

Virtual marketplace: Big opportunity awaits RMG

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QIMA ranked us second in ethical manufacturing while the US Green Building Council bestowed us with the Global Leadership Award.

However, it is regretful that in all these years we have failed to create our own brand story.

So far, Bangladesh has only prevailed as a manufacturing hub and in spite of having 40 years of experience in apparel manufacturing, we are still lacking design development and innovation.

The virtual marketplace can finally open up an opportunity for us to shift from custom makers to make our mark in the global stage.

The virtual marketplace can also be

a gateway for local small-and medium enterprises (SMEs) to go global.

Consumers have emerged from the pandemic into a new economic reality, where they are finding a limited quantity of custom-made products.

This particular choice can create an opportunity for SME factories, which are attributed to sell multiple items in smaller quantities.

This is altogether a different slot in the market to pitch in. Considering the present business context in Bangladesh, where SMEs are endangered by uneven competition with large enterprises, tapping the virtual market can be a way to carve out a niche for them.

Now, there are two alternatives

for Bangladesh to enter the virtual marketplace. Individual factories can sell their products through already existing platforms like Amazon, Walmart and E-bay or we can develop our own marketplace as a dupe existing ones with further developments and features.

The operating procedure can also follow two modalities: business-to-business or business-to-consumer. Either way, the website has to be updated and upgraded with an assortment of features of our own design.

In order to smoothly run the operation, modifications in our existing Bangladesh Bank, National Board of Revenue, Export Promotion

Bureau, and other policies is a must. Besides, some issues regarding discrepancies in documents.

For example, when shop owners offer discounts, reject goods, issue bonds, regulates foreign exchange and most importantly, manage warehouses for faster delivery, all relevant documents have to be cross-checked with the country's laws to ensure compliance.

Moreover, we have to work on branding and marketing so that we can make our venture into the virtual marketplace a success. Since there is no scope for consumers to touch, smell or physically feel the goods before purchasing, there is always a trust issue. So, customers have a

tendency to repurchase from the same shop if they are given a fair deal.

If we enter Amazon or E-bay, we have to keep in mind that we will be competing against brands like H&M, Zara, M&S, Ck, GAP and other famous global brands. Although this may sound like an uphill task, it is not impossible.

At birth, Bangladesh was branded as a bottomless basket but it is now considered a role model for development across the world.

We have secured graduation from the UN's group of least developed countries and now aim to become a developed country by 2041.

With the garments sector being the main economic pillar of Bangladesh,

it has a crucial role to play in fulfilling the country's development goals.

The industry has so far managed to prevail against all odds and is committed to achieving even higher levels of excellence.

It has a vast experience in manufacturing and offers competitive prices so with a little nudge in the right direction, we could create the next Amazon right here in Bangladesh.

Therefore, solutions to bottlenecks for entering the virtual marketplace must be urgently sought before this opportunity slips away.

The writer is president of the Bangladesh Garment Manufacturers and Exporters Association (BGMEA).



GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

OFFICE OF THE PROJECT DIRECTOR

"Feasibility study and detailed design for introduction of electric traction (including overhead catenary, sub-station) in between Narayanganj-Dhaka-Chattogram section of Bangladesh Railway" Project,
Bangladesh Railway, CRB, Chattogram.

Request for Expression of Interest (EOI)

1	Ministry/Division	:	Ministry of Railways
2	Agency	:	Bangladesh Railway
3	Procuring Entity Name	:	Project Director, "Feasibility study and detailed design for introduction of electric traction (including overhead catenary, sub-station) in between Narayanganj-Dhaka-Chattogram section of Bangladesh Railway" Project
4	Procuring Entity Code	:	Not used at present
5	Procuring Entity District	:	Chattogram
6	Expression of Interest (EOI) for Selection of	:	Consulting firm for "Feasibility study and detailed design for introduction of electric traction (including overhead catenary, sub-station) in between Narayanganj-Dhaka-Chattogram section of Bangladesh Railway"
7	EOI Reference No.	:	54.01.1500.115.07.100.21
8	Date	:	18.11.2021
Key Information			
9	Procurement Sub-Method	:	QCBS (Quality and Cost Based Selection) (JCB)
Funding Information			
10	Budget and Source of Funds	:	GOB (Development Budget)
Particular Information			
11	Project/Programme Name (if applicable)	:	"Feasibility study and detailed design for introduction of electric traction (including overhead catenary, sub-station) in between Narayanganj-Dhaka-Chattogram section of Bangladesh Railway"
12	EOI Closing Date and Time	:	19.12.2021 at 12.00 hours
Information for Applicant:			
13	Brief Description of the Assignment	:	This project involves the feasibility study along with detailed design of implementation of electric traction in the Narayanganj-Joydebpur and Tongi-Chattogram section of Bangladesh railway. Intention of Bangladesh Railway is to introduce electric traction in the aforementioned section on the existing railway track. The Government of the People's Republic of Bangladesh (GoB), through Bangladesh Railway (BR or the Employer) of Ministry of Railways, intends to employ consultant to perform the feasibility study and prepare detailed design of introduction of electric traction in the aforementioned sections. Consultancy Services will be as per TOR (will be provided on request to PD).
14	Experience, Resources & Delivery Capacity Required	:	The Consulting firm(s) shall be eligible to participate and shall have the following experience and resources but not limited to: [Authenticated Documents must be Submitted]
		a)	The Consulting firm shall have satisfactory working experience(s) of conducting similar Study consultancy.
		b)	The Consulting firm shall have adequate number of human resources (Stated in section 2.3 of Table-X of this notice) with experience relevant to the assignment.
		c)	The consulting firm shall have adequate Physical Resources such as office, working equipment, IT facility, Survey equipment, logistical support etc.
		d)	The consulting firm shall have adequate financial capability such as turnover, liquid asset etc.
		e)	Project Director, "Feasibility study and detailed design for introduction of electric traction (including overhead catenary, sub-station) in between Narayanganj-Dhaka-Chattogram section of Bangladesh Railway" Project now invites eligible applicants (consulting firms) to indicate their interest in providing the aforesaid consultancy services. Interested consulting firms are invited to provide information indicating that they are qualified to perform the services (Brochures, description of similar assignments, experience in similar operating conditions, availability of appropriate professional qualification and experiences of staff, financial capabilities etc.). The Expression of Interest (EOI) shall be evaluated on the basis of the following to prepare a short list.
			<ul style="list-style-type: none"> Age of the firm in respect of Registration Brochure(s) containing firm's available facilities, areas of professional/expertise/specialization for the assignment Description of similar assignments (Feasibility study and detailed design of implementation of electric traction) with documentary evidence Experience in similar conditions Availability of appropriate professional qualification and experience among staff and availability of adequate resources for the assignment Financial and Management capacity
			The services for the assignment shall have to be delivered for 12 months;
15	Other Details	:	<p>a)</p> <p>The Consultant (Firm) shall be selected in accordance with PPA/2006 and PPR/2008 as enforced in Bangladesh</p> <p>b)</p> <p>Expression of Interest (EOI) in three sets (One original + Two duplicate) hard copy + soft copy shall be submitted in sealed condition, delivered to the address of the under signee.</p>
16	Association with firm(s)	:	Association in the form of JVCA or Sub-consultancy with qualified firm/firms will be allowed. The formation, operation and obligation of JVCA shall be governed by the Rule-54 of PPR, 2008 as enforced in Bangladesh.

17	17 EOI Evaluation Criteria-EOI will be evaluated based on the requirements of EOI Notice and detail criteria given in the following table-X.		
	Note:		
	<ul style="list-style-type: none"> Authenticated supporting documents for the Completed Projects, Financial Reports & Liquid assets/Working Capital and Others must be submitted. Irrelevant, excess and ambiguous documents as supporting will be treated as negative impression. Summary of submission according to Table-X should be attached. 		
Table-X: EOI Evaluation Criteria:			
SL	Items for Evaluation	Criteria for Evaluation and Break-up of Evaluation	
1.	Eligibility Criteria	The consulting firm shall have working experience of at least one project completed comprising of Feasibility study and/or detailed design of implementation of electric traction.	Yes No
2.	Background of the proposer	<p>2.1: Age of Consulting Firm from the date of registration will have to be submitted and will be evaluated on a scale of \approx 12 years=excellent, \approx 9-12 years=very good, \approx 6-9 years=good, \approx 6 years=poor.</p> <p>2.2: Number of total permanent employees of the firm/firms working for more than a year will have to be submitted and will be evaluated on a scale of \approx 150 employees = excellent, \approx 100-150 employees = very good, \approx 50-100 employees = good, \approx 50 employees = poor.</p> <p>2.3: The proposer will have to submit those personnel working with the firm at least for the last two years. (List of Permanent Manpower mentioning the position; firm name; experiences; working tenure with the firm at least for the last two years; and authenticated by the proper signatory must be submitted)</p> <p>0(i) Team Leader for feasibility study and detailed design of Electric traction (ii) Electrical Engineer (power & Transmission), (iii) Electrical Engineer (Traction), (iv) Railway Operation Specialist, (v) Deputy Team Leader-Cum Railway Electrical Engineer, (vi) Electrical Engineer (Power & Transmission) (Senior), (vii) Electrical Engineer (Power & Transmission) (Senior), (viii) Signal & Telecommunication Engineer (Senior), (ix) Railway Track Engineer (Senior), (x) Survey Engineer, (xi) Bridge Engineer, (xii) Transport Economist, (xiii) Quantity Surveyor (Senior) (xiv) Structural Engineer (Medium) (xv) Procurement Expert (Senior) (xvi) Environment Specialist (Medium)</p> <p>(Total number of graduate consultants in all categories above will be evaluated on a scale of \approx 24 nos. graduate consultants available = excellent, \approx 16-24 nos. graduate consultants available = very good, \approx 8 nos. graduate consultants available = good, \approx 8 nos. graduate consultant available = poor).</p> <p>NB: Total Number of consultants will be determined by the total number of people working with the positions.</p>	Yes No
3.	Consultancy experience of the proposer	<p>3.1: Total years of experience in Consultancy Services will have to be submitted and will be evaluated on a scale of \approx 12 years=excellent, \approx 9-12 years=very good, \approx 6-9 years=good, \approx 6 years=poor.</p> <p>3.2: Number of completed feasibility study and/or detailed design of electric traction consultancy services conducted by the proposer in the last 10 years will have to be submitted and will be evaluated on a scale of \approx 8 completed contract= excellent, \approx 6-8 completed contract = very good, \approx 4-6 completed contract = good, \approx 4 completed contract = poor.</p> <p>3.3: Number of feasibility study and/or detailed design of electric traction consultancy services completed over a value of 1 (One) million USD in last 10 (Ten) years will have to be submitted and will be evaluated on a scale of \approx 4 completed contract= excellent, 3 completed contract = very good, 2 completed contract = good, \approx 2 completed contract = poor.</p>	Yes No
4.	Audited Financial Reports and avg. Liquid Asset/Working capital for last five years	<p>4.1: Audited Financial Reports for last five years will have to be submitted and will be evaluated on a scale of Average annual turnover \approx 30 (Thirty) million USD (or equivalent) = excellent, \approx 20 (Twenty) million USD (or equivalent) < 30 (Thirty) million USD (or equivalent) = very good, \approx 10 (Ten) million USD (or equivalent) < 20 (Twenty) million USD (or equivalent) = good, \approx 10 (Ten) million USD (or equivalent) = poor.</p> <p>4.2: Average Liquid Asset/Working capital for last five years will have to be submitted and will be evaluated on a scale of excellent, very good, good & poor i.e. Average Liquid Asset/Working capital \approx 3 (Three) million USD (or equivalent) = excellent, \approx 2 (Two) million USD (or equivalent) < 3 (Three) million USD (or equivalent) = very good, \approx 1 (One) million USD (or equivalent) < 2 (Two) million USD (or equivalent) = good, \approx 1 (One) million USD (or equivalent) = poor.</p>	Yes No
5.	Regional Experience	Number of consultancy services performed over a value of 1 (One) million USD in the region within SAARC/ASEAN in last five years will have to be submitted and will be evaluated on a scale of \approx 3 completed contract= excellent, 2 completed contract = very good, 1 completed contract = good, \approx 1 completed contract = poor.	Yes No
<p>NB: 1. Priority(weight) of evaluation would be as per Background=15%, Consultancy experience=50%, Audited Financial Reports and avg. Liquid Asset/Working capital=25%, Regional experience=10%</p> <p>2. Experience in electric traction will be interpreted as experience in any kind of train/train/metro/tram operated by electric traction.</p> <p>Procuring Entity Details</p>			
18	Name of the Official Inviting EOI	Md. Habibur Rahman	
19	Designation of the Official Inviting EOI	Project Director, 'Feasibility study and detailed design for introduction of electric traction (including overhead catenary, sub-station) in between Narayanganj-Dhaka-Chattogram section of Bangladesh Railway' Project	
20	Address of the Official Inviting EOI	Room No. 822, Bangladesh Railway, CRB, Chattogram	
21	Contact Details of the Official Inviting EOI	Cell no.+880 1711506127 Email: ceee@railway.gov.bd	
22	The Procuring Entity reserves the right to accept or reject all EOIs		

(Signature)
12/11/2021

(Md. Habibur Rahman)
Project Director

S (21) (312)

GD- 2112

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