



**... Creating Business &
Adding Value to Businesses**

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**Centre For Research &
Management Consulting
SRG Bangladesh Limited**



SRG Bangladesh Limited (SRGB) Brief Profile

Introducing SRG Bangladesh Limited (SRGB)

SRG Bangladesh Limited [SRGB] was initiated in October 1987 as a Management and Industrial Consulting house. Its professional integrity and service excellence rapidly gained a lasting reputation for delivering result-oriented consultancy services. Subsequently, activities were diversified to provide development consultancy, continuing professional development programs, data processing & analysis and event management services.

Since the early 90s, SRGB ventured into providing Qualitative and Quantitative Research Services. Since then SRGB has successfully conducted hundreds of studies ranging from broad based sectoral studies to micro level case studies for domestic and international clients. SRGB's studies are carried out under the leadership of highly competent and experienced team members who are well acknowledged experts in their respective fields, appropriately drawn from SRGB's panel with their consent and total commitment.

SRGB's consultants are well practiced in looking objectively at the challenges that a business or an intervention faces and developing appropriate, workable and cost effective solutions. SRGB's role as a consultancy house is to provide expert, independent, practical and pragmatic decisions. With the truest partnership spirit, SRGB works "alongside" with the clients instead of working "for" them. SRGB's approach is based on hard-earned experience, rather than on textbook solutions. The hard-core professionalism, undaunted integrity and uncompromising excellence of service of SRGB have duly earned high level of customer satisfaction and reliability.

The total range of services from SRGB is delivered through three distinct operating divisions:

- Centre for Research & Management Consulting
- Centre for Continuing Professional Development
- Centre for Data Processing & Analysis

All three centers have both intellectual and logistical resource-base that is unmatched in the country. Each of the centers is highly professional, unparalleled in functional efficiency and strategically organized to provide ample scope for future expandability and relentless enhancement of service quality.

The *Centre for Research & Management Consulting* concentrates on providing consolidated business management and development research solutions, while the *Centre for Continuing Professional Development* offers wide range of skill development programs for practicing and prospective business professionals to enhance their experience and functional capability. Finally, the *Centre for Data Processing & Analysis* offers a spectrum of digitization services, which covers almost every document conversion process including data, text, PDF, illustrator and XML/SGML conversion services.

SRGB EXPERTISE

We support our clients through independent analysis, research, and competent consulting to shape their response to the challenges of sustainable development. We continually seek out new ideas and assess their possible impact on future business. In close cooperation with our clients, we develop and implement ground breaking and innovative solutions.

SRGB SERVICES

Management Consulting: Strategy consulting, management systems, development of indicators, benchmarking, eco-audits, social and eco-balances, etc.

Analysis and Research: Analysis of social, political and economic conditions, market studies & research, sector analysis, financial and support programs, best practice studies, Delphi studies, potential analysis, scenarios, project and program evaluation, etc.

Project Management: Project designing & development, organization, monitoring and evaluation (M&E), project cycle-management, financial concepts, international project management, etc.

Communication and Training: Training programs, workshops, seminars, symposiums, executive and team coaching, conference management, multimedia documentation and presentation.

SRGB COMPETENCE

The staffs of SRGB have gained worldwide expertise in helping leading companies and organizations improve their strategies for sustainability. We support business leadership as a catalyst of change towards sustainable development. We maintain constant and close contact with decision makers in politics, administration, and business.

SRGB's multi-disciplinary staffs of economists, engineers, political scientists, environmental planners, psychologists, and lawyers possess a wealth of international professional experience. Our team provides comprehensive technical expertise, outstanding analytical skills, and a high level of flexibility.

We enhance our consulting expertise through our networks of international experts. With the support of experienced moderators, communication professionals, and event managers, we successfully balance our service portfolio in implementing projects for our clients.

SRGB manages the entire project cycle: from project design, planning, management, and implementation, right through to evaluation. Our professional quality control and financial supervision enable us to consistently meet the requirements of our clients and partners at all times.

SRGB is a member of WAPOR (World Association for Public Opinion Research), ANPOR (Asian Network for Public Opinion Research), CASRO (Council for American Survey Research Organizations), MRA (American Market Research Association), MRS (Market Research Society of UK) and ESOMAR (World Association for Market, Social & Opinion Research) and comply with the ICC/ESOMAR International Code on Market and Social Research. SRGB also is a member of MSPA (Mystery Shopping Providers Association) Asia-Pacific, BMSRS (Bangladesh Marketing & Social Research Society) and IMCB (Institute of Management Consultants Bangladesh), an affiliate of ICMCI (International Council of Management Consulting Institutes).

SRGB is located in Dhaka and works throughout Bangladesh, Nepal, Bhutan, Myanmar, Sri Lanka, Maldives, India, Pakistan, Afghanistan, etc. in partnership with various local and overseas associates.

Why SRGB?

SRGB Bangladesh Limited (SRGB) is a multi-sector and full service research & consulting firm and has over twenty five years' extensive experience and in-depth knowledge on Bangladesh business and investment scenario. Its professional integrity and service excellence rapidly gained a lasting reputation for delivering result-oriented consultancy services. SRGB has successfully conducted thousands of studies and advisory projects, ranging from broad based studies in diverse business and development sectors to micro-level case studies for domestic and international clients.

SRGB's consultants are well practiced in looking objectively at the challenges that a public or private organization faces, and developing appropriate, workable and cost-effective solutions. SRGB's approach is based on hard-earned experience, rather than on textbook solutions. The company's staffing and resource pool includes a combination of reputed scholars, teachers, consultants, economists, bankers and business executives, making it a comprehensive base of expertise that can readily link everyday business-decisions with higher concepts and advanced practices.

*In recognition to the SRGB's professionalism and service excellence, SRGB has been honored with several international awards including **International Star for Leadership in Quality (ISLQ) Award 2012** and **International Quality Crown Award 2012** in recognition for SRGB's commitment to Quality, Leadership, Technology and Innovation through QC 100 model for Total Quality Management (TQM). SRGB also has been honored by the European Society for Quality Research (ESQR) with **ESQR Quality Achievements Award 2013** recently at London, UK in recognition of SRGB's extraordinary achievement in quality management based on the principles of ESQR Quality Performance Model (QPM).*

Highlights of SRGB key skills and experience that make us ideally qualified to undertake this project include:

- ✦ **A proven track record in undertaking research and studies in south Asian region –** SRGB maintain a network of professional experts and firms worldwide and has substantial experience in undertaking research and studies in the region. SRGB is currently undertaking two

studies “Baseline Survey for the Impact Evaluation of the Nepal Bridge Improvement and Maintenance Project” in Nepal and “Myanmar Enterprise Survey 2013” in Nepal both funded by the World Bank. SRGB recently completed a multi-country study “Global Corruption Barometer (GCB) 2012” in Maldives and Nepal. SRGB has also recently undertaken a “Public Opinion Poll 2012” in Maldives and a large Multi-country Study, “Public Attitudes in Asia and the Middle East” covering all the region of Bangladesh & Maldives. SRGB is also undertaking a quarterly Tracking Study in Bangladesh, Nepal, Sri Lanka and Myanmar for Price data collection for 125 selected products at retail and whole sale stores under the project, Asian Basket 2010-13. SRGB has recently successfully completed another multi-country study “Monitoring and Evaluation Cross Border Communication – South Asia, 2009” involving Bangladesh, India & Nepal funded by USAID. Besides above, SRGB also undertaken many studies in Sri Lanka, Myanmar and Pakistan for various international clients.

- ✦ **A record of success in undertaking field work of large scale countrywide studies, public perception/attitude survey/opinion poll on social, economic and political issues** – SRGB has successfully delivered over thousand large scale surveys on various business and social issues for many international and local organizations. SRGB is the only company in Bangladesh, who is undertaking countrywide opinion poll on economic, social and political issues on quarterly basis since 2005. These opinion polls cover about 300 PSUs spreading all the corners of the country and collect data on about 3,000 HH in each wave. SRGB also currently handling about six projects where SRGB responsibility includes similar activities of this survey, such as designing and developing survey methodology, sampling plan, household listing, questionnaire translation, training/briefing to field team, administer field work, monitoring and quality controlling, designing data entry software, data entry, cleaning & processing and finally delivered the cleaned data in ASCII, SPSS, Survey Craft, STATA format.
- ✦ **Extensive in-depth experience in SME sector development** - SRGB conducted thousands of studies and research on various products and services in Bangladesh and south Asian region during last about 25 years. The key purpose of most of those research and studies was to designing and development of business strategy, business plan/marketing plan to either market penetration for new entrants or enhancing the market shares for the existing players. Most of those studies were undertaken for various SME sector clients.
- ✦ **Extensive Experience in market study & research, diagnostic studies and development of business plan** - SRGB conducted thousands of market studies and research on various products and services during last about 25 years and purpose of most of those studies was to designing and development of business plan/marketing plan to either market penetration for new entrants or enhancing the market shares for the existing players.
- ✦ **Extensive experience in conducting survey on the manufacturing and service enterprises** – Probably SRGB is the most experienced consulting house in Bangladesh who possesses extensive and in-depth knowledge on the trade and business environment of the country. These knowledge and expertise has been acquired through conducting extensive survey and research in all most all the sector of Bangladesh during it’s about 25 years of journey and all these studies involved mostly, survey on the business establishments covering both manufacturing and service enterprises.
- ✦ **Long track record in Project Designing and undertaking Pre-investment Feasibility Studies** - SRGB has designed a large number of industrial and service sector projects (more than 1000) and conducted pre-investment feasibility studies on those projects for last about 25 years from the incorporation of the company.
- ✦ **Rich Experience in undertaking baseline survey, impact evaluation studies on social and economic issues** – SRGB has an extensive experience in baseline survey, impact evaluation studies and social research on diverse sector in Bangladesh and abroad. SRGB has successfully conducted more than 100 countrywide baseline surveys covering all the upazilas on various social and economic issues in Bangladesh. SRGB also conducted survey on opinions leaders of Bangladesh to probe their views on current international development issues, the impact of globalizations, and the World Bank’s role within this dynamic environment. A similar survey was also undertaken for Asian Development Bank.
- ✦ **Proficiency and experience in Public-Private Dialogue and stakeholder consultation** – SRGB has rich experience and proficiency in undertaking public-private dialogue and stakeholder consultation. SRGB undertook a series of public-private dialogue and stakeholder consultation

(more than 50), while preparing the "Sectoral Guidelines for Environmental Management" under a World Bank project, where SRGB was responsible for developing sectoral guidelines on 18 sectors of Bangladesh.

- ✦ **Successful track record in undertaking comprehensive investment climate assessment studies** – SRGB has frequently been commissioned by many local and multi-national companies for undertaking investment climate assessment studies on various sectors to advice on the investment scenario, prospects and opportunities in Bangladesh in those sectors. Those studies includes extensive survey on the key players, such as manufacturing units, trading houses, market channels, relevant Govt. department and Ministries, trade associations, etc.
- ✦ **Renowned Expertise in advising and developing investment plans and sector financing strategies** – SRGB specializes in designing sector investment planning and financing strategies. We have advised many local and multi-national companies in designing industrial projects and support the clients to take the investment decision. We have also undertaken hundreds of pre-investment feasibility studies on all most all the sectors of Bangladesh. SRGB also have expertise in developing least-cost investment plans based on in-depth marketing, technical and financial analysis of the sectors and have advised on the viability of many large scale projects in Bangladesh.
- ✦ **Possesses large Database of the business establishment of Bangladesh** – SRGB regularly conducting market studies on various sectors and so far conducted more than thousands such studies during last over 25 years. SRGB also developed a GIS Database on Industrial Pollution Sources and Impacts for the World Bank and developed the PEGASUS database of UNICEF which has full contact details of more than 10,000 persons/ establishments. As a result, SRGB has acquired a comprehensive database of manufacturing and service enterprises of Bangladesh.
- ✦ **Very rich experience and successful track record in undertaking sector and sub-sector studies in diverse sectors** - SRGB conducted hundreds of sector/sub-sector studies on various sectors of Bangladesh, including education & training, health & population, environment, agriculture, energy & power, telecommunication, etc. during last more than twenty years.
- ✦ **Proven track record in undertaking studies in Health and Population sector** - SRGB has practical experience in conducting studies and research work involving various stakeholders groups for health and population related issues. These include qualitative and quantitative techniques and the findings were used for generating people oriented action programs. The clients of these studies served communities of home and aboard. The broad based nature of the research activities cover divergent issues of this sector ranging from alternative incentive system for HRD in Health & Population Sector for MoHF&W to private health care scenario, etc.
- ✦ **In-depth experience and successful track record in undertaking research and studies in Bangladesh Agriculture sector development issues and concerns** – SRGB has successfully undertaken several countrywide comprehensive and in-depth studies on the agriculture sector of Bangladesh, including a comprehensive study for JICA which analyzed in depth the existing crop production activities in grains & other crops, horticulture, and assess underlying constraints associated with inputs supply, technological innovation, dissemination, distribution and marketing, and others.
- ✦ **Proven track record and expertise in business process outsourcing/off shoring, and development of IT/ITES sectors** – SRGB has undertaken a number of research and studies on the IT/ITES sector of Bangladesh. SRGB also have a track record of advising governments in developing the IT/ITES sectors. Special mention can be made to SRGB study for USAID on the Information and Communications Technology Sector in Bangladesh, where a series of analyses was made focusing on identifying the prospects for IT-Enables Services (ITES) in Bangladesh.
- ✦ **In-depth rich Experience in Climate Change and Environment Sector issues & concerns** - SRGB has conducted many environment sector studies involving environment impact studies (EIA), designing of air quality monitoring and measurement system, Cleaner Production & Energy Efficiency (CP-EE), Environment, Health and Safety (EH&S) Audit, etc. A milestone assignment undertaken by SRGB for 4 years (2002-2005) was to develop and introduce CP-EE tools and techniques in Bangladeshi industries under a multi-country project implemented by United Nations Environment Program (UNEP) and funded by SIDA under the Greenhouse Gas Emission Reduction from Asia-Pacific Project (GERIAP). SRGB also designed and implemented the Bangladesh first Continuous Air Quality Monitoring (CAM) Station for Air Quality Monitoring

Project (AQMP) of Dept. of Environment, Govt. of Bangladesh funded by The World Bank.

- ✦ **Successful track record in undertaking research and studies in Telecommunication sector of Bangladesh** - SRGB has proven long time track record and expertise in development of telecom sector of Bangladesh. SRGB has undertaken a number of in-depth research and studies on the sector and supported many local and international companies to assess the feasibility and potentials of market entry in Bangladesh. SRGB also specializes in designing sector investment planning and financing strategies and have advised in developing business plan and strategy for taking the investment decision in the sector.
- ✦ **Successful track record in undertaking research and studies in textile & clothing and jute sector of Bangladesh** - SRGB undertook a large number of studies in the textile and jute sector of Bangladesh and supported many textile and garments plants in Bangladesh from project designing to commercial operation.
- ✦ **Successful track record in undertaking research and studies in Banking & Financial sector** – SRGB has conducted several studies in the banking and financial sector of Bangladesh for both local and multi-national clients, such as HSBC Bank, Habib Bank of Pakistan, BASIC Bank, BRAC Bank, etc. SRGB has also undertaken studies and capacity building program and project for different financial institution (FIs) funded by IFC-World Bank, SEDF and Asian Development Bank (ADB). A significant assignment undertaken in the sector by SRGB includes credit analysis and loan processing of SME customers of BASIC Bank, the first SME Bank in Bangladesh at their initial stage of operation.
- ✦ **Proven track records in undertaking studies in Bangladesh education sector** - SRGB has extensive and varied experience in educational research and have carried out many research studies of critical importance to educational planning and development. Those include both macro and micro studies. Some of those are pioneering in character and won high appreciation within and outside the country including many international organizations. SRGB is recently also has undertaken a countrywide survey on the education sector to understand the private school educational and vocational training service market for low-income consumers in Bangladesh.
- ✦ **Successful track record in undertaking monitoring & evaluation frameworks/studies** – SRGB has been at the forefront in the areas of developing Result Based Monitoring Framework/Tools, logical frameworks and indicators to measure success of programs. We have been frequently retained by entities in the private and government sectors as well as bilateral and multilateral institutions to conduct monitoring & evaluation studies. Currently, SRGB implementing a World Bank funded 4-years project, Monitoring & Evaluation Consulting: Public Procurement Reform Project–II (PPRP-II), CPTU, IMED, Ministry of Planning, GoB. The specific objective of this assignment is to develop a sustainable Monitoring and Evaluation System for independently monitor the implementation of PPRP-II at each of the four target agencies and evaluate attainment of project development objectives, measured through a set of outcome/output indicators, both at the project level and its component level. This is first time a private consulting firm has been given the responsibility of monitoring the procurement of more than 500 procurement entities under Govt. 4 key organizations (LGED, RHD, BWDB & REB).
- ✦ **Successful experience in Procurement and Contract Management** - SRGB has a rich experience in procurement and contract management and worked as the procurement specialist for many national and international organizations including Canadian International Development Agency (CIDA) for more than seven years as retainer Consultant/National Monitor. Currently, SRGB implementing a World Bank funded 4-years project, Procurement Monitoring & Evaluation Consulting: Public Procurement Reform Project–II (PPRP-II), CPTU, IMED, Ministry of Planning, GoB. The specific objective of this assignment is to develop a sustainable Monitoring and Evaluation System for independently monitor the implementation of PPRP-II at each of the four target agencies and evaluate attainment of project development objectives, measured through a set of outcome/output indicators, both at the project level and its component level. This is first time a private consulting firm has been given the responsibility of monitoring the procurement of Govt 4 key organizations (LGED, RHD, BWDB & REB).
- ✦ **Successful track record in designing and undertaking training programs and overseas study tours on management and development issues** – SRGB has extensive experience in undertaking training need assessment, designing & delivering professional training programs as well as organizing seminars and workshops on management and development issues for various client groups including World Bank. SRGB has recently successfully designed and delivered a

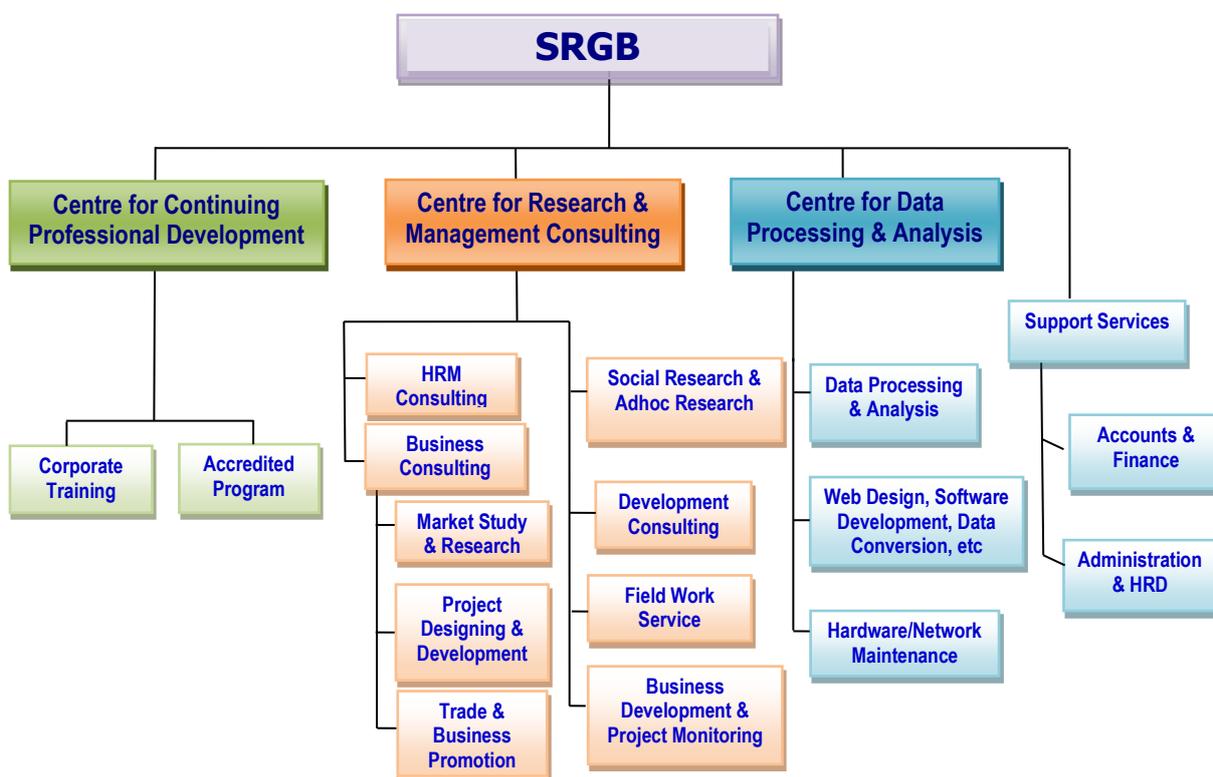
series of training workshop program to the official of BRAC Bank under IFC-SEDF "Access to Finance" Program. Besides, SRGB conducted hundreds of training programs on many business, social and development issues during last more than 25 years. SRGB also has undertaken many overseas study tours for private and Government official in Europe, USA and Asia-Pacific. SRGB recently has successfully completed one such project "90 Days Overseas Training for PTI/URC Instructors of DPE" in Aberdeen, Scotland under PEDP-II project funded by ADB.

Location, Corporate Structure & Business Areas

SRGB is located in Dhaka and works throughout Bangladesh, Nepal, Bhutan, Myanmar, Sri Lanka, Maldives, India, Pakistan, Afghanistan, etc. in partnership with various local and overseas associates.

Since commencement, SRGB has positioned itself as a leading research and management consulting house. The activities of SRGB are delivered through three operational divisions (Centre for Research and Management Consulting; Centre for Continuing and Professional Development; Centre for Data Processing) providing expertise in activities including project management, social/market research, skill development, training and high level information and communication technology (ICT) solutions. SRGB's professional integrity and service excellence rapidly gained a lasting reputation for delivering result-oriented consultancy services.

A schematic view of SRGB corporate structure and business areas is presented below.



Manpower & their Responsibilities

SRGB readily acknowledges the contribution of the professional personnel under regular employment of the company. The rapid growth and unmatched reputation of SRGB have surely been possible only due to the superb level of sincere service rendered by these professionals.

A brief categorized description of SRGB's present manpower is presented below.

Type	Full Time	Part Time
Management	12	2
Administration	06	1
Accounts	03	1
Professional Senior	09	14
Professional Junior	12	17
Data Processing	08	40
Support	07	5

Total	57	80
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Field Strength

- 800+ Interviewers
- 300+ Supervisor and Quality Controllers
- 50+ Moderators/Facilitators
- All graduates, trained and will experienced

The businesses and operation of SRGB is managed and supervised by the President/CEO of the company with assistance of a Vice President/COO. The activities of SRGB are delivered through three operational units (SBU) and these 3 SBUs are managed by 1 General Manager and 2 Managers. Additionally, 1 Manager looks after the support services, which composed of HRD & administration and finance & accounts.

Special long term Projects are overseen directly by the President/CEO, who assigns specific responsibilities to persons deemed most suitable to carry out the assignment.

Resource Personnel

Moreover, in addition to having a competent team of full-time key-personnel, SRGB takes pride in having available the multi-discipline expertise of the leading professionals of the country as and when warranted by the respective study requirement. The resource pool is a combination of reputed scholars, teachers, consultants, economists, bankers and business executives making it a comprehensive as well as extensive base of expertise that can readily link every-day business decisions with higher concepts and advanced practices.

SRGB's consultants' database comprises both local and international experts with appropriate expertise in various sectors. In delivering our services, SRGB also has the capacity to draw upon the expertise of its overseas associates spreading worldwide.

SRGB's technical experts have the capacity to:

- develop monitoring and evaluation tools that are responsive to client needs
- develop management information systems, monitoring and evaluation, and quality assurance systems
- design, develop and implement policies that facilitate and support change
- facilitate self-directed approaches for staff development
- encourage sustainability of successful practices in collaboration with stakeholders
- conduct research and surveys that can provide invaluable data for decision-making, consensus building and progress checking.

Associate Firms

Overseas

SRGB has the capability to manage multi-country research projects. To operate such studies, SRGB is in close and constant touch with a number of overseas firms engaged in research and consulting. This close association has proved mutually rewarding and SRGB maintains an open-end policy in acquiring further overseas collaboration. The following mentions some of the key overseas associates of SRGB.

- WIN/GALLUP International Association (A network of 80 research firms from all over the world)
- Acorn Marketing & Research Consultants Pte Ltd, Singapore
- Adelphi-Consult, Germany
- ANZDEC Limited, New Zealand
- Atkins Limited, UK
- GOPA Consultants, Germany
- Chemonics International, USA
- Oxford Policy Management, UK

- Span Consultant, The Netherlands
- Sofreco, France
- Conseil Sante, France
- Ovum Consulting, UK
- SPM Consultant, Sweden
- ICF International, USA
- Nord Anglia Education Limited, UK
- Princeton Survey Research Associates International (PSRAI), USA
- Insight Research Group, UK

Local Associate Firms

SRGB also maintain close association with a number of local firms engaged in research and consulting, academics and NGOs to manage and acquire knowledge and expertise in the field where SRGB directly do not operate. The following mentions some of the key local associates of SRGB.

- The Foundation for Research of Educational Planning and Development (FREPD)
- Village Education Resource Center (VERC), Dhaka
- Contech Engineering & Trading Limited, Dhaka
- United Network Ltd (The Visual Story Teller), Dhaka
- Unitrend Limited (Affiliated with McCann-Erickson World Group), Dhaka

Registration/Enlistment

- The Economic Relations Division, Ministry of Finance, Govt. of the People's Republic of Bangladesh, Registration No. 90001
- United Nations (UNGM#172323)
- United Nations Development Program (UNDP), VR. #0000001012
- Asian Development Bank (ADB), DACON No. 003930
- International Labor Office (ILO)
- UNICEF
- UNESCO
- World Food Program (WFP)
- GTZ, Dhaka
- UNCTAD/WTO
- The World Bank (VR.# 28431)
- United Nations Environment Program (UNEP)
- United Nations Fund for Population Activities (UNFPA)
- World Health Organizations (WHO)
- European Union (PADOR# BD-2008-EYW-0202722330)
- US Federal Government (DUNS# 731546102)
- NATO (NCAGE code#SSD63)

Professional Membership

- ESOMAR (World Association for Market, Social & Opinion Research)
- World Association for Public Opinion Research (WAPOR)
- Asian Network for Public Opinion Research (ANPOR)
- Council for American Survey Research Organizations (CASRO)
- American Market Research Association (MRA)
- Market Research Society of UK (MRS)
- Mystery Shopping Service Providers Association (MSPA)
- Bangladesh Marketing & Social Research Society (BMSRS)
- Institute of Management Consultants Bangladesh (IMCB)
- International Business Forum of Bangladesh (IBFB)

Turn-around Capacity

SRGB has the financial, administrative and management capability to face any rapid turns-around situation without difficulty. The estimated average time required to complete an average task is two months. But the duration of the assignment will entirely depend on size and type of assignment. SRGB's in-house turn-around capacity is strengthened by its data base for consultants and its local and international partners to respond in rapid turnaround situations. It can effectively and quickly

respond to the needs in different parts of Bangladesh and has the capacity to manage large and multiple projects at a given time frame.

Capability to Service Several Districts in Bangladesh

Due to the availability of logistics and administrative facilities SRGB is quite comprehensive to conduct any type of Research and Survey in any district of the country within a short period of time. As we mentioned earlier that our panel of investigators are available in all districts of the country and they are trained in different issues.

SRGB also has working arrangement with many local NGOs throughout Bangladesh to conduct field work by getting their support in terms of food and shelter to our field force during field works this arrangement is very useful, especially for the security of the female field team members.

SRGB Clients

The clients' base of SRGB consists of a large number of reputed and established growth-oriented organizations of home and abroad. It's unfaltering service and sincere commitment has earned the confidence of such high-stature organizations and SRGB has successfully enhanced that confidence even further by superbly carrying out its responsibilities in time. A short-list of SRGB key clients is given below.

SRGB Clients (Short-listed)	
<ul style="list-style-type: none"> ▪ The World Bank ▪ International Finance Corporation (IFC) ▪ United Nations Development Program (UNDP) ▪ United Nations Environment Program (UNEP) ▪ UNICEF Bangladesh ▪ UNFPA Bangladesh ▪ International Labour Office (ILO) ▪ International Trade Centre (ITC)/WTO ▪ Asian Development Bank (ADB) ▪ Commonwealth Secretariat, UK ▪ Canadian International Development Agency (CIDA) ▪ US Dept. of States, Washington, USA ▪ US Embassy, Dhaka ▪ Swedish International Development Agency (SIDA) ▪ USAID Bangladesh ▪ Ministry of Economy, Trade & Industry (METI), Japan ▪ Japan International Co-operation Agency (JICA) ▪ International Jute Organization (IJO) ▪ Pew Research Centre, USA ▪ German Technical Cooperation (GTZ), Bangladesh ▪ DFID Bangladesh ▪ Microsoft Inc, USA ▪ Cisco Inc, USA ▪ HSBC Bank, Hong Kong ▪ HP Asia Pacific, Singapore ▪ Syngenta, UK ▪ Nokia, Singapore ▪ Standard Chartered Bank, Singapore ▪ Glaxo, Singapore ▪ Telenor, Norway ▪ BHP-Engineering, Australia ▪ Bluescope Steel, Singapore ▪ Academy for Education Planning (AED), USA ▪ Columbia University, USA ▪ Singer Worldwide, USA ▪ Total FINA ELF, France ▪ Multinet Group, Russia ▪ Panasonic Electric Works Ltd, Japan 	<ul style="list-style-type: none"> ▪ Ministry of Planning, Govt of Bangladesh ▪ Ministry of Jute, Govt of Bangladesh ▪ Ministry of Textile, Govt of Bangladesh ▪ Ministry of Education, Govt of Bangladesh ▪ Ministry of Primary & Mass Education, GoB ▪ Ministry of Planning, Govt of Bangladesh ▪ Ministry of Post & Telecommunication, GoB ▪ Department of Environment, GoB ▪ Ministry of Environment, GoB ▪ CPTU, IMED, GoB ▪ Ministry of Primary & Mass Education, GoB ▪ Ministry of Energy & Mineral Resources, GoB ▪ Ministry of Jute, Govt of Bangladesh ▪ Ministry of Textile, Govt of Bangladesh ▪ Ministry of Health & Family Welfare, GoB ▪ Incepta Pharmaceuticals ▪ Unilever, Bangladesh ▪ Bashundhara Group, Bangladesh ▪ IDLC Finance Ltd, Bangladesh ▪ SMC Bangladesh ▪ G P Group of Companies, Thailand ▪ Synovate, Hong Kong ▪ TNS, Singapore ▪ Ecotech Pty Ltd, Australia ▪ Sony Ericson, Singapore ▪ Habib Bank Ltd, Pakistan ▪ CARE Bangladesh ▪ Aventis Bangladesh ▪ SKF Distribution Asia Pte Ltd, Singapore ▪ ECI Telecom Inc, USA ▪ Dacom Corporation, Korea ▪ Korea Telecom, Korea ▪ Tata Steel, India ▪ British Council ▪ Pfizer Inc. USA ▪ Cairn Energy, UK ▪ SK Telecom, Korea ▪ GSK, UK

SUMMARY

SRGB current work program demonstrates its' key strengths and meets the following eligibility criteria for undertaking the research assignment:

1. SRGB is a registered private limited company incorporated with Registrar of Joint Stock Companies, Ministry of Commerce, Govt. of Bangladesh. Also registered with the Economic Relations Division, Ministry of Finance, Govt. of the People's Republic of Bangladesh, Registration No. 90001.
2. SRGB is a registered consulting firm with many international development agencies including The World Bank (Vendor# 28431), Asian Development Bank (ADB DACON# 003930), European Union (PADOR# BD-2008-EYW-0202722330), United Nations (UNGM#172323), Dun & Bradstreet [US Federal Govt. Contract] DUNS# 731546102 and NATO (NCAGE code# SSD63).
3. SRGB have properly constituted managing body with clearly defined rules and responsibilities for office bearers.
4. SRGB have established/registered office at a premier business location of Dhaka city
5. **SRGB Bangladesh Limited (SRGB)** has about 25 years professional experience and ability to undertake research and studies on diverse business and development sectors.
6. **Centre For Research & Management Consulting**, a strategic business unit of SRGB, has extensive experience and in-depth knowledge on Bangladesh business and investment scenario. SRGB has successfully conducted hundreds of studies and advisory projects, ranging from broad based studies, to micro-level case studies for domestic and international clients.
7. **Centre For Continuous Professional Development** is another strategic business unit of SRGB offering training programs, workshops, seminar, etc. on various business, social and development issues on regular basis.
8. SRGB has a large pool of Trainers with experience as trainer of more than ten years
9. SRGB have an in-built training monitoring and reporting system developed based on the experience of the firm over last about 25 years.
10. **Centre For Data Processing & Analysis** is a strategic business unit of SRGB offering a spectrum of digitization services, which covers almost every document conversion process including data, text, PDF, illustrator and XML/SGML conversion services. It has high computer skills for undertaking data entry, data entry skill development and cleaning and management of databases.
11. SRGB in-house Data Analysis Team has sufficient statistical skills and knowledge to manipulate variables in database and derive summary statistics, statistical tests for hypotheses.
12. SRGB have the sufficient financial ability to bear the overhead cost (maintenance of office/salaries/wages of management personnel, etc.) from its own resources.
13. SRGB have a good system of maintaining accounts (fully computerized), which is duly audited, and have an internal good monitoring and reporting system for showing progress of project implementation.
14. SRGB is based in Dhaka of Bangladesh and covers Bangladesh, India, Pakistan, Afghanistan, Nepal, Bhutan, Sri Lanka, Maldives, Myanmar, etc.
15. *SRGB is a member of WAPOR (World Association for Public Opinion Research), ANPOR (Asian Network for Public Opinion Research), CASRO (Council for American Survey Research Organizations), MRA (American Market Research Association), MRS (Market Research Society of UK) and ESOMAR (World Association for Market, Social & Opinion Research) and comply with the ICC/ESOMAR International Code on Market and Social Research. SRGB also is a member of MSPA (Mystery Shopping Providers Association) Asia-Pacific, BMSRS (Bangladesh Marketing & Social Research Society) and IMCB (Institute of Management Consultants Bangladesh), an affiliate of ICMCI (International Council of Management Consulting Institutes).*
16. *In recognition to the SRGB's professionalism and service excellence, SRGB has been honored with several international awards including International Star for Leadership in Quality (ISLQ) Award 2012 and International Quality Crown Award 2012 in recognition for SRGB's commitment to Quality, Leadership, Technology and Innovation through QC 100 model for Total Quality Management (TQM). SRGB also has been honored by the European Society for Quality Research (ESQR) with ESQR Quality Achievements Award 2013 in recognition of SRGB's extraordinary achievement in quality management based on the principles of ESQR Quality Performance Model (QPM).*