



Research Guideline of Research & Development and Policy Advocacy Department, DCCI

Introduction

Dhaka Chamber of Commerce & Industry (DCCI) is a leading business chamber in Bangladesh, encompassing a spectrum of membership that ranges from SMEs to large enterprises. DCCI plays a vital role in fostering trade, commerce, and industrial development. Over four decades, its Research & Development (R&D) and Policy Advocacy Department has established a formidable reputation for delivering evidence-based insights and strategic guidance. This department serves as a cornerstone for driving innovation and shaping policy discourse that directly benefits Bangladesh's business community.

Objective of the Research Guideline

1. To establish a standardized framework that guides the efficient and effective conduct of various research initiatives.
2. To develop plans for offering support in conducting research upon request from various stakeholders, including member organizations, other trade bodies, and associations.

Scope of Work

With a proven track record in research and policy advocacy, the following research activities are proposed to enhance support for DCCI's member organizations, various trade bodies and corporate businesses:

- Supporting businesses in exploring new markets and expanding their presence in both local and global marketplaces.
- Analyzing global trade trends, risk factors and industry challenges to pinpoint export opportunities for Bangladeshi products and services.
- Offering actionable insights to help businesses navigate economic challenges and seize emerging opportunities.
- Performing in-depth SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTEL (Political, Economic, Social, Technological, Environmental, and Legal) analyses for member organizations and key industry players to evaluate competitive positioning and gain an understanding of industry dynamics.
- Conducting comprehensive industry assessments and analyzing market dynamics, both prior to and following potential domestic and international joint ventures and partnerships, as well as evaluating consumer behavior and the introduction of new products.

Modality of Work

The Research & Development and Policy Advocacy Department of DCCI will implement its future scope of work through a structured and strategic approach. The modality comprises several key stages:

- Detailed ToR is to be developed or provided by potential clients and agreed with DCCI Research team.
- The R&D Department will conduct a thorough evaluation of the submitted proposals, assessing the department's capability in delivering the outcomes, resource requirement, and impact.
- The department will determine the appropriate research methodology, which may include primary surveys, secondary research, qualitative, quantitative, or mixed methods.
- Designated focal points will be established from both the R&D Department and the requesting organization to facilitate effective coordination and communication.
- Based on the viability analysis, the Department will set a tariff or cost and timeline for conducting the research. These will be determined by factors such as the complexity of the work, the resources required, and the expertise needed.

- Upon mutual agreement on the tariff and other terms, the R&D Department will proceed with the assigned tasks, which may include market research, strategic insights, or policy advocacy support as specified in the proposal.
- An advance payment of 40% of the agreed tariff will be required to cover initial expenses and personnel costs, with the remaining balance payable upon delivery of the final report.
- Comprehensive reports will be prepared to document the outcomes of the services provided, including insights gained, recommendations made, and the impact achieved.

Type of Research Resources/Grants

- Project Aid from different Development Partners like EU, GIZ, USAID, UKAID, DANIDA, AusAID, UNDP, Caida, IFC, SNV Netherland.
- Technical Project Aid from different ministries and government agencies like Ministry of Commerce, Ministry of Industries, Ministry of Planning, Ministry of Finance, Ministry of Energy and Mineral Resources, Ministry of Environment and Climate Change, Blue Economy Cell, JDPC, BIDA etc.
- Industry scan projects by foreign missions in Bangladesh.

Type of Research Propositions

- Economic Research & Strategic Insights.
- Policy Formulation & Advocacy.
- Sectoral Studies & Market Expansion of corporate business houses.
- Capacity Building & Knowledge Dissemination.
- Industry analysis
- Macroeconomic forecasting
- Partnerships & Collaboration.

Proposed tariff of research

- Baseline survey- a small survey having Minimum 360 samples cost around TK.10 lakh and survey with 1000 samples may cost Tk. 27 lakh.
 - Industry assessment of product/service market based on the size of population and nature of project
 - Market position of business house- having 360 samples cost Minimum TK. 10 lakh especially small research project based on the size of population and nature of project.
- ** These are indicative assumptions. Actual tariff or budget can't be pre-determined until receipt of research specification, requisition and assessment of resource and work requisition.**

Payment Plan

- 30% of consultancy fees will be paid after submission of the Inception Report.
- 30% of consultancy fees will be paid after submission of the draft report.
- 40% of consultancy fees will be paid after submission of final delivery.
- The fees may be paid by cheque/bank account transfer.
- VAT and tax will be deducted as per local government policies.

Annexure-1 Potential collaboration with local and foreign agencies

Local agencies:

- Center for Participatory Research and Development – CPRD
- Center on Budget and Policy
- Society For Development Initiatives
- NRDS – Noakhali Rural Development Society
- Luminaries Research Ltd.
- Dhaka Ahsania Mission
- Human Development Research Centre: HDRC
- Bangladesh Labour Foundation - BLF
- SAJIDA Foundation
- UCEP Bangladesh
- Jute Diversification Promotion Center (JDPC)
- Ovibashi Karmi Unnayan Program (OKUP)
- Ethical Trading Initiative, Bangladesh
- Institute of Business and Economic Research (IBER)- UTU
- RDRS Bangladesh
- BRAC Institute of Governance and Development (BIGD), BRAC University
- Manusher Jonno Foundation (MJF)
- Dwip Unnayan Sangstha
- Young Power in Social Action (YPSA)
- Society for Development Initiatives (SDI)
- Daffodil International University Robotics Club
- Government Agencies (EPB, MoC, Ministry of Planning, Environment, NPO, BSTI, NBR, BFTI, Petrobangla, BARC, BEREC, BIDA, JDPC, BTTC, BSCIC)
- Industry associations and trade bodies.

International agencies:

- Ernest & Young Global
- PwC
- The Nielsen company Bangladesh Limited
- Korean International Cooperation Agency (KOICA)
- Korea Trade-Investment Promotion Agency (KOTRA)
- The Australian Agency for International Development (AusAID)
- Japan External Trade Organization - JETRO
- USAID
- UKAID
- WorldFish
- Swisscontact - Bangladesh
- ActionAid Bangladesh
- SNV Netherlands Development Organisation
- Practical Action, Bangladesh
- International Development Enterprises (iDE)
- Concern Worldwide
- World Vision Bangladesh
- Cordaid

- International Labour Organization (ILO)
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- Oxfam
- ACDI/VOCA