



Research | Technical Assistance | Project Management

Portfolio Profile **Gender and Basic Services (GBS)**

About Innovision

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

500+ Projects

160+ Clients

1.5mn~ Beneficiary households

Services



Research



Technical Assistance
and Project
Management



Training and Capacity
Development



Monitoring and
Evaluation

Portfolios

Data Analytics &
Emerging Frontiers

Economic Growth

Gender and Basic
Services

Inclusive Financial
Solutions

Industrial
Productivity and
Worker's
Wellbeing

Monitoring and
Evaluation

Offices

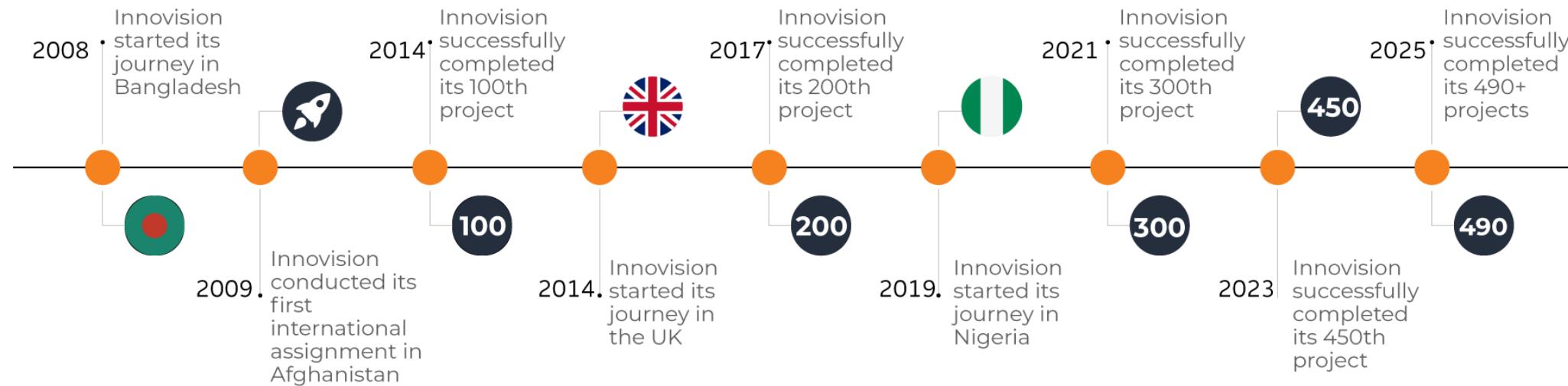
Bangladesh

United Kingdom

Nigeria

Our Journey

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 2025, Innovision proudly celebrates 17 years of impactful service and achievement, having successfully completed 500+ projects in 22 countries around the world.



Our Strengths



Trusted And Accountable Partner
for nearly 500 assignments and 170+ clients



Managing Complex Projects

with stakeholders across government agencies, private sector companies, and development partners



Strong Technical Expertise

in designing, implementing and evaluating solutions for creating opportunities and improving services for the underserved people



Managed Large-scale Assignments

in research and market assessments, and implementation, technical assistance as well as monitoring and evaluation



Strong and Diversified Consultant Pool and a Team of 70+ Full-time Researchers and Consultants

as well as 250 national and international consultants from diverse fields, and 470+ field staff, including supervisors and enumerators/mobilizers.



Fostering South-South and South-North Cooperation since the First Year of Establishment

across 22 countries, including Afghanistan, Cambodia, Ethiopia, India, Indonesia, Kenya, Myanmar, Mozambique, Nepal, Nigeria, the Philippines, Somalia, Sri Lanka, Tajikistan, Thailand, the UK, Vietnam, Yemen, and Zambia.



Consistent in Delivering Quality Report

To identify and overcome barriers to inclusive market, equitable trade and shared prosperity.

Clients and Partners

For over 17 years, we've earned the trust of 170+ clients and partners by delivering with integrity, even in the most challenging and remote settings across Bangladesh and beyond. Our track record reflects not just capability but our unwavering commitment to deliver. A few of our valued partners are highlighted below.

Government, Donor, and UN Agencies



Private and Development Sector Organizations



Extreme Poverty Eradication

Youth
Empowerment

Behavior
Change

SME
Development

WASH

Livelihood

Waste
Management

Climate
Change
Adaptation

Gender
Equality &
Protection

Trade
Facilitation

Health and
Nutrition

Child Protection

Aquaculture

Financial
Services

Manufacturing
Sector

Women's
Economic
Empowerment

Agriculture

Education
and Skills

Private Sector
Development

Economic
Development

Thematic Areas

Market Systems
Development

Addressing SDG

Our works primarily focus on SDG 17 – Strengthen the means of implementation and revitalize the global partnership for sustainable development. Through trade facilitation, financial inclusion, multistakeholder partnerships and SDG integration support, we impact millions of households on the issues of poverty (SDG 1), hunger (SDG 2), health and wellbeing (SDG 3), gender equality (SDG 5), clean water and sanitation (SDG 6), affordable and clean energy (SDG 7), decent work and economic growth (SDG 8), inequality (SDG 10), sustainable cities and communities (SDG 11), responsible consumption and production (SDG 12), climate action (SDG 13), life below water (SDG 14), peace, justice and strong institutions (SDG 16), and partnerships for the goals (SDG 17).





Worldwide, unequal access to basic services, affect marginalized communities, particularly women,

Women face systemic barriers in accessing education, finance & employment

Poor healthcare and nutrition access cause disparities in children & overall well-being

Poor sanitation and hygiene result in disease & preventable deaths

Gender-based violence and inadequate protection leave women & children vulnerable

this undermines **equitable development calling for the urgent need for interventions...**

40%

have no access to improved sanitation in the world (WB)

9 in every 10

employed women in low-income countries work in the informal sector (UN Women)

1/3rd

of women worldwide experience physical or sexual violence (UN Women)

690

million

people are food insecure globally (WFP)



Innovision's portfolio for Gender and Basic Services ensures **inclusivity, and equity**, in all dimensions of the social sphere and improving **basic services** through **women-focused strategies and interventions** partnering with **private sector, governments, local and Int. NGOs, aid agencies and civil society** for sustainable development.



Focus Area



Gender Equity and Social Inclusion (GESI)



Water, Sanitation and Hygiene (WASH)



Health and Nutrition



Education & Economic Opportunity

Notable Work



USAID Feed the Future: Bangladesh Adolescent Nutrition & Hygiene Program

We are solving the systemic challenges to adolescent nutrition for more than 100,000 girls and boys and their family members. Our market systems approach ensures that the Department of Secondary & Higher Education (DSHE), local & national private sector actors and start-ups are able to sustain and scale products & services on nutrition, water, sanitation, hygiene for girls & boys through school-based nutrition programme called Surjo Club.



Women in Manufacturing Leadership Accelerator: INDONESIA

Women dominate the labour force in the low stream works in the shoe factories in INDONESIA. They have low presence in higher leadership positions in the factories. Innovision is supporting IFC's Gender and Economic Inclusion Group and a global power to train and empower more women to graduate to higher and aspirational leadership positions in the factories through a blended learning approach.



Needs Assessment on Justice for Children in Rohingya Camps in Bangladesh

Innovision conducted a study addressing vulnerabilities faced by Rohingya children, such as abuse and trafficking, necessitating urgent legal assistance. Our findings have guided practical recommendations to improve the justice system, aligning with the Children Act of 2013 and international standards, to ensure a responsive and equitable framework.



Chemonics International: Advancing Universal Health Coverage

In collaboration with USAID Bangladesh and Chemonics International, we conducted a study on "Brand Perception Analysis for Surje Hashi Network," aiming to support transition to a sustainable, gender-sensitive social enterprise. Field data from 32 clinics in Bangladesh provided insights on service quality, client satisfaction for strategic enhancement.



Gender-based Behavioral Change Campaign

Innovision, in collaboration with Purple Wood & Futuresky, organized Private Sector Advocacy Events in 10 Upazilas in Bangladesh under UN Women's WING Programme. In Manikganj, Cox's Bazar, Jessore, Kurigram & Thakurgaon Women Entrepreneurs discussed business challenges and the need to address mental health issues alongside economic empowerment.

Notable Work



Understanding Key Barriers to Female Labor Force Participation: Sexual Harassment in Workplace

In this study, we are assessing the prevalence, causes, and impacts of workplace sexual harassment in Bangladesh's emerging sectors, particularly in agro-processing and healthcare. Through policy analysis, stakeholder consultations, and mixed-method research, we are evaluating existing measures, identify gaps, and develop actionable recommendations to strengthen prevention, protection, and response mechanisms for safer work environments.



Business Case Research on the Gender x Climate Nexus in Bangladesh

We are building a business case for advancing women's participation in Bangladesh's green economy by highlighting their roles as leaders, employees, and entrepreneurs in climate-priority sectors. Through mixed-method research, the study identifies gender gaps, map opportunities, and recommend concrete, gender-smart actions for the private sector. It demonstrates how women can drive innovation and solutions in climate action and promote inclusive, private sector-led green growth aligned with national priorities.



Development of a Vision and Strategy for the Dutch Water Sector in Bangladesh Beyond ODA

In collaboration with EKN, we assessed the future scope of Delta Technology activities in Bangladesh's water sector, with a specific focus on potential Dutch involvement. The study aimed to understand emerging opportunities, areas of collaboration, and strategic directions that align with Bangladesh's development priorities as it approaches LDC graduation. The goal was to inform a vision and actionable strategy for the Dutch water sector to operate effectively and sustainably in Bangladesh, fostering partnerships based on mutual benefits and economic cooperation.



Gender Analyses of Economic Empowerment, Resilience and Livelihood

We are conducting a gender analysis of the economic empowerment, resilience, and livelihood development of Rohingya refugee women and women from the host community in Cox's Bazar and Bhasan Char. The study examines how gender norms, roles, and barriers impact women's access to and participation in economic opportunities and resilience-building efforts. It also identifies gaps, challenges, and enabling factors to inform more gender-responsive humanitarian and development interventions.

Selected Work over The Years

Water Aid: Comparative Study on Feasibility and Acceptability of MHM Products in Bangladesh

Study on Gender Gaps in adaptation initiative in the Southwestern Coastal Region in Bangladesh

Humankind Research: Collaboration in Market Research in Bangladesh

Human Rights and Gender (CRG) Scorecard Assessment for Tuberculosis Affected Individuals

Promoting Adolescent Leadership in Nutrition and WASH through School-Based Clubs in Bangladesh

Local Food Production and Nutrition-Sensitive Value Chains in Nine Selected Upazilas

Data Collection: Measurement of Social Norms in Female Entrepreneurship

Scoping Study and Design of Women Leader in Manufacturing Network

The Advancing Universal Health Coverage (AUHC)

Subcontract for Professional Services Between DALBERG Consulting CC

Connecting Women SMEs in Bangladesh to Market, Finance, and Growth Opportunities

Study on Government and Donor Investment in Girls' Priorities and SDG-5

Gender Analysis of COVID 19 and Recent Disaster in Bangladesh

Women's Leadership in the Garment Sector for Care

Promotion of Adolescent Leadership in Improving Nutrition and WASH Behaviors through School Based Adolescent Clubs in Bangladesh

Conduct a Desk Study on Comparative scenario of female migrant workers in South Asia region

Water Sanitation and Hygiene (WASH) Value Chain analysis for SCNGO Project

Sanitation & Hygiene (WASH) Rapid Assessment

Key Personal

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.



Kamalesh Halder
United Kingdom

Kamalesh 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. Kamalesh 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.

Portfolio Director



Tasmiah Tabassum Rahman
Portfolio Director

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
Portfolio Director

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
Portfolio Director

Md Al Imran Rumon is a business development expert with 9 years of experience across consulting firms, UN agencies, and development organizations. As Head of Business Development and Communications at Innovision Consulting, he leads proposal development, strategic partnerships, and communication efforts, with a 45% bid success rate. He has worked with ministries, private sector players, and development partners. In a previous role, he led teams to achieve 11-fold growth in 5 years, delivering 170+ training and capacity-building projects. A business graduate and ex-caDET, Rumon combines strong strategic thinking, public speaking skills, and decision-making acumen to lead high-impact initiatives.

Key Personal



Faria Mridha Nitisha
Portfolio Manager

Faria Nitisha specializes in research and projects focusing on gender equality and women's economic empowerment. She has over 6 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.



Rihan Hossain
Senior Associate

Nayem Ahmed Siddik is a development professional with over 5 years of experience in strategic advisory and consulting focused on labor market assessments, SME development, and social research targeting vulnerable and marginalized communities. He has worked on 15+ assignments across development and private sectors, including a comprehensive labor market assessment for CARE Bangladesh's Bijoyee Activity, covering 40+ economic sectors. His expertise includes market analysis, access to finance, forward market linkages, and feasibility studies for SMEs. Nayem holds a degree in Political Science from the University of Dhaka.



Rihan Hossain
Associate

Rihan holds an academic degree in Urban and Regional Planning from Jahangirnagar University, Bangladesh. He has also completed foundational training in Arcgis from the University of Dhaka. Before joining Innvision, he gained two years of experience in research program coordination at Progress Inc. and CARE Bangladesh. In his career, Rihan has worked on gender inclusion, public health, disaster risk reduction (DRR), environmental and climate change issues, livelihood, skill development, early childhood development, and public health. He was engaged in projects with various international organizations such as IOM, UNICEF, OXFAM, SESAME STREET, BRAC, and SIMPRINT.



Tanvir Ahmed
Practice Area Lead: Health Sector

Tanvir Ahmed, FRSPH, PhD, MPH, MBBS, is a public health researcher with 15 years of experience working with diverse populations across LMICs and HICs. He is proficient in mixed-method research and has published 18+ peer-reviewed articles with over 750 citations (H-index 14). His expertise spans global health, health systems, pandemics, digital health, nutrition, hygiene, and access to care. He has also taught postgraduate public health courses in Bangladesh and the UK and advocates for people-centric, community-led approaches to health and development.

Our Clients



Let's Connect to Collaborate

Let's pave the way for transformative change in gender equality and inclusive growth.
Join our mission to empower women and marginalized groups, break down barriers, and build thriving communities.
Contact us to explore partnership opportunities and make a lasting impact.



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Bangladesh | Nigeria | United Kingdom

