

SHAHEENA SULTANA

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CAREER SUMMARY

22 years of cumulative experience in market systems development for cottage, micro, small and medium enterprises in Asia and Africa. A practitioner and a core team member of Katalyst project in Bangladesh since the genesis of M4P concept has had been applied in Bangladesh and Kenya. 18 years of evident track record of designing and implementation of interventions, projects and pilot programs in business/enterprise development (M4P) and livelihood creation, linkage facilitation among market actors. A seasoned practitioner of sub-sector value chain analysis & generic Business Development Service (BDS) market mapping and industry sector studies; identifying constraints & opportunities to design and implement interventions to expedite growth in private sectors to create employment opportunities and generating income for underprivileged population; designing market linkages; Identifying gender disparities, integrating & addressing gender issues in enterprise development programs; developing gender strategies and gender budgeting for projects/interventions; MRM/M&E of private sector development interventions/projects. A long list of employment history inclusive of national and international NGOs, UN and consultancy firms at home and abroad. Designing and implementing advocacy and social marketing campaigns to reach the BoP have been the core forte. 13 years in rendering consultancy services at the capacity of chief adviser, strategic adviser, national and international consultant to projects funded by UN, WB, DFID, USAID, EU, SDC and many others.

EMPLOYMENT SUMMARY

Designation	Employer	Duration
Communication & Business Development Consultant (retainer)	Training and Technology Transfer (TTT)	October 2018 – Present
Gender Specialist (National Consultant)	Bangladesh Regional Connectivity Project-1 WTO Cell, Ministry of Commerce funded by World Bank	June 2020 – March 2023
Independent Evaluation Expert (consultant)	Promoting Agricultural Commercialization and Enterprises (PACE) Project by PKSF funded by IFAD	August – November 2020
International Consultant (SME Business Development Services Scoping Study in Edo State, Nigeria)	MADE II, Nigeria, DAI, Europe Lmtd. funded by DFID	July – September 2019
Executive Director, Strategic Planning and Communications	GMark Consultancy Limited and GMark Foundation	May 2015 – July 2017
Strategic Advisor (consultant)	Perfect Communication and Monitoring	01 January – 30 June 2014
Chief Advisor (consultant)	Agriculture and Social Prosperity Organization (ASPO)	February 2012 – July 2012
Chief Executive Officer	Rural Access (Socio-economic Development Consultancy Firm)	July 2007 – March 2011
Strategic Advisor, Micro Insurance Scheme for Rural Markets	Agriculture and Social Prosperity Organization (ASPO), Bangladesh	01 September 2009 – 31 August 2010
National Consultant, Light Engineering Sector, Bangladesh	Quality Support Program (BQSP) – ITC – UNCTAD/WTO	17 November – 31 December 2009
International Consultant, Promoting Pro-poor Opportunities through Commodity and Service Markets (PrOpCom), Nigeria	Chemonics International, Columbia, US, (funded by USAID)	27 May - 10 June 2009
National Consultant, Light Engineering Sector, Bangladesh	Quality Support Program (BQSP) – ITC – UNCTAD/WTO	03 March – 11 November 2009
National Consultant (member of IAP: Independent Assessment Panel), Bangladesh	Innovation Fund Assessment Program, SHIREE; PMTC,	20 January - 31 May 2009
Team Leader, Enterprise Development Annual Survey, Char Livelihoods Project (funded by DFID)	Maxwell Stamp Limited, Bangladesh	01 October – 30 November 2008 & 01 January – 31 March 2009
Team Leader, Improving Gender Scenario through Homestead Production in Rural Bangladesh (funded by DFID)	Katalyst – Swisscontact Bangladesh	01 November 2008 - 30 July 2009
National Consultant, Light Engineering Sector, Bangladesh	Quality Support Program (BQSP) – ITC – UNCTAD/WTO	24 October – 31 December 2007 & 16 January – 30 April 2008

Program Director, Haat Business Services	Katalyst - Swisscontact Bangladesh	01 July 2007 -30 June 2009
Program Director, Jessore Marketing Communications Market	Katalyst - Swisscontact Bangladesh	01 July 2007 - 31 May 2009
Coordinator-Rural Markets & Gender and ESRB Focal Point, Services Division	Swisscontact – KATALYST (an enterprise development project funded by DFID, SDC and SIDA)	March 2003– June 2007
BDS Programme Officer	Swisscontact – Business Development Services Programme (BDSP) – Bangladesh (an enterprise development program funded by SDC)	March 2002 – March 2003
Human Resource Development Officer	GrameenPhone Limited	January - February 2002
Research Associate	Chemonics International–Bangladesh Enterprise Development Assessment Project (A 3 months research project funded by USAID)	October - December 2001
Senior Project Officer	Training & Technology Transfer (TTT)	November 1998 - September 2001

OTHER INVOLVEMENT:

August, 2021 – Present; Reusable Sanitary Pad Project; Healthy Heart Happy Life Foundation and Shustho Thakun Free Clinic: A pilot project for rural disadvantaged female group to ensure access to affordable and reusable sanitary pads. Matiranga, Bandarban, Bangladesh.

Marketing and Strategic Communication

- Developing marketing plan for fund raising and promotional strategies.
- Corresponding and building network with partners, stakeholders, etc.
- Providing strategic direction for scaling up pilot initiatives and sustainability

2006 – Present; Ekmattra (A social development venture to create employment through self-sustainable model and rehabilitate disadvantaged children and youth of Bangladesh) House 34/1(1st floor), road 1, Pallabi, Mirpur 111/2, Dhaka 1216, Bangladesh

General Member and Strategic Advisor

- Developing strategic guideline to restructuring the organization; providing critical views and reformulating plan of action to achieve the organizational goal, providing guideline and assisting in getting access to society's elites, corporate and other agencies/ individuals to collect sponsors for the campaign.
- Developing strategies and action plan to organize fund for the self-sustainable enterprise model to create employment and rehabilitate disadvantaged groups (street children, rural unemployed youth and poor farmers) in the society through establishing dairy firms, bakery, producing handicrafts items and also creating market linkages for agro-products; developing project plans and long term vision & mission strategies for each income generating project to ensure sustainability and replication (through franchising the model) all over Bangladesh.

EDUCATION

Masters of Science (Environmental Science & Management), (Ongoing); Department of Environmental Science & Management, North South University, Dhaka, Bangladesh. Courses include: Water Supply & Sanitation, Natural Resources & Ecological Economics, Economics for Environmental Management, Integrated Natural Resource Management, Pollution Control, Climate Change, Geographical Information System (GIS), Fundamentals of Environmental Science and Management, Environmental & Social Impact Assessment, Urban Environmental Management.

Masters of Social Science (International Relations) 2000. Department of International Relations, University of Dhaka, Bangladesh. Courses include: International Political Economy, Women in Development, International Security & Peace, East Europe & Russia,

Bachelor of Social Science (International Relations) 1997; Department of International Relations, University of Dhaka, Bangladesh. Courses include: Environmental Security, International Law and Human Rights, Comprehensive Study of International Organizations, Research Methodology, Arms Control & Disarmaments, International Security, Study of Foreign Policy & Bangladesh.

TRAINING AND CONFERENCES

Training on Project Management, Colombo, Sri Lanka, 2006 - organized by MDF South Asia

6th Annual BDS Seminar: Making Markets Work for the Poor, Turin, Italy, 2005 - organized by ILO Training Center at Turin, Italy.

Training on Women, Gender and Development, Bangkok, Thailand, 2005 - organized by Women's Action and Resource Initiative (WARI).

6th International Conference: Gender and Development in South Asia, Bangkok, Thailand, 2005 - organized by WARI

BDS 2004 Training Program, Glasgow, UK, 2004 – organized by the Springfield Centre.

SME Entrepreneurship Promotion Diagnosis & Project Management Course, Dhaka, Bangladesh, 2003 - organized by KATALYST & Edurado Canela.

Training in Business Service Program Design (Sub-sector Value Chain Analysis & Program Design), Dhaka, Bangladesh, 2003 - organized by Action for Enterprise (AFE).

NOTEWORTHY RESEARCH/STUDY REPORTS AND PAPERS

“Final Evaluation Report on Training Program for Increasing Women’s Participation in the Cut Flower Sector in Bangladesh” for Bangladesh Regional Connectivity Project - 1, October 2021.

“Final Evaluation Report on Training Program for Increasing Women’s Participation in the Agro-processing Sector in Bangladesh” for Bangladesh Regional Connectivity Project - 1, October 2021.

“Changing Markets Adopting Automation, Final Performance Evaluation Report” developed for Promoting Agricultural Commercialization and Enterprises (PACE) Project, 2020.

“Traditional to Modernization, Contribution of Power loom in Rural Livelihoods; Good Practices and Lessons Learnt in Powerloom Sector” developed for Promoting Agricultural Commercialization and Enterprises (PACE) Project, 2020.

“Understanding the Municipal Solid Waste Management (MSWM) in Bangladesh” a research paper for North South University, Bangladesh, 2020

“Report on SME BSSs Scoping Study in Edo State, Nigeria” for MADE II, Nigeria, 2019

“Value Chain Analysis Report for Ginger, Banana & Papaya in Banderban” for Hellen Keller International, Bangladesh, 2017

“Pumpkin Value Chain Analysis Report” for Islamic Relief, Bangladesh; 2015-16

“Ground Nut Value Chain Analysis Report” for Islamic Relief, Bangladesh; 2015-16

“Wheat Value Chain Analysis Report” for Islamic Relief, Bangladesh; 2015-16

“Barley Value Chain Analysis Report” for Islamic Relief, Bangladesh; 2015-16

“Farmed Fish Value Chain Analysis Report” for Save the Children Bangladesh; 2015

“Native Chicken Value Chain Analysis Report” for Save the Children Bangladesh; 2015

“Duck Value Chain Analysis Report” for Dan Church Aid & Friends in Village Development Bangladesh (FIVDB); 2015

“Organic Vegetables Value Chain Analysis Report” for Dan Church Aid & FIVDB; 2015

“Identifying Training Need of Women Retailers and Develop A Women Retailers Training Module for CNFA-Agro Input Project” funded by USAID; edited, 2015

“Report on Baseline Exercise of Programme Partnership Arrangement for Christian Aid”, edited, 2015

“An Analytical View on Commercial Viability of Micro insurance for Micro Businesses” for ASPO, 2010.

“Independent Assessment Panel FEEDBACK Report on Final Project Memorandums for SHIREE Innovation Challenge Fund” prepared by Feisal Hussain, ThinkAhead Consulting Ltd. Muhammad Taher, Independent Consultant and Shaheena Sultana, Independent Consultant; funded by DFID; 2009.

“WHERE’S THE BIG IDEA? Report on the 1ST Round of Assessment of Applications to the SHIREE Innovation Fund” INDEPENDENT ASSESSMENT PANEL: Feisal Hussain, ThinkAhead Consulting Ltd. UK, Muhammad Taher, Independent Consultant, Shaheena Sultana, Independent Consultant; funded by DFID; 2009.

“A Brief Report on Light Engineering (LE) Sector Strategy Implementation Committee (SSIC) Performance, 2009” for WTO/UNCTAD funded by EU; 2009

“Report on Homestead Production Survey of 6 Districts in Bogra and Jessore, Bangladesh” for Swisscontact-Katalyst, 2009.

“Enterprise Development Unit (EDU) Programme Impact on Household Income of Char Dwellers: A Report of 4 Quarterly Surveys in 2008” for Maxwell Stamp Limited-Chars Livelihood Programme, 2009.

“Report on Rapid Market Scoping of Homestead Production in Bogra and Jessore” for Swisscontact-Katalyst, 2008

“Kahaloo Thana Haat Business Service Development Inception Report” for Swisscontact-Katalyst, 2007

“Gender Analysis of Rural ICT: Where can it lead us and how?” for Swisscontact-Katalyst, 2007.

“A strategic Guideline for Integrating Gender in Rural ICT” for Swisscontact-Katalyst, 2007.

“Kahaloo Thana Haats Research Report” for Swisscontact-Katalyst, 2007.

“Accounting, Financial Consultancy and Tax Advisory (AFT) Service Market Study for SMEs” for Swisscontact-Katalyst, 2003.

LANGUAGES AND IT SKILL

Bangla (*Fluent*), English (*Fluent*), French (*Basic*) and Hindi (*Basic*);

MSOffice 2010, SPSS, Open Text Document, Open Office, Personal PC Maintenance.

Name: Shaheena Sultana

Signature:

