

## **Portfolio Profile** **Monitoring and Evaluation (M&E)**

# 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

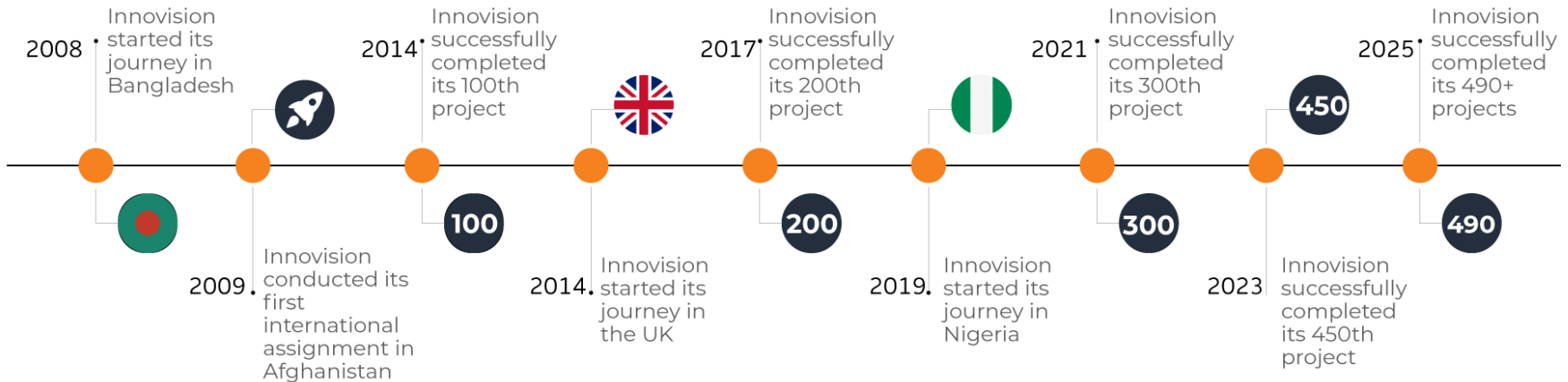
Bangladesh

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

		
 Food and Agriculture Organization of the United Nations		 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
		 International Finance Corporation WORLD BANK GROUP
		
		
		

## Private and Development Sector Organizations



Market Systems  
Development

Extreme Poverty  
Eradication

Youth  
Empowerment

Behavior  
Change

Agriculture

Education  
and Skills

SME  
Development

WASH

Private Sector  
Development

Livelihood

Economic  
Development

# Thematic Areas

Waste  
Management

Climate  
Change  
Adaptation

Gender  
Equality &  
Protection

Manufacturing  
Sector

Financial  
Services

Trade  
Facilitation

Women's  
Economic  
Empowerment

Aquaculture

Health and  
Nutrition

Child  
Protection

# 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).



# Signature Projects Delivered over the Years





# **Our Work on Monitoring and Evaluation**



## Monitoring and Evaluation

Innovision's portfolio for 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. We support projects to design their results-based monitoring system. We have decades of experience in managing monitoring and result measurement system based on the Donor Committee for Enterprise Development (DCED) standard.



# Why Monitoring and Evaluation Matters

- ▶ 70% of projects underperform or fail without robust M&E systems (World Bank)
- ▶ M&E strengthens accountability, efficiency, and impact measurement
- ▶ Core enabler of SDG progress across all 17 Goals
- ▶ Transforms data into decisions and learning
- ▶ Essential for adaptive management in dynamic development settings

**“What gets measured, gets managed.”**

- Peter Drucker



# Our Monitoring and Evaluation Services

## A. Monitoring System Design and Implementation

- ▶ Third-Party Monitoring (TPM)
- ▶ Monitoring of MSD/M4P/M4C projects following DCED approach
- ▶ Results-Based Monitoring (RBM)

## B. Evaluation Across Project Cycle

- ▶ Baseline, Midline, and Endline Evaluations
- ▶ Impact Evaluation (using OECD/DAC criteria, DiD, PSM etc.)
- ▶ RCT (Randomized Controlled Trials)

# Our in-depth Sectoral and Thematic Expertise



**Agriculture and Food Security**



**Climate Change and Disaster Resilience**



**Livelihood and Economic Empowerment**



**Gender Equality and Economic Empowerment**



**Education and TVET**



**Water, Sanitation, and Hygiene (WASH)**



**Health and Nutrition**



**Humanitarian and Rohingya Context**

# Our Geographical Coverage



**21**  
Countries | **200+**  
Projects | **100+**  
Clients | **~1M**  
Beneficiaries

Through projects implemented across Bangladesh, Nigeria, and regions of South/Southeast Asia and Africa, we have partnered with leading bilateral and multilateral organizations to deliver impactful Monitoring and Evaluation services worldwide.



# Flagship M&E Projects



## Systematic Field Monitoring of Education Services for Rohingya Refugee in Cox's Bazar District (2022-2024).

Provided third-party monitoring support to UNICEF covering **34 Rohingya camps**, focusing on:

- ▶ Monitoring services delivered by 8 implementing partners
- ▶ Systematic assessment of 2,650 learning centers
- ▶ Surveys on learner and caregiver satisfaction
- ▶ Evaluation of children with disabilities' inclusion
- ▶ Dropout tracking and infrastructure assessment
- ▶ Real-time feedback to support adaptive programming

### Reach & Coverage:

- ▶ 226,035 Rohingya children and adolescents (Grade 1–10)~10,000 caregivers and ~50,000 parents engaged



## Monitoring, Results Measurement & Impact Assessment for Business Finance for the Poor in Bangladesh (BFP-B) (2017-2020)

### Our M&E portfolio contributed:

- ▶ Designing and implementing of the Monitoring & Results Measurement (MRM) system
- ▶ Conducting baseline, interim, and final impact assessments
- ▶ Integrating DCED-compliant approaches into evaluation.

### Coverage:

- ▶ 1,734 MSMEs, 282 value chain actors 25 formal & 20 informal financial institutions, 7 government/ NGO stakeholders

# Flagship M&E Projects



## Mid-Term Evaluation of BRAC Strategy (2021-2025)-2025

We are evaluating:

- ▶ BRAC's 4 pillars
- ▶ 6 OD components
- ▶ 12 Programs in BD
- ▶ 14,000 Beneficiaries

**Baseline and Endline Study of SDC-Trance-2 Program-2022**  
(1,313 respondents)

**Baseline Study for Decent Employment for Marginalized Youth in Retail Market (2021)**  
(1,660 respondents)



**RCT Study of Gender Norms Behavior and Experimental Survey of Aquaculture: Increasing income, diversifying diets, and empowering women program in Bangladesh-2024**

Reached 4,900 HHs across 8 districts



THE WORLD BANK

**Study on reintegrating vulnerable unemployed women into employment after COVID-19 – a survey to assess challenges of vulnerable women to return to employment**

Reached 3,200 workers from 64 RMG factories



PKSF

**Baseline and Mid-term Evaluation of the Pathways to Prosperity for Extremely Poor People – European Union (PPEPP-EU) Project (2022 & 2025)**

Reached 12,600 HHs across 12 climate vulnerable districts

# M&E Experience in Africa

1. Nigeria ACT and RDT Market Analysis-2024, Malaria Consortium
2. Mid-term Evaluation of iDE Mozambique's Strengthening the Missing Middle in Agribusiness for Rapid Transformation (SMART) Project, Mozambique, iDE, 2021
3. Support to National Malaria Programme phase 2 (SuNMaP 2), Nigeria, DFID/ Malaria Consortium, 2019
4. Mid-term Evaluation on Decent jobs for youth and Improved Food Security through the Development of Sustainable Rural Enterprises (YAPASA), Zambia, ILO and FAO, 2016
5. Mid-term Evaluation on Decent jobs for youth and Improved Food Security through the Development of Sustainable Rural Enterprises (YAPASA), Zambia, Fair & Sustainable Advisory Services (FSAS), 2016
6. External Mid-term review of the HortiSempre Project, SDC-Mozambique, 2015
7. Market study of Ethiopian apparel, textile and leather manufacturing sector, DAI Europe Ltd (Ethiopian), 2015
8. LEAD Project Baseline Survey in Zona Verde and Mid-Term Evaluation for Existing Districts, Mozambique, ACDI-VOCA, 2015

## Key Personnel



**Sadruddin Imran**  
Chairman and CEO

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.



**Md. Rubaiyath Sarwar**  
Managing Director and Lead Consultant

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 Personnel

### Senior MEL Specialist



### Mahmudur Rahman Chowdhury

Mahmudur Rahman is a Senior MEL Specialist with 30+ years of experience in M&E, research, and data systems across Asia and Africa. He has worked with UNDP, CARE, and SNV, Population Council, focusing on poverty reduction, WASH, nutrition, and women's empowerment. He has led MEL consultancies for World Bank, USAID, UN agencies, FCDO, SDC, with strong expertise in statistical modeling, SPSS, STATA, SQL, and digital M&E platforms like KoboToolbox and SurveyCTO. He holds a Master's in Statistics from Jahangirnagar University.

### Portfolio Manager



### Amitav Kumar Kundu

Amitav Kumar is a seasoned M&E and research professional with over 10 years of experience in designing and leading MERLA systems for complex, multi-stakeholder development programs. His expertise spans inclusive education, disability inclusion, climate resilience, livelihoods, and economic empowerment. He has successfully delivered evaluations and assessments for leading development partners including USAID, UNICEF, the European Union, and Global Affairs Canada. Amitav specializes in results-based management, theory of change development, digital M&E systems, and adaptive learning.

## Key Personnel

### Associate-M&E



**Md Mahfujur Rahman**

Mahfujur Rahman is a results-driven MEAL practitioner with nearly 5 years of experience in designing and implementing M&E frameworks, impact evaluations, and data-driven learning. He has contributed to 15+ large-scale assessments, applying OECD-DAC criteria and quasi-experimental methods including DiD, PSM, and RCTs. He brings expertise in sampling design, ToC, results-based monitoring, and USAID-aligned DQAs. Mahfujur is proficient in STATA, SPSS, R, and digital platforms like SurveyCTO, KoBoToolbox, and ODK, with a strong command of both quantitative and qualitative analysis.

### Associate-M&E



**Farzin Fardu**

Farzin is an environmental researcher specializing in climate change and sustainable development, with expertise in research design, field evaluation, and analysis of socio-economic impacts of environmental change. Her work spans land-use management, biodiversity conservation, and community-based adaptation. She has contributed to studies on sustainable agriculture, rural poverty, and environmental governance. Farzin has collaborated with USAID, World Bank, FCDO, UNICEF, and holds a BSc and MSc in Environmental Science from North South University.

### Associate-M&E



**Md. Fardin Ibn Hossain Araf**

Fardin is an early-career researcher with over 3 years of experience in research, monitoring, and evaluation across health, education, climate resilience, and humanitarian sectors. He specializes in mixed-methods study design and advanced data analysis using SPSS and STATA. Fardin has led evaluations for BRAC, UNICEF, UNDP, and FCDO, including BRAC's mid-term strategy evaluation and education monitoring for Rohingya refugees. He holds BSS and MSS degrees in Population Sciences from the University of Dhaka.

# Our Clients



## Let's Connect to Collaborate

Join us in advancing evidence-based development through robust Monitoring & Evaluation. From learning to action, we help programs grow stronger, more accountable, and more impactful. Partner with Innovision to design, measure, and adapt for results that matter.



**Tasmiah Tabassum Rahman**

Portfolio Director

Inclusive Development and Social Innovations

Cell: +880 1713-486688

Email: [tasmiah.rahman@innovision-bd.com](mailto:tasmiah.rahman@innovision-bd.com)



**Amitav Kumar Kundu**

Portfolio Manager

Monitoring and Evaluation (M&E)

Cell: +880 1718296446

Email: [amitav.kundu@innovision-bd.com](mailto:amitav.kundu@innovision-bd.com)

Bangladesh | Nigeria | United Kingdom

