

**International Organizations:** The World Bank, UNDP, USAID, UNICEF, ILO, UNFPA, ESCAP, FAO, ESCAP, WHO, UNEP, IFAD, UN Women, Royal Netherlands Embassy, Canadian High Commission, High Commission of Pakistan, Islamic Development Bank, GIZ, ZDH, DANIDA, CIDA, NORAD, Helen Keller International, Swiss contact, Stromme Foundation of Norway, Save the Children International, KATALYST, Comprehensive Disaster Management Programme (CDMP II, Arotech Asia, Technonet Asia, ITDG, YWCA, Hotel Hilton, Bangkok Cable, USC Canada, HarvestPlus-USA, SEDP-IFC, Berkeley Air Monitoring Group-USA, The Asia Foundation, WFP, IFPRI-USA, Spanish Trust Fund (STF), BATB, CESO-SACO Canada, PUM Netherlands, International Telecommunication Union (ITU), International Civil Aviation Organization (ICAO), and the World Tourism Organization (UN-WTO), and International Veterinary Service (IVS).

### INSTITUTIONAL STRENGTH

MIDAS implements programs with the help of its panel of external experts as well as its pool of experienced and qualified professionals who have expertise in different technical and managerial fields.

### MEMBERSHIP AND NETWORKING RELATIONSHIP

Since its inception, MIDAS has been associated/affiliated with the following local and international agencies in its endeavour of enterprise development:

### LOCAL :

- ERD** : Enlisted as a Consulting Firm with the Technical Assistance Coordination Cell (no. 85005 of 4/12/85) of Economic Relations Division (ERD), Government of Bangladesh.
- MCCI** : Member of Metropolitan Chamber of Commerce and Industry, Bangladesh.
- DCCI** : Dhaka Chamber of Commerce and Industry
- CCCI** : Member of Chattogram Chamber of Commerce and Industry, Bangladesh.
- BEF** : Member of Bangladesh Employers Federation, Bangladesh.
- AmCham** : Member of American chamber, Dhaka, Bangladesh.
- AMDIB** : Member of Association of Management Development Institutions of Bangladesh.
- MDF** : Member of Marketing Development Forum, Bangladesh.

### INTERNATIONAL:

- Approtech Asia, Manila, The Philippines-Member
- ADB, Manila, The Philippines-Enlisted as consultant since 1986 (DACON No. 003737, CMS No. 013594) and sole distributor of ADB publications.
- UNDP-Enlisted as consultant since 1986 (New York-04918)
- The World Bank-Enlisted as Consultant since 1986 (Washington D.C.-M-373 and sole distributor of The World Bank publications)
- FAO-Enlisted as consultant since 1986 (United nations-004834 and sole distributor of FAO publications)
- UN: Distributes (CAN-OL039316) publications
- WTO-Sole Distributor (CAN- 12006001) of WTO publications
- IMF- Sole Distributor (CAN-574779) of IMF publications
- OXFAM-Sole Distributor (CAN-MIDAS0001) of OXFAM publications
- StEP, Germany (an initiative of various UN organizations with the overall aim to solve the e-waste problem)-Member
- TFTP, Switzerland
- CESO-SACO, Canada
- UNGM, Member (UNGM No. 518780)
- Canada Fund for Local Initiatives (CFLI), Canada



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**Creating Economic Opportunities in Bangladesh**



**Promoting Development of Micro, Small and Medium Enterprises (MSME)**

## MIDAS IN BRIEF

MIDAS is a not-for-profit organization established in 1982 with USAID assistance to address the challenge of poverty alleviation in a most practical way. Its main focus is creating employment opportunities in the country by promoting the development of Micro, Small and Medium Enterprises (MSMEs). It supports individuals and enterprises with limited resources to start and grow small businesses and contributes to innovation and competition.

## VISION

To stand out as a front-line business development service provider in Bangladesh.

## MISSION

To help generate sustainable employment to reduce poverty and promote socio-economic development.

## OBJECTIVES

MIDAS is committed to the development of sound and rapidly growing micro, small and medium enterprises in Bangladesh. Accordingly, it aims at -

- Identifying promising MSMEs by providing technical and managerial assistance.
- Developing entrepreneurship and helping entrepreneurs explore and exploit new business opportunities.
- Facilitating capacity building of MSME promotion organizations.
- Serving as a catalytic force for the growth of MSMEs in the country.
- Continuously developing its institutional capability to operate on a self-sustainable basis.

## CORE SERVICES OF MIDAS

The core services of MIDAS include:

- Study and Research
- Human Resource Development
- Technology Transfer for Private Sector Development
- Information and Counselling
- Project Implementation, Monitoring & Evaluation
- Assistance to Women Entrepreneurs

## STUDY AND RESEARCH

As a part of its enterprise development program, MIDAS carries out studies and research on a regular basis. This service of MIDAS comprises:

- (i) Sectoral and Sub-sectoral Study
- (ii) Project Feasibility Study, Preparation of Business Plan and Project Profile

- (iii) Market Study and Research
- (iv) Project Appraisal
- (v) Diagnostic Study
- (vi) Monitoring and Evaluation Study
- (vii) Environmental and Social Safeguard Studies
- (viii) Gender Assessment and Auditing
- (ix) Geo-technical Assistance, GIS Mapping and Remote Sensing
- (x) Interpretation and Translation
- (xi) Resettlement Action Plan Development and Grant Management
- (xii) Alternative Energy Study and Renewable Energy

## HUMAN RESOURCE DEVELOPMENT

MIDAS is one of the pioneers in the fields of entrepreneurship development, business management and skill development Training on Marketable Trades in the Country. MIDAS provides quality services to various Government agencies, national and multinational companies, NGOs and donor-assisted projects, private sector organizations, etc. in the field of:

- (i) Entrepreneurship Development
- (ii) Marketing and Sales Management
- (iii) Business Start-up, Incubation and Acceleration
- (iv) Skill Development Training on Marketable Trades
- (v) Leadership and Executive Development
- (vi) Project and Credit Management
- (vii) Event Management and Arranging Trade Fairs at National & International level
- (viii) Digital Marketing and e-Commerce

## TECHNOLOGY TRANSFER FOR PRIVATE SECTOR DEVELOPMENT

MIDAS offers the advisory services of senior national/foreign experts to Bangladeshi companies in the fields of agriculture and horticulture, food and beverage production, animal production, beekeeping and fisheries, health care, energy, water, waste, environment, metal industries, building and construction, chemical and synthetic materials, textile and leather, trade, tourism and hospitality, business consultancy, vocational education, etc. The international travel expenses of the experts and their local expenses on accommodation, food transportation, laundry, etc. have to be met by the local beneficiaries.

## INFORMATION & COUNSELLING SERVICES

MIDAS provides the following useful professional services through its Information Resource Centre (IRC) in its Head Office in Dhaka:

- (i) Information on prospective business projects
- (ii) Information on existing and potential markets
- (iii) MSME-related data to the members of the consulting profession
- (iv) Library services to researchers
- (v) Pre and post-investment counselling

## MIDAS distributes the publications of the following organizations in Bangladesh:



In addition, selected in-house research reports are sold at a nominal price.

## PROJECT IMPLEMENTATION, MONITORING AND EVALUATION

MIDAS assists in project implementation, monitoring and evaluation according to the needs of donor agencies and individual clients.

## ASSISTANCE TO WOMEN ENTREPRENEURS

MIDAS provides marketing assistance to enterprises run by women entrepreneurs by establishing sales outlets and trade fairs (National and International). MIDAS is planning to set up a multipurpose Trade Centre with the Financial Assistance of Donors/International Organizations in Dhaka to familiarize local and foreign buyers with the products of Bangladeshi women entrepreneurs.

## NOTABLE CLIENTS/PARTNERS

**Government Organizations:** Ministry of Planning, Ministry of Commerce, Ministry of Education, Ministry of Power, Energy and Mineral Resources, Ministry of Fisheries and Livestock, Ministry of Health and Family Welfare, CHTDF, BIDA, BRCP-1, EPB, BSEC, BCIC, BARC, BSCIC, DAE, CPTU, IMED, LGED, BMET, BADC, BRDB, DWA, Jatio Mohila Sangstha, SME Foundation.

**National Organizations:** BRAC, PKSF, PROSHIKA, RDRS Bangladesh, BASIS, Shakti Foundation, Sonali Bank PLC., Agrani Bank PLC., IPDC Finance Limited, NASCIB, Jatio Mohila Sangstha, CORR-The Jute Works, Dhaka Ahsania Mission, Kumudini Welfare Trust, Navana Group, NITOL Group, Navana Real Estate Ltd., SME Foundation, DSK, Nasir Group, Magura Group, Sanowara Group, Nurjahan Group, Jasmir Vegetable Oil, SKS.