

SUSHANTA KUMER SARKER

Monitoring and Results Measurement Consultant, Specialized in DCED Standard Result Measurement

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Education	MBA(2015), BRAC Business School, BRAC University , Dhaka, Bangladesh M.Sc.(2007), Department of Statistics, Jahangirnagar University, Dhaka, Bangladesh B.Sc.(2005), Department of Statistics, Jahangirnagar University, Bangladesh
Date of Birth	23 March 1982
Nationality	Bangladeshi
Languages	English, Bangla
Working Experience in Countries	Bangladesh, Nigeria, Malawi
Years of Experience	More Than Eight Years

KEY QUALIFICATION

Sushanta Kumer Sarker has more than eight years of experience in designing and managing the monitoring and result measurement of private sector development and market development projects in Bangladesh, Nigeria and Malawi in line with DCED (Donor Committee for Enterprise Development) standard results measurement. Currently, he is serving Adam Smith International (UK) as Monitoring and Results Measurement Adviser for Malawi Oil Seed Transformation Programme funded by DFID.

He was the focal person of Innovision Consulting for the design and management of MRM systems of the market development projects managed and consulted by Innovision. He was engaged as MRM Advisor for the Markets for Chars (M4C) project funded by SDC and implemented by Swisscontact SARO and Practical Action. In Nigeria, he has provided consultancy and technical supervision support for MRM for the DfID funded Support to National Malaria Programme (SuNMaP). SuNMaP was one of the first programmes that have adopted the DCED standard for results measurement on public health interventions. He has also served as the key technical person for MRM for several market development projects implemented by Innovision as a co-facilitator of the Katalyst project in Bangladesh. Katalyst, implemented by Swisscontact, is credited as one of the first market development projects in the world that adopted the standard and contributed to the development of the standard. Apart from these long-term involvements, he has been actively taking part in numerous value chain analysis, M4P project designing, baseline survey, project evaluation research as a consultant.

As an M&E focal, his roles include designing studies and collection of baseline data for intervention designing, designing intervention logics with forecasted impact to explain how the intervention aims to create impact at different levels of the logframe and what is the quantitative extent of impact, developing monitoring and evaluation plan explaining what tools will be used when, and what indicators will be measured, designing the indicators, developing questionnaires, checklists, interview guidelines, designing various observation, output check and impact assessment studies as per the M&E plan, collecting the data, analyzing them and writing reports. He is also responsible for predicting the amount and/ or level of impact project will have on its beneficiaries, by preparing impact logics; show the project beneficiaries, how they benefit and to what extent, justifying project works; prepare cost benefit analysis and calculate return on investments for various interventions undertaken by the project. He previously worked in Org-quest Research Limited as the Analysis Executive and conducted several food security and livelihood analysis, baseline survey, opinion pool and different market research.

He is expert in handling different types of statistical packages of data processing and analysis like SPSS, Excel.

Clients that he served directly include Swisscontact-Katalyst, Swisscontact-M4C, Montrose Africa (SuNMaP),

UNITAID (Nigeria), CREL-Winrock International (USAID), Land'O Lakes-BDEP (USDA), Solidaridad Network, CLP, Inter Cooperation (IC), Tradecraft Bangladesh, Practical Action Bangladesh, International Development Enterprises (IDE), ACDI/VOCA, Project Concern International (PCI), Palli Karma Shahayak Foundation (PKSF), Tarango.

He has earned his B.Sc and M.Sc degree from the Department of Statistics of Jahangirnagar University. He has also completed his MBA from BRAC University, a top ranking private university of Bangladesh. He has successfully completed a certificate course on Understanding Development from the Department of Development Studies of University of Dhaka. He participated in a training on DCED standards in Malaysia organized by Opportunities Unlimited - Business Innovation for Development and Hans Posthumus Consultancy (HPC).

COMPETENCIES

DCED Standard Monitoring and Evaluation, M4P Approach, Value Chain Analysis, Baseline Survey, Feasibility Study, Case study, Research Management, Training and Workshop Facilitation.

EMPLOYMENTS

Nov 2015-Present	MRM Adviser, Adam Smith International, UK
	– MRM Manager, Malawi Oil Seeds Sector Transformation (MOST) Programme, Malawi
2015-Nov2015	Head of Technical Assistance Division, Innovision Consulting Private Limited, Bangladesh
	– M&E consultant for SuNMaP in Nigeria
	– M&E Adviser for M4P project in Bangladesh
	– Consultant (value chain analysis, M4P, baseline survey, project evaluation, feasibility study)
2013-2015	Consultant, Research & Results Measurement, Innovision Consulting Private Limited, Bangladesh
	– M&E Adviser for two M4P projects in Bangladesh
	– M&E consultant for SuNMaP in Nigeria
	– Consultant (value chain analysis, M4P, baseline survey, project evaluation, feasibility study)
2010 – 2013	Manager, Research and Analysis Division, Innovision Consulting Private Limited, Bangladesh
	– Responsible for overall management of research and M&E team of the organization, business development, recruitment and human resource development.
2008 – 2010	Research Executive, Research and Analysis Division, Innovision Consulting Private Limited, Bangladesh
	– Assist in preparing project proposal, including questionnaire group guide
	– Design research, sample size determination and sampling
	– Plan Human resource and prepare budget
	– Design data collection tools
	– Follow up field operations and quality control
	– Supervise data listing and coding
	– Brief and follow up the data management team to ensure quality
	– Analysis data and writing report
	– Maintain liaison with the clients, dispatching reports
	– Explore business opportunity
2007 –2008	Analysis Executive , Org-quest Research Limited, Bangladesh
	– Advising researchers about survey methodology and design
	– Checking that the data that has been collected
	– Analyzing the data using Statistical Software Programs and techniques
	– Presenting the findings

- Writing reports, graphs and tables
- Explaining the results to research executives
- Helping lead researcher to present the findings in a way that the client can understand and use

RECENT LONG TERM M&E ASSIGNMENTS

Year	Name of project, Position, Country	Snapshot of project
2012-2015	<p>Project: Technical Backstopping on M4P for the Support to National Malaria Program (SuNMaP) - Project of Montrose Africa</p> <p>Client: Montrose Africa</p> <p>Position: M&E consultant</p> <p>Country: Nigeria</p>	<p>The DfID-funded Support to the National Malaria Programme (SuNMaP) is a 5 year (2008 – 2013) programme aimed at working with the Government, Local Partners and people of Nigeria to strengthen the national efforts to control malaria. This will be achieved by improving capacity of the National Malaria Control Programme (NMCP), in selected states and Local Government Areas (LGAs) and through commodity support. SuNMaP provides a unique opportunity for applying a comprehensive approach to malaria control whilst achieving rapid impact. Consequently, the project is adopting the pluralistic approach of working closely with all stakeholders especially the Government, ministries, donor community, commercial sector, not-for profit agencies and civil society.</p> <p>This is achieved through a market development approach, which essentially looks at the entire market systems (formal and informal systems) to identify the core factors limiting access to malaria control means by Nigerians and identifying opportunities therein by which it can be addressed. Working with the market players, innovative strategies to overcome the market constraints were conceived and developed into a program intervention plan.</p> <p>The geographic coverage of this project is - Abuja FCT, Lagos, Kano, Katsina, Ogun, Anambra and Niger.</p>
2013-2015	<p>Project: The Making Market Works for Jamuna, Padma and Teesta Chars (M4C)</p> <p>Client: Swisscontact (SARO)</p> <p>Position: Monitoring and Evaluation Advisor</p> <p>Country: Bangladesh</p>	<p>The Making Markets Work for Jamuna, Padma and Teesta Chars (M4C) project aims to unlock the potential of the chars by facilitating the growth of sectors relevant for the poor char households in terms of productivity, profitability and employment generation. During its five-year period, the project intends to work in selected chars of ten districts namely Bogra, Sirajganj, Gaibandha, Jamalpur, Kurigram, Lalmonirhat, Rangpur, Nilphamari, Tangail and Pabna.</p> <p>As part of its plan for second year to expand on the chars of Kurigram, Rangpur, Lalmonirhat and Nilphamari, M4C had selected (based on a competitive bidding process) Innovision Consulting Private Ltd. to conduct assessments in the above locations during the first semester of 2013 in two phases. Outcomes of these phases show potential for interventions in onion, mustard and groundnut sectors. Sector selection and strategy design for the above mentioned sectors were done based on mutual discussions between M4C and Innovision teams. Now Innovision is facilitating the implementation of this project.</p>
2014-2015	<p>Project: Information Channels Market Development through ICT Initiatives</p> <p>Client: Swisscontact (SARO)</p> <p>Position: Monitoring</p>	<p>Information channels- the means by which people access information – include ICT-based channels and services, and the mass media (which includes television, radio and print). When poor farmers seek out information and services, they do so by looking for economic, user-friendly and easy-to-access information channels. With 27 television channels, 26 radio stations (including state-owned Bangladesh Betar and community radio), 463 print publications, 6 commercial telecom operators and over 100 million subscribers (consumers), the telecommunication industry is growing rapidly.</p>

	and Evaluation Advisor Country: Bangladesh	By 2017, Katalyst aims to see farmers, rural entrepreneurs and policy makers having access to relevant information and services for usage, delivered through various information channels. Existing constraints in the information channels market system are: -Limited coverage of quality-based agro programmes targeting famers, on television, radio and in print; limited finance for the continuous funding of farmer-focused programmes and agricultural section of different publications; -Limited research data available on rural media behaviour and consumption habits. This leads to agricultural programmes not getting adequate sponsorship and thus not broadcasting to its full potential; -Limited level of the journalistic and programme development skills needed to address agricultural issues relevant to farmers; -Limited farmer awareness of both new and existing ICT tools and services, resulting in farmers hesitating to use them; -Service providers (ICT and media) have limited linkage with relevant bodies for sourcing agricultural content
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DETAIL OF THREE COMPLETED LONG TERM M&E/MRM ASSIGNMENT

Detailed Tasks Assigned	Work undertaken that best illustrates capability to handle the tasks assigned
<ul style="list-style-type: none"> Support the development and implementation of all M&E processes Ensure development and maintenance of results chains for all interventions in the sector Ensure analysis of M&E proceeds in order to provide feedback to Market team for processing lessons learned and improving/ revising sector strategies Participated and led field research across Bangladesh Liaised with relevant private sector partners and external evaluators Report the results of the intervention 	<p>Name project: Stimulating Growth in Culture of Exportable Fish Species and Promoting Forward Market Access</p> <p>Year: 2011-2013</p> <p>Location: Bangladesh</p> <p>Client: Swisscontact-Katalyst</p> <p>Positions held: Monitoring & Evaluation Specialist</p> <p>Activities performed:</p> <ul style="list-style-type: none"> Designed four interventions to address the problems Collected baseline information for the intervention Implemented two interventions among them Developed concept note for three interventions Developed intervention logics for three interventions Developed M&E plan for the interventions Finalized the indicators under the interventions Predicted the probable results for the interventions Monitoring the activities under each intervention Trained internal staffs on M&E process Worked with private sectors Conduct early signs of impact Conduct final impact assessment Write interventions reports
<ul style="list-style-type: none"> Support the development and implementation of all M&E 	<p>Name project: Developing the National Seeds Market in Bangladesh</p>

processes	Year: June 2008 to June 2010
<ul style="list-style-type: none"> • Ensure development and maintenance of results chains for all interventions in the sector • Ensure analysis of M&E proceeds in order to provide feedback to Market team for processing lessons learned and improving/ revising sector strategies • Participated and led field research across Bangladesh • Liaised with relevant private sector partners and external evaluators • Report the results of the intervention 	Location: Bangladesh Client: Swisscontact-Katalyst Positions held: Monitoring & Evaluation Specialist Activities performed: <ul style="list-style-type: none"> • Performed value chain assessment to assess the seed sector • Designed six interventions to address the constraints and capitalizing the sector opportunities • Developed six concept notes • Developed six intervention logics • Developed six intervention plans • Developed one market logic • Finalized all the indicators to measure the impacts • Predicted all the interventions • Monitored all the activities under each intervention • Developed tools for capturing the results from the interventions • Designed questionnaire, sampling method, sample size and research plan • Conducted impact assessment for the interventions • Analysed the data that gathered through the assessment • Estimated the indicators through the impact assessment • Calculated the impacts • Prepared seven intervention reports • Prepared the project completion report

SELECTED SHORT TERM ASSIGNMENTS

Year	Title of the Assignment	Country	Contracted by
2015	Value Chain Analysis of RDT Market of Nigeria	Nigeria	UNITAID, Nigeria
2014	Bangladesh Development Food Aid Program (DFAP) Livelihoods Assessment	Bangladesh	World Vision Bangladesh (WV)
2014	Mid-term Review of the project 'Alternative livelihood Options (ALO)'	Bangladesh	Traidcraft Exchange
2014	Baseline Survey of Bangladesh Dairy Enhancement Program	Bangladesh	Land O' Lakes, INC
2014	Shing /Magur Value Chain Study	Bangladesh	Swisscontact-Katalyst
2014	Measuring the Accuracy level of USAID AIN Project Impact Survey	Bangladesh	World fish
2014	Horticulture Scoping Study	Bangladesh	Solidaridad Network Asia
2013	Value Chain Analysis of RDT Market of Nigeria	Nigeria	UNITAID, Nigeria
2013	Climate Resilient Value Chain Selection and Analysis for CREL Project	Bangladesh	USAID-CREL
2013	Training on Climate Resilient Value Chain Approach	Bangladesh	USAID-CREL
2013	Sustainable livelihoods from Kenaf in Bangladesh" - An assessment of the social and environmental sustainability of the Kenaf value chain.	Bangladesh	Joyn coop, Germany

2013	Market Assessment on High Value Fish species of Bangladesh	Bangladesh	Swisscontact-Katalyst
2012	ACT-RDT Market Assessment of Nigeria (M4P)	Nigeria	Montrose-Africa
2011	Baseline Study for the Project ‘Sustainable Livelihoods for small Tea Growers– is a India-Bangladesh joint project funded by European’.	Bangladesh	Traidcraft Exchange
2011	The Baseline Study and Service Market Assessment for the Capacity Building and Market Development of JDP SMEs	Bangladesh	Traidcraft Exchange &Katalyst
2011	Impact Assessment of the Three Interventions of Fertilizer Market Development Project Implemented by Katalyst	Bangladesh	Swisscontact-Katalyst
2011	Value Chain Assessment for Mymensigh and Phulpur Area Development Program of Worldvision Bangladesh	Bangladesh	World vision
2011	Maize Value Chain Assessment in Jessore and Barisal Districts.	Bangladesh	CIMMYT-Bangladesh
2010	Sectoral Baseline Survey on livestock, agriculture, fisheries and agro processing subsectors in Sirajganj and Rajbari districts	Bangladesh	Practical Action Bangladesh
2010	Study on Mushroom Sub-Sector in Bangladesh under the FEDEC Project	Bangladesh	Palli Karma Sahayak Foundation (PKSF)
2009-10	Baseline Survey for Golden Fibre - Sustainable livelihood for Jute Growers and Producers in Bangladesh Project, funded by UKAID	Bangladesh	Traidcraft Exchange
2009-10	Feasibility study of Offering Fertilizer Recommendation through Different ICT Channels (Grameen Phone CIC and BanglalinkJigyasha 7676)	Bangladesh	Swisscontact-Katalyst
2009	Subsector/Value Chain Analysis for Fish Under Cyclone Affected Aquaculture Rehabilitation Project II (CAARP II)	Bangladesh	IDE-Bangladesh
2009	Baseline Survey for Three sub-sectors (Duck, Vegetable and Fishery) of the SLIPP, Traidcraft Exchange	Bangladesh	Traidcraft Exchange
2009	Informal Milk Market Assessment in Greater Bogura, Bangladesh	Bangladesh	InterCooperation
2008	Rangpur Fishery Market Study, Funded by Swisscontact-Katalyst	Bangladesh	Swisscontact-Katalyst
2008	Dinajpur and Rangpur Vegetable Market Study, funded by Traidcraft Exchange	Bangladesh	Swisscontact-Katalyst

TRAININGS

- ☉ **Title of the Training:** Practical Results Measurement for Private Sector Development (in accordance with the guidelines of the Donor Committee for Enterprise Development [DCED])

Conducted by: Opportunities Unlimited - Business Innovation for Development and Hans Posthumus Consultancy (HPC)

Venue: Kuala Lumpur, Malaysia

Duration: 4-8 October, 2010.

Training Summary: This training is acclaimed as one the most effective and prestigious programs for Monitoring and Evaluation (M&E) specialists. By the end of the course the participants were knowledgeable about how to set up a practical results measurement (M&E) system that can be used for internal learning and decision-making, how to translate complex activities into realistic causal impact models that lead to improved enterprise performance and poverty reduction, and how these can be used to predict impact, identify indicators, develop measurement plans and validate assumptions. The participants also learnt to make trade-offs between the different research tools, how to analyze results and how to ensure the credibility of the final result.
- ☉ **Title of the Training:** 5th Executive Certificate on “Understanding Development”

Conducted by: Department of Development Studies, Dhaka University

Venue: Dhaka, Bangladesh.

Duration: 27 May 2009 to 29 June 2009

Training Summary: The training mostly focused on Bangladesh economy, Development concept, Disaster and development, e-governance and ICT, Gender and development, Human development index, concept and measurement, Understanding National Budget, Development Update for 2009 and Ongoing Global Financial Crisis, The Third Sector in Development: The Role of Civil Society and NGO, Logical framework: concept and cases, Right to Information Act 2009, Proposal writing for development project.

Resource person: **Dr. Atiur Rahman**, Governor, Bangladesh Bank; **M. Abu Eusuf**, Associate Professor, DDS, DU; **Taiabur Rahman**, PhD, Chair, DDS, DU; **Shuchita Sharmin**, Assistant Professor, DU; **Dr. Nazneen Ahmed**, Research Fellow, BIDS; **Professor Salahuddin M. Aminuzzaman**, PhD, Department of Public Administration, DU; **Rounak Jahan**, Associate Professor, DDS, DU.

☉ **Title of the Training:** Market Development in Practice for Private Sector Development

Conducted by: Swisscontact-Katalyst

Venue: Dhaka, Bangladesh.

Duration: 22-28 June 2009

Training Summary: This training is acclaimed as the most comprehensive and important program for market development specialists. Curriculum included competitiveness analysis for micro enterprises, constraints and opportunity analysis, strategies and intervention design.

☉ **Title of the Training:** Monitoring & Evaluation Tools in Market Development

Conducted by: Swisscontact-Katalyst

Venue: Dhaka, Bangladesh.

Duration: 3rd September 2008

Training Summary: By the end of the course the participants were knowledgeable about how to set up a practical M&E system that can be used for internal learning and decision-making, how to translate complex activities into realistic causal impact models that lead to improved enterprise performance and poverty reduction, and how these can be used to predict impact, identify indicators, develop measurement plans and validate assumptions. The participants also learnt to make trade-offs between the different research tools, how to analyze results and how to ensure the credibility of the final result.

LANGUAGES

Language	Reading	Speaking	Writing
Bangla	Native	Native	Native
English	Fluent	Fair	Fluent

ACADEMIC RESEARCH PAPER

- Application of Conjoint Analysis in New Product Development (A Case Study on Mobile SIM Card) [M.Sc Research Paper, 2006]
- Factor Analysis on the reasons of choosing a particular product (Transport Service), [B.Sc Research Paper, 2005]
- Field survey on “Awareness of HIV/AIDS among university students” [B.Sc Research Paper, 2004]
- Socio-economic condition of the Rickshaw puller of JU, [B.Sc Research Paper, 2003]