and international) in the cut flower sector.

- This should cover both the strengths and weaknesses of the cut flower sector of Bangladesh ;
- Analysis of geographic location, limitations & challenges of Cut Flower cultivation, marketing and export ; Analysis of Bangladesh's existing EXIM trade in cut flower, and it's comparison to the domestic market, including (but not limited to) volume, seasonality, and type/nature of cut flowers traded.
- Analysis of the potential for growth in exports of cut flower.

A2) Analysis of the current engagement of women in the cut flower sector in the domestic as well as export market (all stages of the value chain); and the scope for women's engagement in the sector given the right skill development (including the design required value chain for key tradable farm and nonfarm products in cut flower sub-sector);

B. Regulations Analysis:

B1) Review of the existing regulatory regimes governing the cut flower sector (including policies/plans and strategies, investment climate and bottlenecks, standards, licensing and procedures, and so on) for EXIM trade of cut flowers in Bangladesh.

B2) Identification of regulatory regimes (in B1) that disproportionately negatively (or positively) impact female traders.

B3) Identification of the 5 most important regulatory simplifications that would promote exports of cut flowers in Bangladesh.

B4) Identification of the 5 most important regulatory simplifications that would promote exports of cut flowers by female entrepreneurs in Bangladesh. These can be partially overlapping with simplifications identified in B3).

B5) Performing regulatory impact analysis or regulatory impact assessment of the regulatory simplification identified in B3) and B4). This impact analysis should cover both the intended and unintended consequences of the proposed regulatory change.

C. Infrastructure and Transport and Financial Services Analysis:

Identify key quantitative and qualitative indicators (time, cost, value added and productivity at each stage) for the cut flower value chain

C1) Analysis of infrastructure and logistics services needs of cut flower exporters (with a particular focus on cold storage and temperature-controlled logistics).

C2) Identification of 5 most important infrastructure and services (along with possible location/routes of the proposed investments) that would promote cut flower exports in Bangladesh.

C3) Identification of 5 most important infrastructure and services (along with possible location/routes of the proposed investments) that would promote cut flower exports by female entrepreneurs in Bangladesh. These can partially overall with C3).

C4) Analysis of the financials needs of cut flower exporters and any incentives available to them (separated out by male and female exporters).

C5) Identification of 2 financial simplifications, promotions, and incentives that would fulfill the needs identified in C4) (separated out by male and female exporters).



D. Digital Technology Analysis:

D1) Assess the gains that could accrue to the cut flower exports from the use of digital platforms/technologies/platforms. Based on this identify the digital technological needs of cut flower exporters.

D2) Analysis of women entrepreneurs competitive access to digital technologies and women's capacity to avail modern technology-based services.

D3) Identification of 2 digital technologies that would fulfill the needs identified in D1) (separated out by male and female exporters).

This study/research will be conducted under a single package or separately as agreed by the World Bank to explore best output from the study.

The PIU will refine the abovementioned areas of diagnostic studies in consultation with the Ministry of Commerce and World Bank to organize the agendas under different diagnostic themes. The project will also have flexibility to organize the abovementioned issues in limited/more number of themes depending on the discussion with the MOC and WB.

This study/research will be conducted under a single package or separately as agreed by the World Bank to explore best output from the study.

3. Timeframe of the Services:

The studies on different themes will be conducted concurrently depending on the budget allocation of the project. The PIU will advise the consultancy firm/institution about the chronology of studies. The contract may be a framework agreement with the potential firms/institutions based on procurement rules agreed by the World Bank. The duration for assignments of a single study may be sixth months (or more) depending on the volume and nature of the study.

4. Methodology of Study

The study is expected to follow a mixed methods approach—combining quantitative field surveys, qualitative focus group discussions (FDGs), and key information interviews (KIIs), analysis of secondary data, and review of policy and other relevant documents. Below is an indicative methodology that the firm is expected to follow to deliver each component of the diagnostic study. The firm should suggest changes/modification to this methodology if needed.

A. Overall Sectoral Analysis for Cut Flower Sector and Involvement of Females

- Review of existing relevant studies
- Analysis of secondary data including but not limited to the economic and agricultural census.
- Field work — both quantitative (data survey) and qualitative (FDGs and KIIs) data collection.

B. Regulations Analysis:

- Review of existing regulations and other relevant documents
- Field work — qualitative (FDGs and KIIs) data collection.

C. Infrastructure and Transport and Financial Services Analysis:

- Review of existing relevant studies
- Analysis of secondary data including but not limited to existing datasets that have been collected in other studies.

- Field work — both quantitative (data survey) and qualitative (FDGs and KIIs) data collection.
- Review of existing policies and other relevant documents.

D. Digital Technology Analysis

- Review of existing relevant studies
- Analysis of secondary data including but not limited to existing datasets that have been collected in other studies.
- Field work — both quantitative (data survey) and qualitative (FDGs and KIIs) data collection.
- Review of existing policies and other relevant documents.

In general:

- Sampling Frame for A to D: For each of the four aspects above (A to D), field work (quantitative and qualitative, as relevant) should be carried out for all relevant actors, including, but not limited to entrepreneurs, exporters, merchant, growers, C&F agents, business chambers, policy makers, custom officials (and all government agencies involved in the cut flower exports), EPB, bank officials, private sector groups (including transporters and logistics service providers), civil society, as appropriate. As much as possible, Women entrepreneur, exporters, merchants, growers, chambers, and so on should be included in the field work. The detailed methodology and sampling frame needs to be approved beforehand by the related implementing agency(ies).
- Questionnaire & Field Survey: The survey questions will be developed by the firm and agreed with the related implementing agency(ies). Testing of the questions will be required. Adequate field survey should be carried out with a view to identify the bottlenecks. The firm will be responsible for getting necessary clearances to conduct all field work. The implementing agency (ies) will facilitate the process by issuing supporting letters.
- Key Informants Interviews (KIIs) and Focus Group Discussions (FGDs): To verify findings from survey data, review of documents, and findings of secondary data analysis, KIIs and FGDs should be conducted. Approach to selecting participants for KIIs and FGDs, questions to be asked and all relevant materials will be developed by the firm and approved by the implementing agency(ies) prior to implementation. When conducting KIIs and FGDs care should be taken to include both men and women. Detailed documentation of the proceedings of the FGDs will be maintained. The firm will be responsible for getting necessary clearances and facilities/equipment needed to conduct KIIS and FGDs. The implementing agency (ies) will facilitate the process by issuing supporting letters.
- Document Review: The studies will have a large number of document reviews analysis of regulatory (including policies/plans and strategies, investment climate and bottlenecks) regime (including licensing and procedural measures) of trades in Bangladesh and its simplification for effective participation of women traders and entrepreneurs in regional and global trade.
- Data Analysis: The data will be processed in SPSS or similar data processing software. The qualitative data will be analyzed by using NVIVO or other similar software. Privacy of the diagnosis study data will be strictly maintained by the consultant/firm.
- Secondary Data: The firm will be responsible for getting access to all relevant secondary data needed for the study. The implementing agency (ies) will facilitate the process by issuing supporting letters.

- Sampling: The sample frame for both the quantitative and qualitative work, (including number participants for various data collection) will be developed using standard sampling framework for each study area according to agreed catchment area(s)/ principles, established scientific practices, and in discussion with the implementing agency (ies).
- Public Consultations: The diagnostics study should include public consultations at selected locations with the relevant stakeholders in discussion with the implementing agency (ies).
- Miscellaneous: All costs associated with field work, data collection, accessing secondary data, conducting KIIs and FDGs are the responsibility of the firm.

5. Expected deliverables from the firms/institutions:

The consultancy firm will at least submit the following reports to the project authority:

- a) Inception Report
- b) Inception Workshop
- c) Draft Report
- d) Final Report and all relevant input files like quantitative datasets and FGD/KII transcripts .
- e) Dissemination Workshop

The Inception Report (IR) will contain scopes, methodologies and work plan in detail. The report must have an elaboration of study questions and objectives. This elaboration should follow the detail of research methodologies to be applied for each of the studies. The detail plan of quantitative and qualitative analysis and methods for data analysis will also have to be included in the inception report. The methodologies should include justification for choosing a particular method of data collection, sampling design and indicators, data sources, detail of data collection methods and a set of data collection instruments to be used in each of the areas, detail of field survey or study and limitations in study. The inception report should also contain the detail of key persons engaged in the study and their specific responsibilities. It should also contain the plan for monitoring and evaluation of study progress by the consultancy/research firm and the client's representatives. The work plan also needs to be detail so that the client understands how the studies will reach to final stage of report writing.

Draft Final Report (DFR) will contain detailed findings, qualitative and quantitative analysis on findings. The structure of DFR should at least contain executive summary of the study, introduction, literature survey, methodology of the study, findings of the study, discussion and analysis, recommendations and conclusions, references and annexures (including transcripts of focus groups and any quantitative data that was collected). Report should be delivered in English version (in both soft and hard format, any quantitative data should be submitted in excel format).

The Final Report (FR) of the study should be submitted to PD/PIU on agreed formats before the end of the contract period. The report should at least contain executive summary introduction, literature survey, methodology, findings, discussions and analysis, lesson learned, recommendations/suggestions, conclusions, references and database in the annexure. The FR should also have a discussion about the observations of the stakeholders including clients and their answers. Report should be delivered in English version.

All reports will be evaluated by the technical committee of the project and fit recommendations of the technical committee will have to be reflected in the reports before finalization of the same.

The consultant will arrange for proof reading, if required to maintain the quality. All field notes and the data set should be submitted as annexure with the final report. Follow up meetings will be held time-to-time between the contracted agency/consultant and BRCP MOC. Ten (10) printed copies of the final report should be submitted along with soft copies. During the implementation, any other information that is important may be added deleted during discussion periods, which may become an integral part of the TOR.

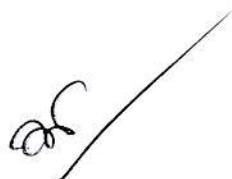
6. Consulting Firms qualification and experiences

The interested consulting firm should provide evidence of the following in their applications:
The Consulting firm shall have the legal capacity to enter into the contract;

- The firm should have at least 10 years of general experience in providing consulting services out of which at least 05 years of experience in national and international agricultural/non-agricultural trade related research or studies for public sector;
- The firm should have successfully completed at least one service contract related to national and international trade including agriculture sector in Bangladesh within last 5 years;
- The firm should have experience in working with development partner's funded projects (IDA financed project experience would be desirable);
- The required average annual turnover of the consulting firm shall be at least Tk. 1.0 (one) crore in last three years;
- A capacity statement on available training facilities, IT equipment, logistics support, transport and office space;
- Undertaking that the firm has not been blacklisted or debarred by any Government Organization or by IDA;
- List of key professional staff including proposed core team for the assignment, showing qualification and experience including the projects/assignment on which they have worked, their role in the assignment/project and duration of their engagement with the assignment/project.
- The firm should have active web-page with necessary information of company management, legal status, experience and present work with client list.

Required Documents: The company must submit the following documents:

- a) Company Registration document (Trade License/Incorporation Certificate), Up to date Tax payment certification and VAT registration certificate;
- b) Audited Financial statement (last 03 Years);
- c) Company Brochure.
- d) ISO Certified company will be given preference



7. Team Composition and their Qualifications

The proposed services under this Terms of Reference shall be carried out by using a firm (Consultant) with adequate experience in designing and delivering the expected output of the study. The firm should propose the structure and composition of its team members. It should list the main disciplines of the assignment, the key experts, technical and support staff. An indicative team structure may be as follows:

Position	Duration (man months)	Qualification, Experience and Responsibility
Team Leader	06	<p>Team Leader (TL) must have a minimum of 15 years of general experience out of which at least 10 years' relevant prior experience. He must have relevant Master's degree from a recognized university preferably in International Trade, Agriculture, Business Administration or other related areas. She/he must have experience in working with trade policy, trade facilitation (including regulatory aspects) & strong familiarity with the trade regulating agencies, trade environment and related international agreements. Must have experience of working with complex, multi-system environments in public sector.</p> <p>The Team Leader will take the overall responsibility for the execution of the assignment in accordance with the TOR and also for the coordination of all professional inputs. She/he will be responsible to the Employer and maintain close contact with Project Director (Employer's representative) to ensure that the contract is implemented in accordance with the World Bank guidelines. The Team Leader will act as the Consultant's authorized representative for both the design and implementation supervision phase and make decisions on all matters pertaining to the consulting services.</p>
Agro-processing/Value Chain Expert	04	<p>Agro-processing/Value Chain Expert must have a minimum of 12 years of general experience out of which at least 5 years' relevant experience. He must have relevant Master's degree from a recognized university preferably in Agriculture Economic/ Agriculture. She/he must have experience in working with agro-processing/value chain development activities and familiarity with processing, value chain development, and marketing related assignment as well as working experience with DAE, DAM etc. Must have experience of working with complex, multi-system environments in public sector.</p>

		<p>Consultant will take the overall responsibility for the execution of the assignment in accordance with the TOR and also for the coordination of all professional inputs. She/he will be responsible to the Employer and maintain close contact with Project Director (Employer's representative) to ensure that the contract is implemented in accordance with the World Bank guidelines.</p>
Cut Flower/ Horticulture Expert	04	<p>Cut-Flower/Horticulture Expert must have a minimum of 12 years of general experience out of which at least 5 years' relevant experience. He must have relevant Master's degree from a recognized university preferably in Horticulture/Floriculture. She/he must have experience in working with cut-flower/flower production/ processing, research and consultancy services and familiarity with flower farmers, DAE, DAM etc. Must have experience of working with complex, multi-system environments in public sector.</p> <p>Consultant will take the overall responsibility for the execution of the assignment in accordance with the TOR and also for the coordination of all professional inputs. She/he will be responsible to the Employer and maintain close contact with Project Director (Employer's representative) to ensure that the contract is implemented in accordance with the World Bank guidelines.</p>
Women Entrepreneur Development and Export Promotion Expert	04	<p>The Women Entrepreneur Development and export promotion expert must have a minimum of 12 years of general experience out of which at least 03 years' relevant experience in entrepreneur and export related studies/projects especially in agriculture/flower and non-agriculture products. She/he must have relevant Master's degree from a recognized university preferably in International Trade, Trade Law, Business Administration, economics, agriculture economics, or other related areas. She/he must have experience in export promotion/facilitation of female trader and entrepreneur, logistics, infrastructure/connectivity assessment and planning of agricultural and non-agricultural products. She/he must have experience of regulatory (including policies/plans and strategies, investment climate and bottlenecks) regime (including licensing and procedural measures) of trades in Bangladesh and its simplification for effective participation of women traders and entrepreneurs in regional and global trade. She/he should have strong written and verbal</p>

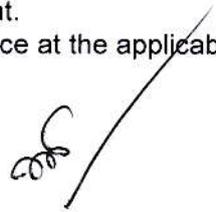
		skills in English Knowledge and understanding of business practices of trade regulating agencies.
IT Expert	04	The Information Technology (IT) Expert must have a minimum of 10 years of general experience out of which at least 03 years' relevant experience in Information Communication Technology (ICT) services for access to potential market, financial management, storage and efficient transportation management/tracking and capacity development of female trader to avail ICT based services in export. She/he must have relevant Master's degree from a recognized university preferably in Computer Science, IT or other related areas. Preference will be given who has experience of working with trade related studies and project will be given preference. She/he should have strong analytical skills and understanding of export promotion and value chain analytical of products in Bangladesh.
Statistician	02	The Statistician must have a minimum of 10 years of general experience out of which at least 05 years' relevant experience in sampling design, data cleaning and analysis, questionnaire design etc. in different development studies, evaluation, and survey. She/he must have relevant Master's degree from a recognized university preferably in Statistic. She/he must have experience of working with donor funded projects will be given preference.

The Consulting firm will also propose diagnostic study office and field support staff as per their work plan.

8. Payment

Payments shall be made in line with agreed-on outputs according to the following schedule:

- **Inception Report: Twenty (20%)** per cent lump-sum of contract price shall be paid upon submission of the Inception Report duly accepted by the Client.
- **Draft Final Report: Forty (40%)** per cent lump-sum of contract price shall be paid after submission the draft report duly accepted by the Client and
- **Final Report: Forty (40%)** per cent lump-sum of contract Price shall be paid after submission the final report duly accepted by the Client.
- All relevant taxes and VAT shall be deducted at source at the applicable rates by the Government of Bangladesh.



9. Selection Method, Duration and Remuneration:

The Consulting firm will be selected by Quality and Cost-Based Selection (QCBS) method following World Bank's Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers - January 2011 (Modified in April 2015) ("Consultant Guidelines") available in the website: <http://documents1.worldbank.org/curated/en/615761468322433244/pdf/578440PUB0REPL0nglish0Final0Jan2011.pdf> and PPA 2006 and PPR 2008. The diagnostic studies should be completed within maximum of 180 days from the date of Contract Signing. The proposed financial proposal must include VAT & Taxes. The payment will be made including VAT and Tax as per NBR rules. There will be no provision for advance payment.

10. Client Supports and Facilities

The consulting firm will facilitate monitoring of studies by the employer, and World Bank officials. The project will provide to the Consulting firm all key program documents & reports such as:

- Relevant extract of Technical Assistance Project proposal (TAPP), if required;
- Sharing relevant up to date project information for a better understanding of the project;
- Providing timely feedback to the consulting firm on inception report, questionnaire, sampling, training module, draft reports etc.;
- Any logistic support such as transportation as well as office space will not be provided by the client.

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