Expression of Interest (EOI)

Development of Municipal Marketplaces through Sustainable Infrastructure Planning

# 1. Introduction

# Background

PRABRIDDHI is a Local Economic Development (LED) project, funded by Switzerland and the Government of Bangladesh, co-implemented by the Local Government Division (LGD) and Swisscontact. The Inception phase of PRABRIDDHI came to a successful end in August 2020. Phase 2 of the project started in September 2020 for a period of five years. This phase focuses on further development of the LED approach in participating municipalities, capacity building of and peer learning among stakeholders, and anchoring of the approach on a national level. The project will expand to seven municipalities throughout the current phase. Shibganj, Jashore, Bogura, and Bhairab are the four municipalities where the project is implemented. By the first quarter (Q1) of 2023, PRABRIDDHI started to begin implementation in Dinajpur and Kushtia and by the 4th quarter in Cox’s Bazar.

# Approach

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Description automatically generatedThe PRABRIDDHI approach is best summarized as a “territorial change management initiative” to foster Local Economic Development. The project aims to empower local stakeholders to create a Business Enabling Environment in municipalities and to facilitate the provision of adequate services to improve competitiveness and business growth. The programme supports the municipalities and local businesses to create a common platform and processes for identifying the key blockages for business growth that impact wealth generation and employment creation. The approach is based on the understanding that the competitiveness of a particular location is shaped by the condition of five key LED drivers as presented in the chart. The framework guides municipalities in conducting a standardized assessment of their local economy, identifying challenges and opportunities for economic development, and in planning strategies to foster local economic development, based on the assumption that the interplay among the drivers determines the quality of the local business environment.

# 2. Context

Bangladesh's commendable development performance has led to an average annual GDP growth of 6.8% between 2009-2019 and a poverty declination from approximately 80% (early 1970s) to 21% in 2019. Building on these successes, Bangladesh now seeks to attain upper-middle-income status (UMIC) by 2031 and high-income country (HIC) status by 2041. Keeping these commitments in mind, policy, institutional, and governance reforms must consider the growing cost of environmental degradation and the adverse effects of climate change to attain these targets.

Currently, multiple projects and investments are focusing on the evolvement of municipalities and improving the infrastructure at the municipal level. Similarly, PRABRIDDHI supports municipalities and local business associations to identify key activities to improve competitiveness and business growth while synergies are made with other initiatives of the government or development partners. Physical marketplaces, known as Bazaars, stand as vibrant economic hubs in Bangladesh, especially within urban landscapes. These markets foster significant economic, social, and cultural exchanges and municipalities view their markets as pivotal centers for growth. Considering the relevance of competitive local markets as drivers for economic development, PRABRIDDHI plans to leverage a comprehensive strategy to ensure market development in the municipalities of Bangladesh.

**3. Task Briefing**

PRABRIDDHI is seeking the expertise of a consultant/consultancy firm, for the task of shaping and guiding the development of selected municipal marketplaces (Pauro Bazaar). The consultant/consultancy firm will be involved in leveraging participatory planning methods to assess a list of municipal marketplaces and subsequently design a set of concepts, for each individual marketplace, identifying the key areas for improvement that align with the project’s overarching goals and objectives. Technical drawings/blueprints will subsequently be developed detailing the concept for the identified infrastructure improvements and crafting detailed tender documents for further execution by the municipal engineers to effectively oversee the construction of the planned concept.

The *Participatory Approach* will be key throughout the task to ensure that the planning process is inclusive engaging marketplace stakeholders to gather inputs and build consensus. The planning should take into account water services, sanitation systems, drainage systems, green growth structures, gender-friendly infrastructure, and renewable energy structures, where applicable.

Engineers or Firms with proven track records in developing *Market Planning Strategies* will be prioritized. This includes experience in analyzing market trends and designing infrastructure that aligns with market demands. Previous projects showcasing successful marketplace development initiatives would be an added advantage. Candidates who possess expertise in *Urban Planning* and infrastructure design tailored to marketplace development will be preferred for the task.

# 3. Objective

The objective of this consultancy is to develop sustainable municipal marketplaces and prepare a participatory market development plan in different pilot municipalities within the context of the PRABRIDDHI project. The specific objectives of this assignment are as follows:

* *To* *conduct comprehensive infrastructure* *assessments of municipal marketplaces and identify key areas for improvement.*
* *Based on the assessment,* *design a concept, using* *a participatory approach to ensure that the planning process is inclusive engaging marketplace stakeholders to gather inputs and build consensus.*
* *Develop technical drawings/blueprints detailing the concept for the identified infrastructure improvements.*
* *Prepare and finalize tender documents that are precise, clear, and comprehensive,* *enabling the municipality engineers to effectively oversee the construction of the planned concept, in strict adherence to the technical specifications of the project and municipality, environmental standards, and social safeguard policies.*

# 4. Selection Criteria

Following an initial proposal expressed by interested consultants/consultancy firms and a process of due diligence, the candidate will be selected based on the following:

1. Relevant Experience in Market Planning and Development: (40%)
2. Expertise in Urban Planning and Infrastructure Design (30%)
3. Experience in the Participatory Approach and Communication Skills (30%)

# 6. Duration of contract

# The duration of the contract is 6 months, effective from the date of signing.

# 7. Submission details for the initial proposal

Interested consultants/consultancyfirms are requested to express an interest by filling out the attached **EOI Form** **and sending a CV/Company Profile** by **13 th April 2024** to the following e-mail address:

[bd.prabriddhi@swisscontact.org](mailto:bd.prabriddhi@swisscontact.org)

Following the response to the initial EOI, an online discussion session will be hosted by PRABRIDDHI for the selected consultant/consultancy firm and a detailed intervention Terms of Reference (ToR) will be shared.

For more information, please e‐mail <bd.prabriddhi@swisscontact.org>.