

Terms of Reference (ToR)
For
Hiring Consultants/Firm/Organization to Develop AI-driven Training of
Trainers (ToT) Materials for Trainers/Teachers, Career Guidance Officers and
Partner Staffs under ADVANTAGE Project
April 2026

Assignment: Hire individual consultants/Firm/Organization to Develop AI-driven Training of Trainers (ToT) Materials for Trainers/Teachers, Career Guidance Officers and Partner Staffs under ADVANTAGE Project

Contract Type : Service Contract

Location : Mirpur-2, Dhaka-1216, Bangladesh

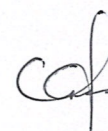
Duration : 240 Calendar Days

1. About UCEP Bangladesh

UCEP Bangladesh, a leading non-governmental organization founded by New Zealand philanthropist Mr. Lindsey Allan Cheyne in 1972, has played a significant role in transforming the lives of thousands of underprivileged children and youth across the country. With the motto "Help to Learn, Skills to Earn", UCEP Bangladesh provides Technical Education, Technical and Vocational Education & Training (TVET), Skills Development, and both self- and wage-employment opportunities through its 33 Technical Schools, 12 TVET Institutes, 8 Polytechnic Institutes, and 1 Professional Training Institute. Currently, UCEP trains around 35,000 students annually, with a special focus on women and girls, persons with disabilities, and occupational minorities in all its interventions.

2. Project Overview

Bangladesh faces persistent labor market challenges, with high rates of informal employment and gender inequality. Women, particularly those from disadvantaged backgrounds, encounter systemic barriers such as restrictive norms, limited job opportunities, and inadequate access to skills training. The **ADVANTAGE Project**, commissioned by BMZ and implemented by GIZ in partnership with NSDA, addresses these gaps by promoting gender-responsive, competency-based training and employment opportunities. Targeting women aged 14–35 with education up to grade 10, the project operates in the greater Dhaka area and focuses on four pillars: integrating gender needs into NSDA systems, driving gender-transformative changes in training and employment, introducing innovative training approaches, and strengthening institutional capacities. Through these interventions, ADVANTAGE aims to empower women with market-relevant skills, enhance employability, and contribute to SDGs on poverty reduction, gender equality, and decent work.



3. Context:

Bangladesh's labor market is undergoing rapid transformation driven by technological advancements, particularly Artificial Intelligence (AI). While these changes create new opportunities, they also pose significant risks of skills mismatches and job displacement, especially for disadvantaged groups such as women with limited education and access to training. According to global trends, nearly 39% of core workforce skills are expected to change within five years, yet existing training systems remain largely oriented toward traditional occupations and slower cycles of change.

The ADVANTAGE Project, commissioned by BMZ and implemented by GIZ in partnership with NSDA, seeks to address these challenges by promoting gender-responsive, competency-based training and employment opportunities for young women aged 14–35 with education up to grade 10. UCEP Bangladesh, as a key local subsidy partner, will contribute to Output 2,3 and 4 of the projects by developing and piloting AI-enabled ToT materials for trainers/teachers, career guidance officers and partner staffs for two NSDA-approved CBTA occupations. These interventions aim to develop capacities of trainers/teachers and career guidance officers and strengthen institutional capacity with future-ready AI skills.

This consultancy will play a critical role in identifying two CBTA occupations, analyzing for AI enablement, designing and delivering AI-integrated ToT materials for trainers/teachers', career guidance officers and partner staffs that are aligned with labor market needs. It will also contribute to institutional capacity-building by recommending coordination frameworks that enable sustained collaboration across key stakeholders, such as STPs, industry partners, government agencies, and career support services. A consultancy firm/group of consultants with a combination of a team leader, AI expert and capacity development/teachers training material development experts can apply for this consultancy.

The focus on AI arises from rapid changes in Bangladesh's service, manufacturing, and digital sectors, where employers increasingly expect workers to use basic digital tools, understand AI-supported workflows, and adapt to technology-enabled tasks. In this context, AI-enablement means identifying occupations where simple AI tools can enhance teaching, learning, productivity, and job readiness, particularly for women who often face barriers to accessing digital skills. AI-enablement includes digital literacy, safe and ethical use of AI, applying AI for communication and problem-solving, and using AI tools for job search, resume writing, and workplace tasks.

For trainers and teachers, AI integration will focus on how AI can support lesson planning, session delivery, personalised feedback, and personalised learner support. For career guidance officers, it includes using AI tools to help young women explore occupations, identify pathways, and connect with internships, apprenticeships or job opportunities. The consultant will therefore design ToT materials that clearly specify which AI-related skills to teach, how they fit within CBTA methods, and how women learners benefit from them.

The expected result of the ToT is a cohort of trainers, guidance officers, and partner staff who can confidently deliver AI-enabled training. Within this assignment, the consultant will identify two NSDA-approved occupations of which the curricula are either under review or newly developed under the output 3 of the project and suitable for introducing these AI-related competencies and will develop AI integrated ToT materials that clearly articulate:

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- the specific digital/AI skills to be taught,
- how instructors should deliver them using CBTA methods, and
- how learners, especially women, will benefit from them.

The consultancy will further recommend institutional coordination mechanisms that strengthen alignment between STPs, industry partners, government agencies, and career services. It will ensure that all materials comply with national qualification frameworks and generate actionable institutional and policy insights to support an adaptive, inclusive, and future-ready skills ecosystem in Bangladesh. As this is a pilot, the scope is intentionally limited. ToT will be delivered to 10 STPs (so-called lighthouses), and the pilot will focus on developing practical lessons and evidence for future scale-up.

4. Objective:

Overall Objective:

To design, develop, and deliver AI-driven ToT materials and build institutional capacity of Trainers/Teachers, Career Guidance Officers, and partner staff for two selected CBT&A courses, including piloting and documentation for future scale-up (for newly develop OR updated/revised NSDA courses of level 1/2)

Specific Objective:

1. Identify two suitable CBTA occupations in consultation with the UCEP and GIZ.
2. Conduct a requirement analysis for AI enablement for trainers/teachers, career guidance officers and partner staff.
3. Develop AI-driven training of trainers (ToT) materials for trainers/teachers, career guidance officers and partner staff for 2 selected occupations.
4. Deliver ToT sessions (2 batches for 2 occupations) in up to 10 STPs (lighthouse).
5. Support pilot implementation.
6. Publish a report on pilot implementation.

5. Scope of Work

Identification of AI-Relevant Occupations: The consultant will identify two NSDA-approved CBTA courses (Level 1 or 2) that are suitable for AI integration and are under review or development by the project in output 3.

- A) **Development of an AI-Integrated Training of Trainers (ToT) Package:** The consultant will design a ToT package for trainers/teachers, career guidance officers, and partner staff. The package must include:
- **Trainer's Guide:** detailed session plans, methodologies, facilitation notes, guidance for AI-enabled CBTA delivery.
 - Presentation slides and visual learning aids.
 - Guideline on safe, ethical, responsible use of AI tools.

- Language Requirements: All materials must be prepared both in English and Bangla.
- B) **Gender-Sensitive and Inclusive ToT Requirements:** The ToT must follow gender-sensitive and inclusive design principles, including:
- addressing barriers faced by women and marginalised learners (digital access, confidence, mobility constraints);
 - using gender-inclusive and disability-inclusive language, examples, and imagery;
 - including examples and case studies representing diverse backgrounds;
- C) **Delivery of Training of Trainers (ToT):** The consultant will conduct ToT sessions for up to 40 trainers/teachers, 10 career guidance officers and 25 partner staffs. UCEP will provide training facilities (e.g., classrooms, equipment, participants).
- Participant Selection:** UCEP will nominate participants based on the criteria fixed by GIZ and UCEP. The consultant may propose additional criteria to ensure balanced representation and a mix of digital-skill levels.
- Session Structure:** Total sessions: 4–6. Tracks:
- a. Trainers/Teachers - AI-enabled pedagogy, CBTA integration
 - b. Career Guidance Officers - AI tools for job search, CV building, labour-market intelligence
 - c. Partner Staff - AI for training management, monitoring, learner support
- Location:** All sessions will be delivered in person in Dhaka or nearby Dhaka, fixed by UCEP. The ToT will be highly practical, demonstrating hands-on use of AI tools.
- D) **Pilot Implementation with Pre- and Post-Training Assessments:** The consultant will design and support the implementation of a pilot with two learner cohorts (48–50 learners per cohort) to test the AI-integrated CBTA model.

Pilot Implementation Guide: A detailed guide must specify:

- session sequencing and training flow;
- roles of trainers, career guidance officers and support staff;
- digital tools required;
- documentation and data-collection responsibilities;
- monitoring procedures.

Pre-Training Assessment: Tools (English/Bangla) must assess:

- baseline digital literacy;
- familiarity with occupation-specific AI tasks;
- confidence, job-readiness, and gender-specific constraints;
- readiness for competency-based training.

Post-Training Assessment: Tools will measure:

- learning gains in digital and AI-enabled competencies;
- ability to complete AI-supported occupational tasks;
- changes in confidence and employability readiness;

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- effectiveness of training delivery by newly trained instructors.

E) **Delivery of Refresher Trainings:** The consultant will design and deliver two refresher training rounds: **Refresher 1:** Midpoint of pilot (after Cohort 1 begins training). **Refresher 2:** At the end of the pilot (to consolidate lessons and prepare for scale).

Refresher training must:

- address technical and pedagogical challenges encountered during delivery;
- reinforce AI-enabled teaching methodologies;
- deepen gender-responsiveness and learner-responsive practices;
- support alignment across trainers, career guidance officers, and partner staff.

F) **Case Study Documentation and Publication:** The consultant will produce five (5) case studies/articles documenting participants' experiences with AI-enabled teaching and guidance practices. Subjects selected from: Trainers/teachers trained through ToT, Career guidance officers and Partner staff involved in the pilot. Case studies will be published across platforms designated by UCEP/GIZ, including, LinkedIn, newsletters, or knowledge products.

G) **Comprehensive Research Report:** The consultant will submit a 35–40-page report synthesising insights from the pilot. The report must generate actionable recommendations for strengthening coordination mechanisms among training providers, industry, government, and career services to support future AI-enabled skills development with a focus on marginalized groups and women.

I) **Compliance Requirements:** The consultant must ensure full compliance with:

- UCEP and GIZ branding guidelines;
- accessibility and disability-inclusive design standards;
- UCEP and GIZ cultural and gender sensitivity policies and principles.

6. Key Deliverables and Timeline

The lead consultant/consultancy firm will submit the following deliverables:

Sl. No.	Key Deliverables	Description (Concise)	Timeline
1	Inception Report	Methodology, workplan, consultation plan; confirmation of two NSDA-approved occupations.	Day 1 – 15

2	Course Selection & Analysis Report	Selection and analysis of two CBT&A Level 1/2 occupations	Day 16 – 45
3	AI-Driven ToT Materials	facilitator guide, participant manual, AI use-cases and slides	Day 46 – 90
4	Training of Trainers (ToT) Delivery	ToT for 40 trainers/teachers, 10 CGOs, 25 partner staff; 4–6 practical sessions across three learning tracks.	Day 91 – 150
5	Pilot Implementation (Two Batches)	Pilot guide; two training batches (48–50 learners each) [UCEP will provide training facilities (e.g., classrooms, equipment, participants)]; pre/post assessments; technical support during delivery.	Day 91 – 180
6	Refresher Trainings (Two Rounds)	Mid-pilot & end-pilot refresher sessions focusing on AI-teaching, challenges, and gender-responsive practice.	Day 120 – 190
7	Five Case Studies / Articles	Documentation of trainers, CGOs, and partner staff's AI-enabled training experience; publication ready.	Day 150 – 210
8	Comprehensive Final Research Report	35-40 page report synthesizing pilot evidence, effectiveness, challenges, and recommendations for scale-up.	Day 211 – 240
(Timeline may be adjusted based on project schedule.)			

7. Duration

This consultancy is expected to be completed within 7 months after signing the contract. A consultancy firm/group of consultants with a combination of a team leader, AI expert and capacity development/trainers training material development experts can apply for this consultancy. The methodology and work plan will be reviewed and approved by UCEP and GIZ Bangladesh. Both the draft and final product should be submitted within 10 days of receiving feedback. Follow-up meetings will be held from time to time between the contracted consultant/ consulting firm, UCEP Bangladesh and GIZ.

8. Location

UCEP Head Office, Plot 2&3, Mirpur 2, Dhaka 1216

9. Expertise requirement and qualifications

- **Designing and developing ToT/training materials:** Proven ability to design and develop ToT/ Training materials for trainers/ teachers/ career guidance officers.
- **AI/Digital Skills:** Strong knowledge or technical expertise on AI/ digital skills.
- **Capacity Building and ToT Delivery:** Experience in conducting training for trainers/teachers/career guidance officers.
- **Research Knowledge:** Competence in conducting action research on skills development, TVET, education, gender and inclusion

10. Evaluation Criteria

The consultancy firm will be evaluated based on the following weight: 100 marks.

- Technical Score: 80%
- Financial Score: 20%

12.1 Technical Evaluation Criteria

SI	REQUIREMENTS	Score (%)
A	Overall Proposal Suitability	20%
A.1	Understanding of the assignment and methodology	10%
A.2	Feasibility of the proposed time plan	10%
B	Previous Relevant Work Experience and Awards	30%
C	Technical Expertise and Organizational Experience	30%
C.1	Availability of experts in the proposed team of their experience and qualification.	20%
C.2	Years of experience in providing the requested service.	10%
Sub-total		80%

12.2 Financial Evaluation Criterion

Only the technically qualified bidders will be considered for this evaluation, and the lowest bidder will be assigned with full/highest marks that is 20% and the subsequent highest bidders will get a proportionate lower score out of 20%.

The total score derived from the submitted proposals (technical and financial) will be the final score and converted to the score out of 100. UCEP also reserves the right to cancel or disqualify any proposal without explaining any reason whatsoever.

11. Award of the Contract

UCEP will award the contract to the Proposal (Technical and Financial) which represents best value for money.

UCEP reserves the right to accept or reject any Proposal in whole or in part, to annul the solicitation process and to reject all Proposals at any time before the issue of the purchase order, without thereby incurring any liability to the affected Bidder(s) or any obligation to provide information on the grounds for the UCEP's decision(s).

The award of the contract arising from this ToR will be made at the absolute discretion of the UCEP. The UCEP's decision to award the contract to a preferred Bidder is final and shall not be questioned by any Bidder.

The Contract or the benefit of the Contract shall not be assigned, sub-contracted or otherwise transferred by the successful Bidder in whole or in part, without UCEP's prior written consent, to be given at its sole discretion.

12. Submission of Proposals

Interested consultancy firms are invited to submit their proposals by ^{5th} ~~5th~~ ^{month} 2026. Proposals should include a detailed methodology, work plan, timeline, and a budget estimate.

2.7 Cost break down (It will be input after finalization of Key Deliverables)

The work will be done as per ToR and Total cost will

Sl.	Key Deliverable	Share of Base (%)	Amount (Including VAT, Tax & Others)
1	Inception Report		BDT
2	Course Selection & Analysis Report		BDT
3	Development of AI-Driven ToT materials		BDT
4	Delivery of ToT (All 3 Tracks)		BDT
5	Pilot Implementation (Two Batches)		BDT
6	Two Refresher Trainings		BDT
7	Five Case Studies / Articles		BDT
8	Comprehensive Final Research Report (35-40 pages)		BDT
	TOTAL		BDT 1,00,000

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13. Payment mode

Upon award of the Work Order, the selected consultant/ Consultancy firm will enter into a formal agreement with UCEP Bangladesh outlining the terms, conditions, and payment schedule."

Payment Milestone	Deliverables Covered	Percentage (%)	Conditions
1st Payment	Deliverable 1: Inception Report	20%	Upon submission and approval by UCEP & GIZ
2nd Payment	Deliverable 2 & 3: Course Selection & Analysis Report + Complete ToT Package	40%	Upon submission of all package components in English & Bangla and approval by UCEP & GIZ
Final Payment	Deliverables 4–8: ToT Delivery, Pilot Implementation, Refresher Training, Case Studies, Final Research Report	40%	Upon submission of all final outputs, including the 35-40– page Research Report and acceptance by UCEP & GIZ

All payments shall be made through an account payee cheque upon submission of the deliverables as specified in Clause 6 and their acceptance by UCEP and GIZ.

14. PENALTY

14.1 Failure to deliver the service within the time mentioned in clause no. 6 will result in a penalty as per the following rates:

- 1% of the total WO value for the first 7 calendar days after the delivery deadline.
- 2% of the total WO value for the next 7 calendar days.
- The WO will be considered void after one month from the delivery date if UCEP Bangladesh and GIZ do not accept the delivery.

15. Contact Information

For inquiries or clarifications, please contact:

Engr. B. M. Mofizur Rahman
Senior Specialist, Skills Promotion, UCEP Bangladesh
Mobile: 01717518730
Email: mofizur.rahman@ucepbd.org

16. Additional requirement

Selected candied should follow the organizational rules and regulations of UCEP Bangladesh, including all kinds of policies, such as PSEA, Gender, Child safeguarding, financial policies etc.

17. Special terms and conditions

1. Confidentiality Statement and Intellectual Property of Data: The documents prepared under this contract are the property of UCEP Bangladesh. Therefore, the— consultant cannot publish these without permission of the UCEP Bangladesh.
2. Unsatisfactory or incomplete work: For the assignment, the UCEP Bangladesh Standard Rules and Procedure for external collaboration contract shall be applicable. In the event that the service delivered is unsatisfactory or fails to conform to the conditions set out above, the UCEP Bangladesh reserves the right, as appropriate to interrupt it, to request that it be corrected or modified, or to refuse to accept the service.
3. Insurances: UCEP Bangladesh accepts no liability in the event of death, injury or illness of the External Collaborator. The External Collaborator attests that he/she is adequately covered by insurance for these risks. In no circumstances shall the External Collaborator be covered by any UCEP Bangladesh insurance, and it is his/her responsibility to take out, at his/her own expense.

