



Expression of Interest (Eoi) Training on Sales Promotion and Marketing Knowledge Enhancement

Background:

The USAID Feed the Future (FtF) Bangladesh Cereal Systems Initiatives for South Asia Mechanization Extension Activity (CSISA-MEA) began in October 2019 and is implemented by CIMMYT in partnership with iDE and the Georgia Institute of Technology. The activity works in the FtF zone of influence in southern Bangladesh and in the Rohingya crisis-impacted zones of the Cox's Bazar district. CSISA-MEA is a five-year development project that aims to support the mechanization of agriculture in Bangladesh by developing the capacity of the private sector to develop, manufacture, and market innovative new technology which will enable the country's farmers to mechanize their agricultural production.

CSISA-MEA is working closely with the private sector to strengthen the capacity of lead firms and other private sector partners in the agricultural mechanization and manufacturing space to effectively create demand for priority technologies in the activity target areas through enhanced sales promotion and marketing approaches. As part of that initiative, it aims to facilitate the provision of high-caliber sales and marketing training to partnering lead firms and large ABLEs, who are importing, assembling or manufacturing agricultural machines in Bangladesh, CSISA-MEA is looking to collaborate with an experienced training service provider to harmonize and streamline the sales and marketing techniques deployed by lead firms and local Agriculture based Light Engineers (ABLEs) and their staff to boost the sales of agricultural machinery.

Objective of seeking this service:

The major objective of hiring a TSP is to:

- Provide a day long sales promotion and marketing knowledge enhancement training to 70 trainees (lead firm staff and dealers) of Faridpur (25), Jessore (25) and Cox's Bazar (20) field office following need-based training batches (approximately 3 batches for 3 field Offices targeted trainee coverage but can be changed according to any workplan change on need basis)

Proposed Area (s): CSISA-MEA's three working areas- Faridpur, Jessore and Cox's Bazar.

EOI submission procedure:

Submit your technical proposal along with financial proposal to Shahida (shahida@cgjar.org) and CC to Kaniz Tamanna (k.tamanna@cgjar.org) and Dhon Raj Lama Email: d.lama@cgjar.org. Please make sure that your email subject is "Training on Sales Promotion and Marketing Knowledge Enhancement".

Technical proposal should have the following information:

- Understanding of the assignment (Max. one page)
- Your strength for accomplishing this work in a professional way. (Max. one page)
- Detail timeframe for accomplishing the work (Max. one page)
- Link of previous work (related to such training service provision)

Financial proposal should have the following information:

- Detail batch wise financial budget for the assignment.
- Legal documents (BIN/TIN, trade license)

To learn more please read the [TOR](#)

If you would like to learn more about the assignment and discuss it further, please contact with Kaniz Tamanna (k.tamanna@cgjar.org).

Shortlisted candidates will be contacted to pitch their concept.

Last date of submission: April 10th, 2024, before 5PM (Bangladesh standard time).

