



REQUEST FOR EXPRESSIONS OF INTEREST(REOI) (CONSULTING SERVICES –INDIVIDUAL/FIRM SELECTION)

Assignment Title: Study on stakeholders mapping and market scan to identify potential entrepreneurs, youth women artisans and understand market of handicrafts for CHARKA: Women Entrepreneurs Empowering Women

Reference No. JCF/Admin/P&P-025/2026/1912

Date: May 18, 2026

REOI No. 113

Jagorani Chakra Foundation (JCF) and EDUCO Bangladesh co-financed the CHARKA: Women Entrepreneurs Empowering Women project will intent to conduct a study on stakeholder mapping and market scan to identify potential entrepreneurs, youth women artisans and understand market of handicrafts by consulting service. The consulting services (“the Services”) include –

For Individual Consultant

- Advanced degree in Economics, Development Studies, Business Administration, or a related field.
- Minimum **7–10 years of experience** in business modeling, value-chain development, or social enterprise commercialization and marketing especially in handicraft or SME sectors.
- Demonstrated experience working with **artisans, MSMEs, fashion markets**, and social business development projects both online and offline market places.
- Strong financial modeling and stakeholder facilitation skills.
- Market analyst preferred.
- Individual consultant need to be submitted NID and updated Tax clearance certificate along with proposal.

For Consulting Firm

- Proven portfolio in inclusive business models, market systems development, or social enterprise scaling.
- Availability of a multidisciplinary team (business, finance, market research) using online and offline market places in fashion industries.
- Consulting firm need to be submitted valid Trade license, update Income Tax Return (PSR) and Vat registration number (13 digit BIN) along with proposal.

Interested qualified Consultant/firm are requested to go through the attached ToR (Terms of Reference) for details, and submit their proposal/quotation with CV addressing to Executive Director, Jagorani Chakra Foundation, 46 Mujib Sarak, Jashore-7400 Email: jcf.procurement@gmail.com Contact: 88-02477765045 by 23/05/2026.

Marina Akther

Executive Director

Copy:

1) Office Copy.

Attachment:

1) ToR 04 pages.



Terms of Reference (ToR)

Individual Consultant/Consulting Firm

Market study for strengthening and commercialization of CHARKA Initiative of handicraft business development and market promotion in Bangladesh

1. Background

Jagorani Chakra Foundation (JCF) is implementing the CHARKA: Women Entrepreneurs Empowering Women Project for strengthening CHARKA initiative business development and market promotion from January 2026 to December 2028 in the Jashore region in partnership with Educo Bangladesh. The initiative aims to strengthen CHAKRA business and market promotion while artisan women will be empowered further to attain sustainable income through market-oriented production, and engagement with local artisan communities, and entrepreneurs development, supply chain strengthening, CHARKA stakeholders capacity enhancement, design and product diversification and market promotion.

To ensure long-term financial sustainability, supply reliability, and product diversity, JCF seeks to engage an individual consultant or consulting firm to develop and validate a commercial business model for CHAKRA product lines with realistic action recommendations for 1 to 3 year, and beyond with growth projections, supported by robust local and national relevant market data and stakeholder consultations.

2. Specific Objectives

The consultant will work toward the following specific objectives-

i. **Market assessment to identify business opportunities or model development and validate existing business approach for scale up**

Validate the business model by quantifying:

- how much product must be produced (units and monetary value),
- expected revenue generation,
- required investment and resource required,
- number of artisans, machines, and commercial resources needed for sustainable scale.

ii. **Mapping sector actors and stakeholders for market access strategy, identify potential entrepreneurs and strategy to use online or offline sales promotion and tools identification**

Identify structure of supply chain with local and national market actors, retailers, and national market assess, demand and trends:

- channel-wise sales requirements,
- local and national market trends,
- sustainability and cost implications,
- realistic recommendations for 1-3 years, and beyond for handicrafts products.

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Tahsina Siraz
Project Manager
CHARKA WEEW Project
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Palash Kumar Kundu
Deputy Director, Programs
Jagorani Chakra Foundation

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KAZI MAZED NAWAZ
Director of Programmes
Jagorani Chakra Foundation

iii. **Capacity assessment of artisans, entrepreneurs, suppliers, designers for skills enhancement for advance production quality, diversity, volume and design diversity including raw material sourcing.**

- required skills for artisans, staff, entrepreneurs, and designers
- training and orientation need
- community engagement and level of empowerment
- present artisans income status and social status

3. Scope of Work

The consultant will undertake the following focused activities to undertake the study aligned with the objectives of assessment.

- discuss with stakeholders, artisans, local and national enterprises, staff, customers through KII, FGD or interviews where needed
- review secondary documents and policies

4. Deliverables

No	Deliverable	Date
1	Inception (assumptions, methodology, workplan)	Approx. 30 days
2	Market assessment for business model development, stakeholders' identification, women artisans' status and validation (production, revenue, resources, skill sets and ability to engage and others)	
3	Market analysis and report sharing	
4	Final Consolidated Report with business model including recommendation & Presentation, if required	

5. Level of efforts

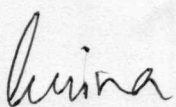
- 30 days or four weeks from assignment


6. Reporting & Coordination

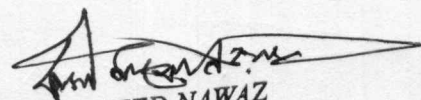
- The consultant/firm will report to the Project Focal of JCF.
- Regular progress updates and validation checkpoints will be required.

7. Required Qualifications

For Individual Consultant


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Project Manager
CHARKA WEEW Project
Jagorani Chakra Foundation


Palash Kumar Kundu
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Jagorani Chakra Foundation


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- Advanced degree in Economics, Development Studies, Business Administration, or a related field.
- Minimum **7–10 years of experience** in business modeling, value-chain development, or social enterprise commercialization and marketing especially in handicraft or SME sectors.
- Demonstrated experience working with **artisans, MSMEs, fashion markets**, and social business development projects both online and offline market places.
- Strong financial modeling and stakeholder facilitation skills.
- Market analyst preferred.

For Consulting Firm

- Proven portfolio in inclusive business models, market systems development, or social enterprise scaling.
- Availability of a multidisciplinary team (business, finance, market research) using online and offline market places in fashion industries.

8. Evaluation Criteria (Indicative)

- Technical approach and methodology – 30%
- Relevant experience and team composition – 30%
- Financial proposal – 20%
- Understanding of Business development, Private sector and modeling – 20%

9. Safeguarding Considerations

All activities must be gender-responsive, conflict-sensitive, and compliant with safeguarding, Child Protection, PSEA, and humanitarian principles, ensuring meaningful participation of women, entrepreneurs, suppliers, and relevant others.

10. Payment Terms

Payments will be made upon satisfactory completion and acceptance of deliverables by JCF, according to the following schedule-

Payment cohort	Percentage	Milestone
First Payment	40%	Upon approval of the inception work/report, including detailed methodology, workplan, and stakeholder engagement plan
Second Payment	30%	Upon submission and acceptance of the Market Assessment Report and documentation of stakeholder consultation / validation sessions

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Final Payment	30%	Upon submission and acceptance of the Final Report, including the CHARKA business model and recommendations
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11. Application Instructions

Interested individual consultants or consulting firms are invited to submit their applications by email to:

- o jcf.procurement@gmail.com

The interested consultant/firms are requested to email with subject-

Application subject: Consultancy for CHARKA Market Assessment.

Required Documents (Single PDF)

1. **Technical Proposal** (approach, methodology, workplan, and relevant experience/profile)
2. **Financial Proposal** (total fee in BDT, cost breakdown, VAT/tax if applicable, acceptance of payment terms)
3. **Consultant / Firm Profile** (CV or company profile with similar assignments)

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