



Research | Technical Assistance | Project Management

# Corporate Profile

Sampan is a traditional boat used by fishermen in the southwest coastal areas of Bangladesh for fishing in the Bay of Bengal. It symbolizes the resilience of a community that works against the odds of nature to earn a living.  
Photo: Rubaiyath Sarwar

## We work for an inclusive and sustainable world

Innovision is an international advisory and management consulting firm. We are working on transforming the world's trade, investment, finance, and socio-economic systems. We offer research, technical assistance, and project management services to support governments, private sector actors, multilateral organizations, and civil society in designing, implementing, and evaluating inclusive and systemic solutions. **Our work spans across regions, fostering South-South and South-North cooperation to identify and overcome barriers to an inclusive market, equitable trade, and shared prosperity.**



**22**  
Countries

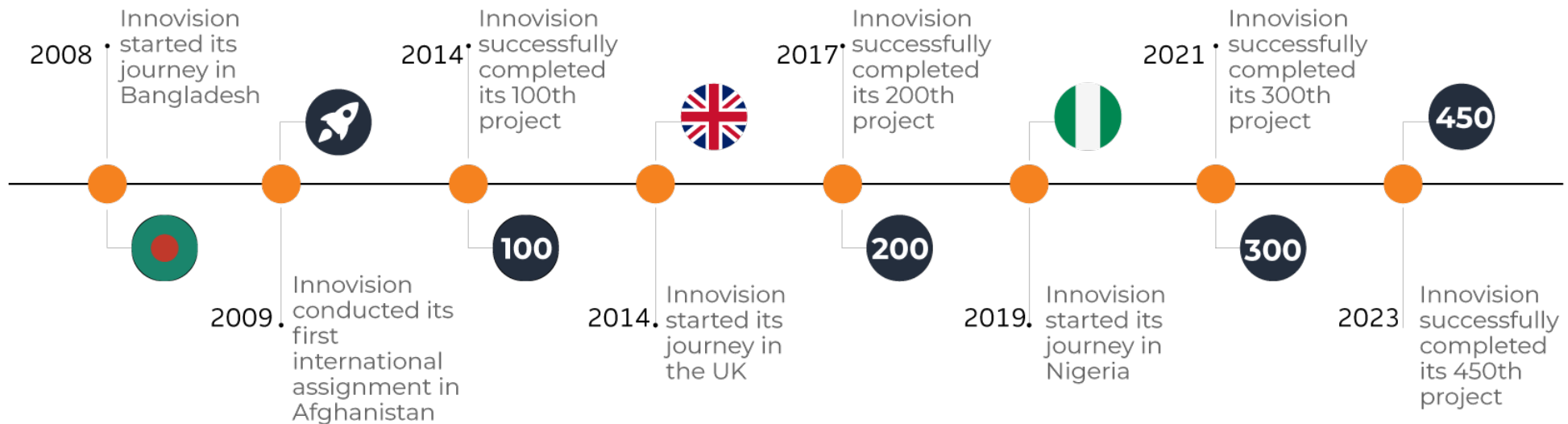
**160+**  
Clients

**480+**  
Projects

**1.5mn~**  
beneficiary  
households

## Our History

Innovision Consulting commenced its operations in Bangladesh in 2008, propelled by a vision to establish a globally impactful company rooted in Bangladesh. Its inaugural assignment was a multi-year market system development initiative in collaboration with the DFID and SDC-funded Katalyst project, which played a pivotal role in shaping Bangladesh's seed market landscape. In 2009, Innovision embarked on its first international assignment in Afghanistan, marking its expanding footprint beyond national borders. Subsequently, the company was formally registered in the UK in 2014 and in Nigeria in 2019. As of 2024, Innovision proudly celebrates 16 years of impactful service and achievement, having successfully completed 470+ projects in 21 countries around the world.







# Clients and Partners

## Government, Donor, and UN Agencies

	 Kingdom of the Netherlands	
 Food and Agriculture Organization of the United Nations	 Foreign, Commonwealth & Development Office	 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
	 Investing in rural people	 International Finance Corporation WORLD BANK GROUP
	 MINISTRY OF FOREIGN AFFAIRS OF DENMARK Danida	 Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra
 IBRD • IDA   WORLD BANK GROUP		
 United Nations Entity for Gender Equality and the Empowerment of Women		

## Private and Development Sector Organizations

	 Consulting Organization Bangladesh	 বাংলা ব্রেক				
				 Embassy in Dhaka DANIDA DANISH AID DANISH DANISH DANISH DANISH DANISH		
 gain Sustainable for Superior Nations			 Swiss Helvetas			
						
				 MAKE IT WORK		
				 SMART SUSTAINABLE WORKS		
	 Trading equity through trade		 UNIVERSITY OF LAHORE UNIVERSITY OF LAHORE UNIVERSITY OF LAHORE	 VCB-N VICTORY CREDIT BANK VICTORY CREDIT BANK		



## Our Services



Research



Technical Assistance  
and Project  
Management



Training and  
Capacity  
Development



Monitoring and  
Evaluation



## RESEARCH

### Providing data, analytics, and evidence for inclusive interventions

For 16 years, we have collaborated with multilateral and bilateral donor agencies, governments, businesses, and NGOs to analyze market systems and gather data and insights. Our work helps practitioners and policymakers design manage and evaluate systemic solutions to poverty challenges.

We specialize in formative research, surveys (quasi-experimental, RCTs, qualitative, market, willingness to pay), and project evaluation using the OECD DAC approach. Additionally, we excel in results-based monitoring (RBM) following DCED standards. We also partner with FMCGs, financial institutions, manufacturing, real estate, and media agencies, conducting studies on consumer brand perception, market feasibility, and more. Our market research expertise includes concept tests, opinion polls, and tracking studies.



## TECHNICAL ASSISTANCE AND PROJECT MANAGEMENT

### **Leading market systems and value chain interventions around the world**

For more than a decade, we have been supporting developing economies around the world to solve critical challenges in the domains of industrial, agriculture, health, WASH, nutrition, climate change, DRR, women's economic empowerment, skills development, migration, and financial inclusion.

We specialize in market systems and value chain interventions. We also specialize in project design, project implementation, feasibility study, and scoping study in agricultural, industrial, health, Water, Sanitation and Hygiene (WASH), and nutrition market systems. We are working with major development agencies in the world to manage multi-sectoral programs on extreme poverty, women's economic empowerment, gender-based violence, climate change, disaster risk reduction, and refugee response.



Photo by Kiril Dobrev on Unsplash



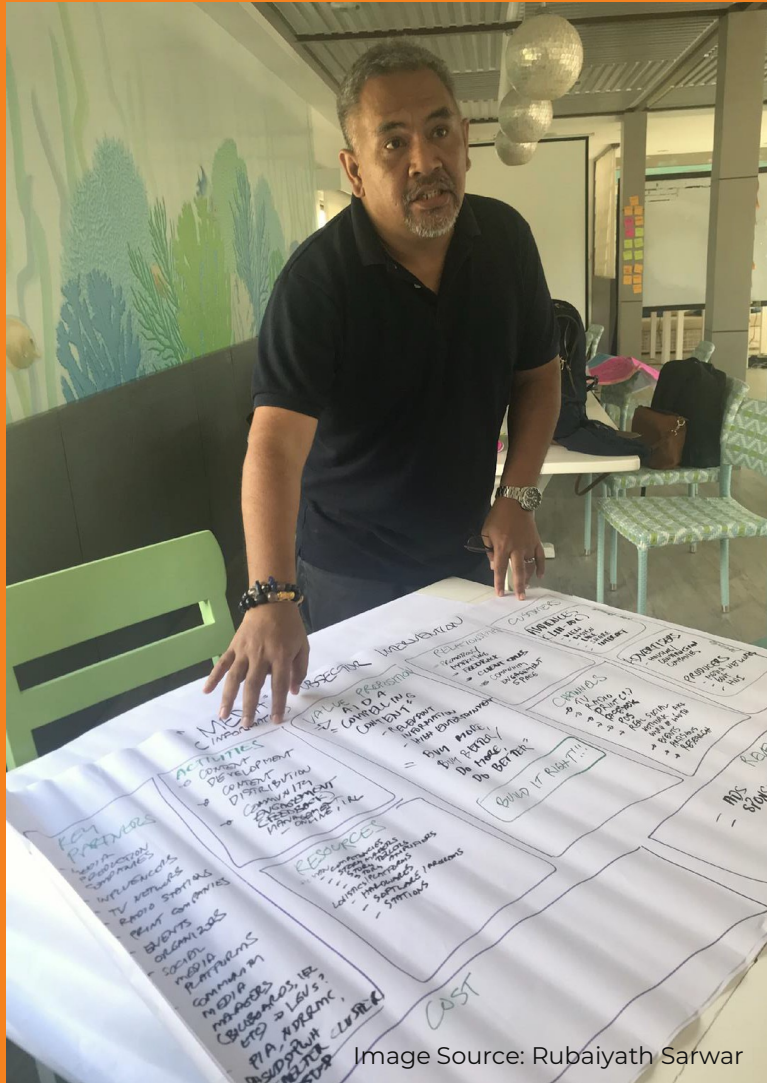


Image Source: Rubaiyath Sarwar

## TRAINING AND CAPACITY DEVELOPMENT

### Facilitating skills to lead the work for inclusive growth

We globally train and coach practitioners and policymakers in utilizing tools for designing inclusive, sustainable solutions. Leveraging our practical experience, we have developed cases and frameworks and adapted renowned tools such as the business model canvas, value chain analysis, market systems analysis, adaptive leadership, immunity to change framework, and polarities. These tools empower professionals to address pressing development challenges effectively.

We offer training programs across diverse industries to enhance the productivity and well-being of workers and managers. Our flagship initiative, Bihongo, focuses on increasing productivity, fostering career progression, and empowering women in manufacturing units, and has garnered widespread acclaim.



## MONITORING AND EVALUATION

### Providing information to track progress and facilitating management's decision-making

Innovision supports multilateral and bilateral donors and implementing agencies to undertake baseline, midline, and endline surveys, quasi-experimental surveys, RCTs to gather evidence on the impacts of development interventions. Innovision also supports development projects to design Monitoring and Result Measurement (MRM) frameworks and implement MRM systems into the project. We specialize in adhering to the Donor Committee for Enterprise Development (DCED) and Organisation for Economic Development (OECD) DAC standards for monitoring and measuring results in market development projects.



# Project Portfolios





## Economic Growth and Social Development

Our Economic Growth and Social Development portfolio provides comprehensive support to multilateral and bilateral aid agencies, the private sector, NGOs, and social businesses in conducting formative research on poverty-related challenges. We delve deeply into identifying and understanding the underlying systemic barriers that perpetuate poverty, allowing us to devise and manage holistic solutions tailored to each sector and context.

Our diverse portfolio encompasses critical sectors such as agriculture, aquaculture, industries, poverty alleviation, livelihood, MSME development, and climate change adaptation. Through our integrated approach, we aim to address root causes, promote sustainable development, and foster inclusive growth, contributing to positive social change and resilience-building within communities worldwide.



## Gender and Basic Services

Innovision has consistently placed a high priority on gender inclusivity since its establishment. Emphasizing gender equality and inclusiveness, our portfolio encompasses a wide array of initiatives aimed at advancing these principles across diverse sectors.

Our work in the Gender and Basic Services portfolio is multifaceted, addressing critical areas such as health, nutrition, education, women's economic empowerment, gender-based violence prevention and response, as well as women's leadership and capacity building. Through strategic interventions and collaborative efforts, we strive to promote equitable access to basic services, empower women economically and socially, and foster environments where gender equality thrives. Our approach is grounded in research, evidence-based practices, and a commitment to driving tangible, sustainable impact through our work.





## Inclusive Financial Solutions

According to the Global Findex Database 2021, approximately 1.4 billion adults worldwide still do not have access to formal financial services. Innovision has been working with digital financial service providers, bank and non-bank financial institutions (NBFIs) along development partners to develop, market, and sustain inclusive financial solutions for the unbanked.

We collaborate with banks and development partners to enhance the capabilities of financial institutions in various areas, including promoting green and sustainable lending practices.





## Data Analytics and Emerging Frontiers

Our team specializes in on-demand market research for the private sector, start-ups, and investors within the start-up ecosystem. Our goal is to understand emerging trends and dynamics that can inform investment decisions. To achieve this, we actively engage in a variety of activities, including consumer perception surveys, retail audits, communication campaign tracking, test marketing, product quality perception evaluation, opinion polls, and mystery shopping. These efforts provide us with valuable insights into market dynamics and consumer behavior.

Additionally, we collaborate closely with companies to develop robust business strategies, optimize operations, and drive growth. Our commitment extends to supporting companies in integrating sustainability practices, addressing ESG (Environmental, Social, and Governance) challenges, and creating long-term value.



## Monitoring, Evaluation and Learning (MEAL)

Our dedicated Monitoring and Evaluation (M&E) team excels in designing and executing studies related to Monitoring and Results Measurement. With expertise in data collection, analysis, and reporting methodologies, we conduct project evaluations, baseline, and end-line surveys across various domains, including agriculture, aquaculture, climate change adaptation, disaster risk reduction, education, extreme poverty alleviation, livelihood, WASH, health systems, and financial inclusion projects.

Our focus extends to quasi-experimental survey design and implementation, aligning with the Donor Committee for Enterprise Development (DCED) standard for monitoring and measuring results in market development initiatives. We also carry out systematic field monitoring of large-scale interventions (e.g., the education program of Rohingya children in Bangladesh) projects involve regular site visits, data collection, analysis, and reporting.

## Industrial Productivity and Worker's Wellbeing

Leveraging our extensive decade-long experience in the industrial sector, we are committed to providing comprehensive compliance and technical support to the Ready-Made Garment (RMG), footwear manufacturing, and other export-oriented industries.

We focus on advancing industry standards while prioritizing the health, safety, well-being, and rights of workers. Our multidisciplinary team specializes in various areas including social compliance, training, engineering support (electrical/mechanical/structural), productivity enhancement, wellbeing initiatives, occupational health and safety, and audits for international standards, ensuring adherence to best practices in export business operations for driving drive sustainable and inclusive growth as well as excellence throughout the industry value chain.

# Key Personnel





## Chairman and CEO



**Sadruddin Imran**

Sadruddin Imran is an entrepreneur and business leader, who founded Innovision Consulting. He has over 21 years of experience in various capacities across 16 countries. Imran led market and value chain assessments in different countries including Afghanistan, Bangladesh, Nigeria, Yemen and Zambia. He facilitated partnerships between the public and private sectors for development. He managed projects in fisheries, seed, livestock, fertilizer, furniture, and ICT4D sectors in Asia and Africa. He has established and successfully managed consulting, agribusiness, and manufacturing businesses around the globe. He holds an MBA and BBA from the Institute of Business Administration at the University of Dhaka and a project management diploma from AIT Thailand.

## Managing Director and Lead Consultant



**Md. Rubaiyath Sarwar**

With 20 years of experience, Md. Rubaiyath Sarwar is a seasoned expert in tackling poverty challenges through systemic solutions. He has led 11 long-term missions and executed 60+ short-term assignments focusing on agriculture and aquaculture, climate resilience, financial inclusion, income generation, livelihood and skills development, women's economic empowerment, and across Africa and Asia. He chairs the Value Chain Capacity Building Network for Asia and the Pacific and is renowned as an international trainer in market systems development and the Business Model Canvas application. He obtained an MBA from the Institute of Business Administration, University of Dhaka and an MSc from the North South University, Bangladesh.

## Country Representatives



**Kazi Shahed Hasan  
Ferdous, Bangladesh**

Kazi Shahed Hasan Ferdous is a seasoned leader with over 35 years in corporate, development, and finance sectors in Bangladesh and the US. Currently serving as Bangladesh Country Director at Innovision, he previously led impactful projects on women's empowerment, grassroots institution building, and alternative finance as Country Director at Transform Trade, securing EU and FCDO funding. A National Export Trophy recipient, Shahed brings expertise in project strategy, financial oversight, and training models for socio-economic development. He holds an MBA from IBA, University of Dhaka.



**Kamallesh Halder,  
United Kingdom**

Kamallesh Halder is a Director of Innovision Global Consulting Limited. He leads Innovision's global business development activities and international operations. He is also leading two professional and highly experienced techno marketing teams as MD and CEO in the healthcare sector in the UK and Bangladesh. He also taught at the Genetic Engineering and Biotechnology Department at Dhaka University for 8 years. Kamallesh Obtained MBA in Marketing from the Institute of Business Administration, University of Dhaka, and an MSc in Microbiology from the University of Dhaka.



**Iffat Mahmud,  
Nigeria**

Iffat Mahmud specializes in private sector development, with more than 11 years of experience in Bangladesh and Nigeria. She has developed and implemented pro-poor business models in the agriculture and health sectors. Iffat managed projects commissioned and funded by the Alliance for Financial Inclusion British International Investment, World Bank Group, among others. She is also an entrepreneur and has launched a successful e-commerce business in Nigeria. She obtained her postgraduate degree on Poverty and Social Studies from Erasmus University of Rotterdam, Netherlands.

## Directors



**Tasmiah Tabassum Rahman**

Tasmiah T. Rahman is an economist with 18 years of experience in skills development, market systems, gender inclusion, and policy advocacy. She led BRAC's Skills Development Programme for seven years, managing \$12 million in national programs and building a \$250 million fundraising pipeline. Previously, she headed Swisscontact's Monitoring Results Measurement unit. Tasmiah has implemented over 20 large-scale projects in Bangladesh and Nepal, supported 7,000+ entrepreneurs, and helped design gender-inclusive systems for 100+ training institutes. She serves on the board of the Informal Sector Industry Skills Council and has contributed to global research with Yale's Y-Rise. She holds degrees from LSE and BRAC University.



**Mohammad Nazmul Ahsan**

Mohammad Nazmul Ahsan is an ICT and project management specialist with over 18 years of experience in ICT, SME development, and private sector growth. Known for his calm, solutions-oriented approach, he excels in integrating advanced technologies and enterprise systems for impactful results. Nazmul has led large-scale projects involving multi-stakeholder collaboration with organizations like the World Bank Group, Swisscontact, UN Women, Samsung, Unilever, and government agencies in Bangladesh. With a background in Computer Science, he is recognized for building strong cross-sector partnerships and driving innovation and sustainable growth.



**Imran Rumon**

Imran Rumon is an expert in business communications and resource mobilization with 9+ years of experience in the consulting industry. Throughout his career, he has collaborated with government bodies, development partners, UN agencies, and private sector companies in multiple countries, including Bangladesh, Sri Lanka, Vietnam, Indonesia, and Nigeria. He holds a BBA and has a keen interest in marketing and organizational development.



## Head of Portfolios



**Amitav Kumar Kundu**  
**Monitoring, Evaluation, Learning**

Amitav Kumar Kundu is a seasoned M&E professional with over 15 years of experience in designing and managing MEL systems across development and private sector projects. He leads Innovision's M&E portfolio, working with clients like the World Bank Group, UN agencies, and global NGOs. His expertise includes impact assessments, digital M&E tools, spatial analysis, and evidence-based program design. Previously, he held senior roles at RTI International, Plan International, CARE, and Save the Children. He holds Master's degrees in Development Studies and Political Science.



**Faria Mridha Nitisha**  
**Gender and Basic Services**

Faria Nitisha specializes in research and projects focusing on gender equality and women's economic empowerment. She has over 5 years of experience in assignments funded by EU, FCDO, USAID. Her expertise encompasses the development of research design and methodology, ensuring a comprehensive approach that incorporates gender-related considerations. She obtained her MSS degree in Public Administration from the University of Dhaka.



**Fatema Tuz Johora**  
**Inclusive Financial Solutions**

Fatema Tuz Johora has over 11 years of experience across industries including in banking, non-profit, and consulting. She specializes in the fields of financial inclusion, green finance. With Innovision, she has managed projects with AFI, British International Investment, UNDP, and the World Bank. During her tenure in the corporate banking, she managed financial portfolios worth BDT 2,000+ million in her previous banking career. She holds a BBA from North South University.

## Head of Portfolios



**Md. Sammrat Jahangir**  
**Finance and Administration**

With 11 years of experience, Sammrat Jahangir leads finance and administration at Innovision Consulting. He has collaborated on projects funded by USAID, DFID, SDC, and the Government of Bangladesh. Proficient in donor compliance, financial management, and adept with accounting software like QuickBooks and Tally ERP9, he ensures smooth operations of the organization. Sammrat holds both a Master of Business Studies and Bachelor of Commerce degrees from the National University of Bangladesh.



**Mosiur Morshed**  
**Economic Growth and Social  
Development**

Mosiur Morshed has over 8 years of experience in project management, M&E, and knowledge management. He is adept in human-centered design and tackling complex challenges in climate change, environmental sustainability, economic development, financial inclusion, market system development, and private sector development. He has led and managed projects funded by USAID, SDC, FCDO, Innovate UK, and the World Bank. He obtained an MSS and BSS in development studies from the University of Dhaka.



## Head of Portfolios



**Mostafa Firoz Khan**  
**Industrial Productivity and Worker's Wellbeing**

Mostafa Firoz Khan has 27 years of experience in industrial operations, HR management, and compliance within Bangladesh's textile and manufacturing sectors. He currently heads the Industrial Productivity and Worker's Wellbeing portfolio at Innovision, where he works on improving operational efficiency, sustainability, and regulatory compliance in industrial settings. Previously, he managed operations at Pakiza Knit Group and oversaw compliance, HR, and administrative functions at ARKAY Knit Dyeing Mills and the LEED-certified Cosmopolitan Industries of the Hong Kong-based EPIC Group. He holds a master's degree in Economics from the University of Dhaka.



**Zubair Mohd. Eftekhar Mahbub**  
**Data Analytics & Emerging Frontiers**

Zubair Mohd. Eftekhar Mahbub is a private sector development professional with over 10 years of experience in business development, marketing, and strategic communications. He leads Innovision Consulting's Data Analytics & Emerging Frontiers (DAEF) portfolio. Eftekhar has managed large-scale initiatives with private sector clients, including leading the bKash Merchant Acquisition and Servicing project in Dhaka. He has held senior roles at Enroute International Limited and WeLink Ventures, where he developed sales strategies, built client partnerships, and oversaw project execution. He holds a Master's and Bachelor's in Social Sciences from the University of Dhaka.

## Practice Area Leads



**Abdur Rob**  
**Livelihood, Agricultural Value Chains, DRR**

An economist by training, Abdur Rob specializes in Value Chain Climate Change and Disaster Risk Reduction, boasting over 30 years of extensive experience. He has spearheaded program development and implementation across diverse domains, including Market Systems Development, Small Enterprise Development, Agriculture, and DRR. Rob has forged partnerships with over 60 NGOs, private sector enterprises, and government departments across multiple countries. Proficient in facilitating training sessions and events involving diverse stakeholders, he has contributed significantly to project evaluation and design for numerous national and international organizations.



**Khondkar Morshed Millat**  
**Climate Finance Expert**

Khondkar Morshed Millat, formerly the Director of the Sustainable Finance Department at Bangladesh Bank, the central bank of Bangladesh, has led multiple green/sustainable finance projects funded by the Green Climate Fund (GCF). He played a pivotal role as the focal point for GCF coordination and Sustainable Development Goals (SDGs) implementation at Bangladesh Bank. He contributed to various policy formulations including Green Bond Financing, Low-Cost Funding Arrangements, Sustainability Rating Methodology, and Sustainable Finance Policy. Millat's expertise extends to capacity development for bankers. He was recognized as the Best Employee of Bangladesh Bank in 2009 for his outstanding achievements in Green Banking and Environmental Risk Management. He holds an MSS in Economics from the University of Dhaka.



**Modupe Ladipo**  
**Global Financial Inclusion Expert**

Modupe Ladipo is a financial inclusion champion, with expertise in women's economic empowerment, digital financial services, youth inclusion, financial literacy, fintech, and innovative inclusive finance. She has over 30 years of diverse experience across multiple jurisdictions, including financial services, corporate strategy, economic development, investment banking, stock exchanges, advocacy, payments, and leading donor-funded programs. She was the pioneer CEO of Enhancing Financial Innovation & Access (EFInA) where she played an instrumental role in advancing financial inclusion in Nigeria. She received the Financial Inclusion Leadership Award from the Central Bank of Nigeria in November 2022. She obtained her MBA from the Alliance Manchester Business School, UK.





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Celebrating **16** years in facilitating inclusive growth!

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