

Request for Proposals (RfP)

SUPPORTING THE DEVELOPMENT OF JASHORE STITCH THROUGH PROMOTION AND MARKET LINKAGE



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FOUNDATION
FOR TECHNICAL
COOPERATION

We create opportunities

We are a leading organisation for the implementation of international development projects. We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.

Swisscontact was established in 1959 as an independent foundation of the Swiss Industry for international development co-operation. Swisscontact currently employs over 1,400 staff worldwide and manages 120 projects in 36 countries on behalf of public and private donors.

Swisscontact operates in Bangladesh for more than 50 years with projects mainly in Vocational Training, Labour Market Development and Entrepreneurial Ecosystems.

PRABRIDDDHI is a project to foster Local Economic Development in selected Municipalities of Bangladesh, funded by Switzerland and Government of Bangladesh, and co-implemented by Swisscontact and the Local Government Division (LGD).

Objective

The overall objective of this intervention is to pave the way forward for sustainable income generation for entrepreneurs and artisans through promoting the brand of Jashore Stitch and developing market linkages to sell products to national and international clients.

Contract duration

The implementation timeline will be for a period of 6 months from the day of signing the contract.

Scope of work

- Provide institutionalized recognition of handicraft entrepreneurs in Jashore.

- Fine-tuning of TOT manual for product development.
- Support the handicrafts CMSMEs in developing demand-driven trendy products.
- Develop an effective network with the handicrafts CMSMEs in Jashore and the national and international handicrafts market actors to increase the existing customer base and product sales.
- Promoting the brand of Jashore Stitch through extensive media coverage, social media campaigns.
- Establish a profitable business model to promote, procure and sell the products of Jashore Stitch.

Submission details

Interested Organisations express an interest in outlining a brief technical proposal (not more than 4 pages), and financial proposal by 5 January to the following e-mail address: bd.prabridddhi@swisscontact.org.

Following the evaluation of proposals received, relevant organisations will be contacted. For more information, please e-mail to bd.prabridddhi@swisscontact.org.

Attachment 1: Detail RfP ([Click Here](#))