



MAB-PRABRIDDI Partnership

Connecting Municipalities through
Virtual Platform for Promoting
Local Economic Development

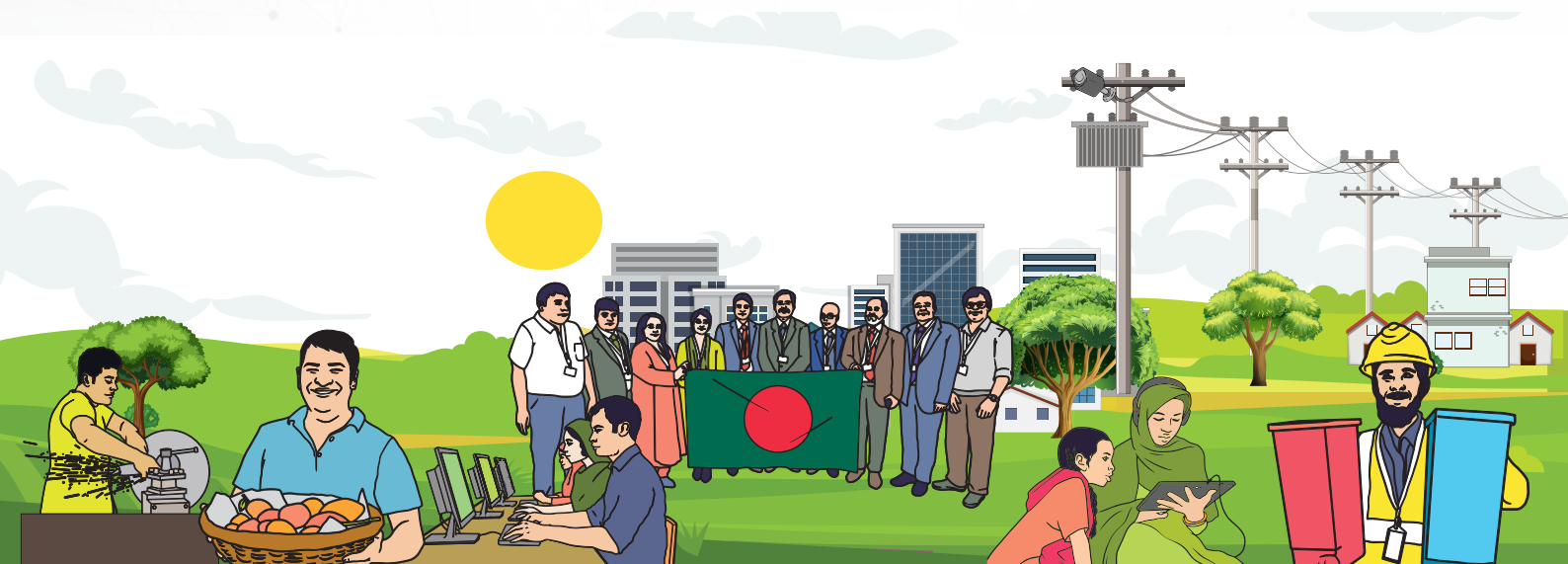


TABLE OF CONTENT

01. Message from President, MAB	01
02. Message from Secretary General, MAB	02
03. Message from Project Director, Swisscontact	03
04. Message from Team Lead, PRABRIDDDHI-Local Economic Development.	04
05. Message from Advisor, MAB	05
06. Message from Chief Executive Officer, MAB	05
07. Prabridddhi-Local Economic Development Project	06
08. The LED Approach in Municipalities	06
09. Prabridddhi-Local Economic Development Process	08
10. Drivers of LED	09
11. Developing MAB's virtual platform in partnership with Prabridddhi-Local Economic Development.	10
12. How does LED foster change in Municipalities?	15
13. Role of Municipalities in Local Economic Development (LED)	22



MESSAGE FROM

PRESIDENT, MAB

MAB is committed to realizing the 'Smart Bangladesh' dream of Bangabandhu's daughter, Honorable Prime Minister Jannetri Sheikh Hasina. In line with this, the Municipal Association of Bangladesh (MAB) is actively working to empower local government and increase the quality of citizen services by developing a universal digital platform for 329 municipalities, along with all the municipalities in the country. Mab's digital platform is coming in a new form to accelerate this work and increase the efficiency of successful municipalities. Let's work together to build a smart city, as announced by the honorable Prime Minister. Build a smart municipality!

Agriculturist Dewan Kamal Ahmed

President, Municipal Association of
Bangladesh (MAB), and
Mayor, Nilphamari Municipality, Nilphamari.





MESSAGE FROM
**SECRETARY
GENERAL, MAB**

As part of the vision of Bangabandhu's daughter, Hon'ble Prime Minister Jannetri Sheikh Hasina, to build 'Smart Bangladesh', the platform representing 329 municipalities in Bangladesh, the Municipal Association of Bangladesh (MAB) is working tirelessly to strengthen urban local government and improve the quality of contemporary citizen services. MAB is with you to improve the efficiency of your municipality and citizen services. We request that you all stay connected to this digital platform of MAB to get timely information and technical assistance in building smart municipalities in the 21st century.

Md. Khalid Hossain

Secretary General, Municipal Association
of Bangladesh (MAB), and
Mayor, Madaripur Municipality,
Madaripur





MESSAGE FROM

JOINT SECRETARY

The partnership between the Municipal Association of Bangladesh (MAB) and the PRABRIDDDHI project marks a significant step towards enhancing local economic development nationwide. Through this collaboration, MAB is empowered to take the lead in driving LED initiatives across various regions, leveraging the virtual platform for effective knowledge-sharing and advocacy. This initiative will not only strengthen municipal administrations but also inspire and guide other areas to adopt innovative LED practices, fostering sustainable growth and economic resilience.

Md. Kamal Hosssain

- Joint Secretary, Local Government Division (LGD) and Project Director, PRABRIDDDHI: Local Economic Development





MESSAGE FROM

TEAM LEADER, PRABRIDDHI-LEDP

The PRABRIDDHI - Local Economic Development project, implemented by LGD and Swisscontact, extends support to the municipalities of Bangladesh. Together with the Municipal Association of Bangladesh (MAB), we want to improve the economic well-being of citizens of our partner municipalities. By enabling robust advocacy, peer exchange, and knowledge-sharing among municipalities, we are setting a new standard for collaborative growth. This platform will empower municipal leaders to implement innovative LED practices, fostering stronger, more resilient local economies.

Mr. Markus Ehmann

Team Leader of PRABRIDDHI-Local
Economic Development.





MESSAGE FROM
MAB ADVISOR

“The partnership between the Municipal Association of Bangladesh (MAB) and Swisscontact to implement PRABIDDHI project through the local government is important. I believe the digital platform will play a crucial role in achieving the people's economic prosperity and the municipality's efficiency, aligning with the project's primary objectives. Let's move forward together on this path of the MAB-PRABIDDHI partnership project.”

Md. Nurullah

Advisor, Municipal Association of Bangladesh (MAB) And Former Chief Engineer, Dhaka South City Corporation



MESSAGE FROM
CEO

We are working to develop a digital platform to make Mab's activities more dynamic and up-to-date. I think your active participation and valuable suggestions will contribute to the quality improvement of the digital platform. Visit the digital platform for more information.

Parimal Kumar Deb

Chief Executive Officer, Municipal Association of Bangladesh.

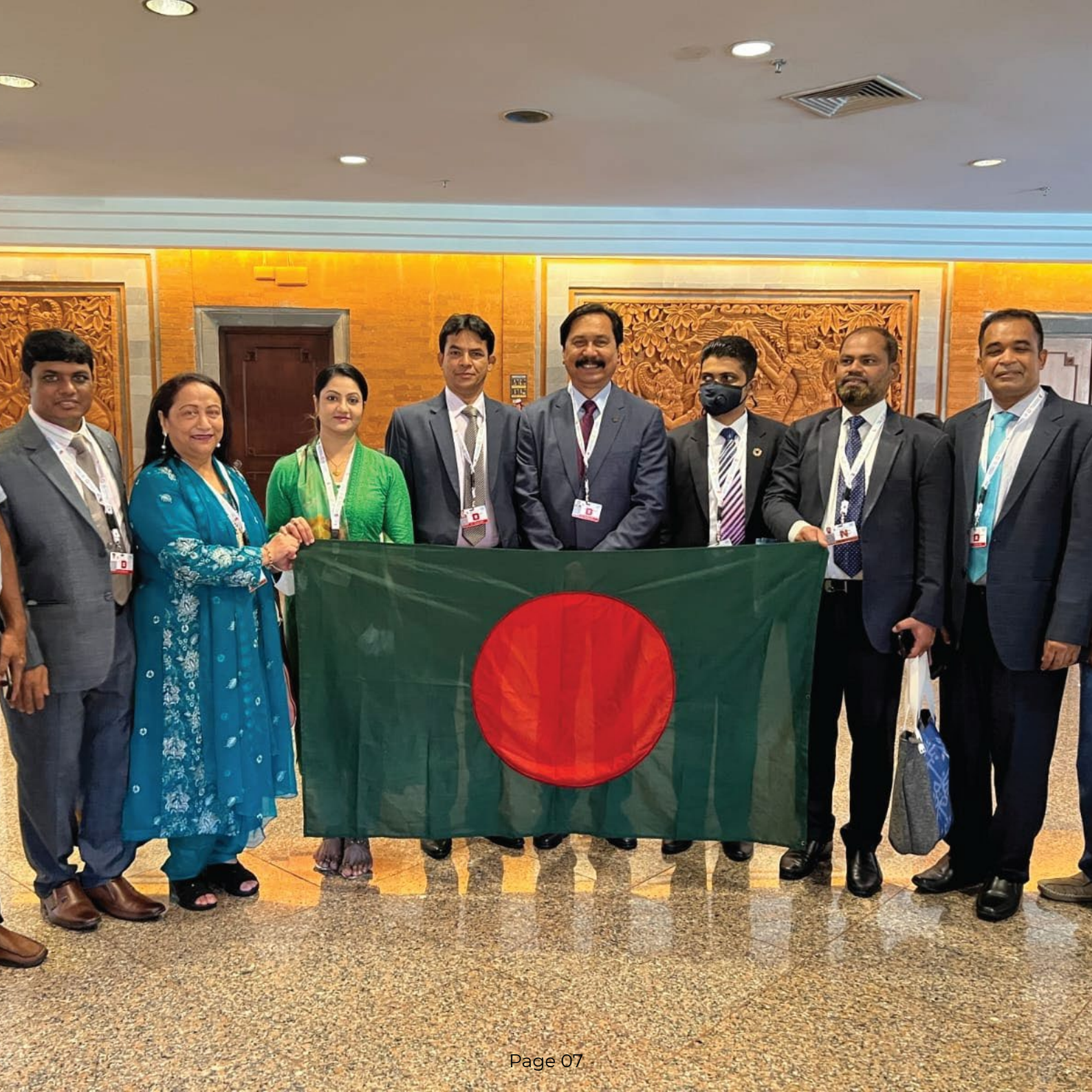
PRABRIDDH- LOCAL ECONOMIC DEVELOPMENT PROJECT

PRABRIDDH is a local economic development (LED) project, funded by Switzerland and the Government of Bangladesh and co-implemented by Swisscontact and the Local Government Division.

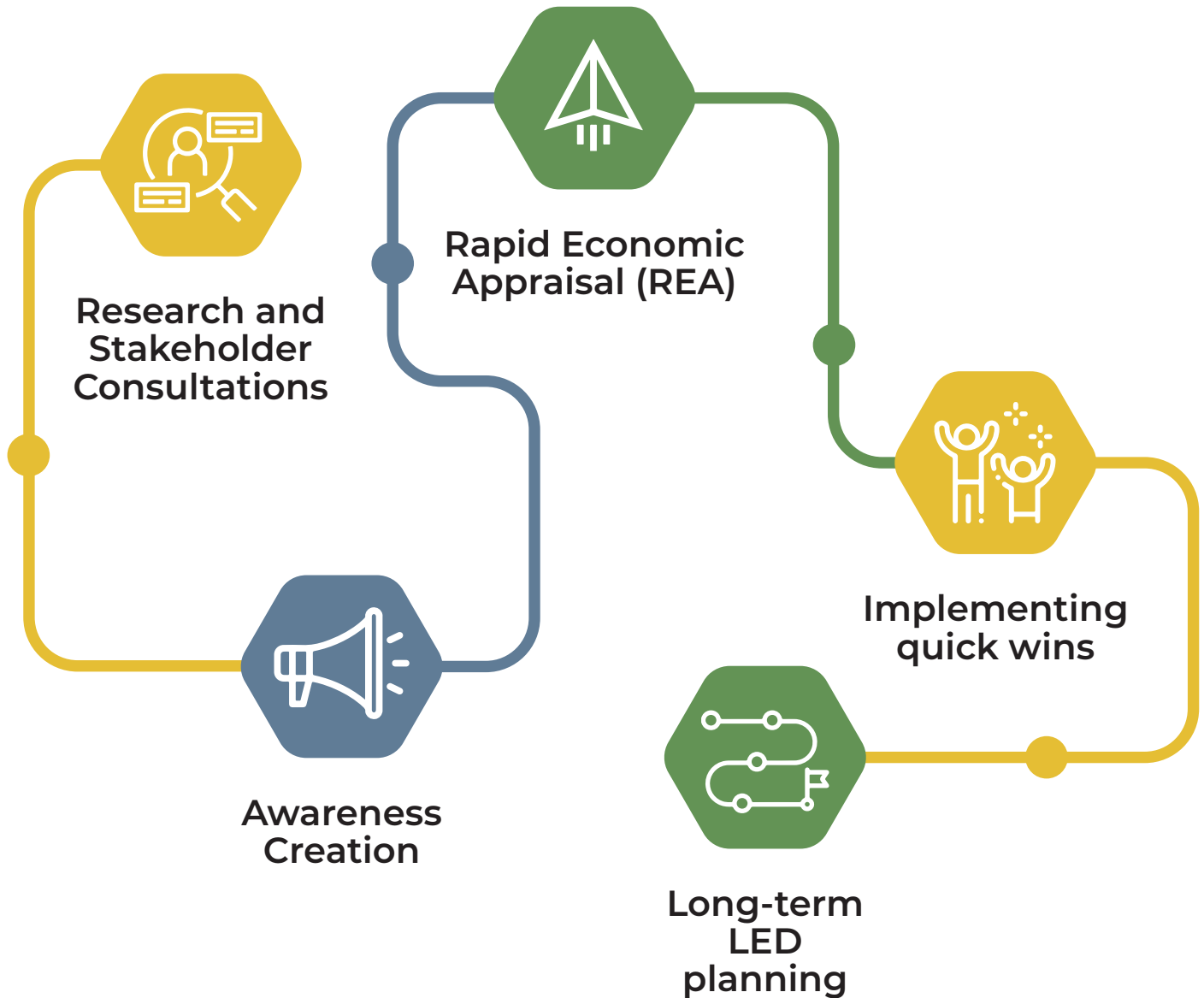


THE LED APPROACH IN MUNICIPALITIES

The Essence of Local Economic Development (LED) lies in fostering inclusive sustainable, and life-enhancing economic initiatives at the local level, engaging all sectors of society. Prabriddhi facilitates this process through a participatory analysis to support municipalities and local businesses in identifying key activities for business growth, and co-design sub-projects, while synergies are made with other initiatives of the government or development partners.



LED PROCESS



DRIVERS OF LED

Prabridhhi recognizes that a municipality's competitiveness hinges on five LED drivers. This model, referred to as the Bangla LED model, motivates and empowers the local stakeholders to work jointly on the improvement of the drivers which should result in increased investment, innovation, resilience, and prosperity for the municipality.

Human resources:

Availability of skilled people.



Municipal Services and Processes:

Services and processes for citizens and businesses. For instance, trade license, birth/death/character certificate etc.



Sector Potential

Sectors with growth potential, creating employment and income opportunities at the local level. For example, agriculture, light engineering, footwear, handicrafts, etc.



Infrastructure:

Organizational and physical structures and facilities, like markets, systems for waste collection, and traffic control.



Business Development Services:

Services and processes that enable the business environment. For example, services provided by training institutes, information centers, banks, and non-bank financial institutes.



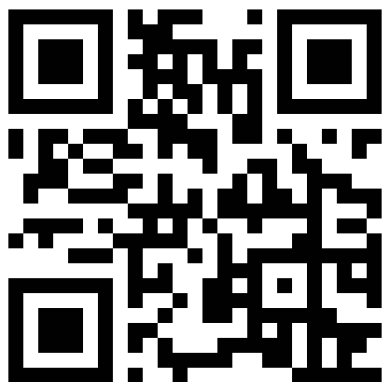
DEVELOPING MAB'S VIRTUAL PLATFORM IN PARTNERSHIP WITH PRABRIDDDHI-LOCAL ECONOMIC DEVELOPMENT

In Bangladesh, there is presently a notable absence of an interactive virtual platform that facilitates municipalities in accessing information, seeking guidance, and exchanging best practices on Local Economic Development (LED). In light of this gap, initiating an electronic/virtual platform for sharing LED knowledge and experiences would be a timely initiative to advance LED nationwide. Virtual platforms have consistently showcased their effectiveness and efficiency as tools for knowledge management and promotion.

In this backdrop, PRABRIDDDHI and MAB have joined forces to enhance MAB's virtual presence through the development of a comprehensive platform dedicated to advocacy, peer exchange, and knowledge sharing on LED. Additionally, the platform will serve as a means to conduct interactive campaigns, enabling regular engagement with target audiences.

MAB'S WEBSITE

MAB's website serves as a central information hub, providing online audiences with educational materials, the latest updates, news, and events. It also acts as a communication platform to engage different MAB stakeholders, such as government organizations, potential international donors, beneficiaries, and volunteers.



Scan to Visit

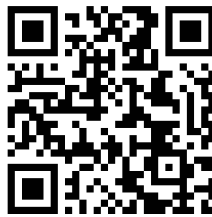


MAB'S SOCIAL MEDIA PLATFORMS: FACEBOOK, LINKEDIN, TWITTER

To reach a larger audience online, promote campaigns, and share information about MAB's services, MAB has launched official pages on social media platforms: **Facebook, LinkedIn, and Twitter**. Now, anyone can reach MAB online at any time and inquire about MAB's information and services.



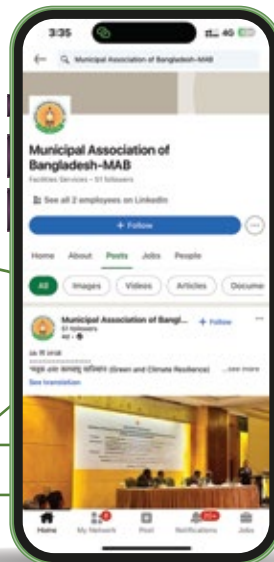
Scan to Connect



Scan to Connect



Scan to Connect



MAB'S YOUTUBE CHANNEL

MAB initiated the Youtube channel for various content distribution, including promotional videos, educational materials, highlights of MAB's events as well as interviews of MAB's officials, and stakeholders.





Updating the Information
Bangladesh and its IT-

শীর্ষক সমীক্ষা

আঞ্চলিক

স্থান: সাংসদ কক্ষ, বিজ্ঞানী কমিশনার মহোদয়ের কার্যালয়, ধুপের। আয়োজক

বাংলাদেশ পানি উন্নয়ন বোর্ড

সেন্টার ফর এনভায়রনমেন্টাল এন্ড জিওগ্রাফিক

HOW DOES LED FOSTER CHANGE IN MUNICIPALITIES?

The essence of LED lies in fostering inclusive, sustainable, and life enhancing economic initiatives at the local level, engaging all sectors of society. PRABRIDDI facilitates this process through participatory analyses, leading to collective decisions and strategies. This process has supported the municipalities and local stakeholders to collaborate to identify various challenges and growth opportunities in improving municipal services, and in creating a favourable environment for local entrepreneurs. They are co-designing and implementing innovative interventions to foster local economic development in the municipalities.

Ismail Khan Shamim, *an agricultural entrepreneur based in Shibganj*, has transformed his career and community through innovative farming practices. Traditionally, mango cultivation in Shibganj followed conventional methods that limited yield and efficiency. Shamim, however, introduced the Ultra-High-Density (UHD) farming method in his community with support from MAB and SwissContact, Bangladesh's Prabridhi-Local Economic Development project, and has experienced a remarkable evolution.

Moreover, the project capacitated local farmers in Shibganj with branding and online marketing. It also forged market linkages by connecting the mango farmers with 57 e-commerce companies, 6 retail sellers, 4 individual sellers, and 16 Facebook sellers.



“Traditionally, we used to plant 8 to 12 mango trees per bigha of land with an approximate production of 1.3 tons of mango. But, by adopting the UHD method with the project’s support, I planted more than 200 trees at a close distance on the same amount of land and yielded around 4-5 tons of mango per season,”

- Ismail Khan Shamim,

An agricultural entrepreneur and secretary of the Shibganj Mango Association, Shibganj.

”

“During our visit to Thailand, we were introduced to methods of utilizing surplus mangoes to create diverse products such as dried mangoes, flat-skinned mangoes, and spiced mangoes-a concept entirely new to us. We have designed the prototype and got positive results. Based on that, the factory owners developed a full-fledged machine – which we were able to procure because of the synergy. Now we are thrilled to start making mango products next year,”

- Ismail Khan Shamim,

An agricultural entrepreneur and secretary of the Shibganj Mango Association, Shibganj.



Benu Ara, a local artisan and female entrepreneur in Jashore, owns her handicraft shop and a small factory at the heart of the municipal town. Facing stiff competition in Jashore's handicraft market, where all artisans use traditional hand-stitch patterns and motifs, Benu Ara struggled to keep buyer interest.

After attending a capacity development workshop on design, innovation, and product development alongside 30 other participants, specifically emphasizing the unique Jashore stitch, organized by the PRABRIDDDHI - Local Economic Development project, Benu Ara honed her skills in creating innovative designs and mastering color-matching techniques.




“These trainings have helped me a lot in terms of coming up with new designs with matching color combinations within the Jashore stitch pattern. I have developed a new design with refined color combinations based on the fabric. This new design got a huge response from the buyers. I have supplied around 500 yards of fabric in and outside of Jashore in 2023. It costs me around BDT 400 to design the piece of fabric, and each yard is sold at BDT 600,” - Benu Ara.

The Bhairab municipality in Dhaka division is the business hub that caters to 600–700 people every day. Out of the total attendants, 200–300 women visit the main municipal building, and 400–500 women attend the Matri Shodon facility.

While availing of the services at the municipality, these women encounter multiple issues, including having to stand in long queues under the scorching heat for hours with children, no dedicated space for breastfeeding, and the absence of dedicated nursing and sanitation facilities.

To ensure everyone gets equal priorities at the premises of the municipality, Bhairab municipality with support from the PRABRIDDI - Local Economic Development project, introduced two “Women’s Corner” at the municipality premises and at the Matri Shodon facility.



*“As my husband lives abroad, I have to take up his responsibilities to avail routine municipal services,” says Hanima. “But availing these services takes a lot of time due to long queues of people – both men and women. Six months ago, I went to the municipality for my newborn’s birth certificate. I had to stand in the long queue in the scorching heat with my six-month-old baby for almost three hours. Neither there was any place to sit, nor any space to breastfeed my baby. We both got exhausted and sick because of the extreme heat, I have been coming to the women’s corner at the Matri Shodon for my baby’s vaccination. Now we have comfortable seating space with electricity, a designated toilet, and a breastfeeding corner both at the municipality premises and inside the Matri Shodon. Availing services has become much easier for us now.” - **Umme Hanima**,
City dweller, Bhairab municipality*



Bhairab Municipality



Role of Municipalities in Local Economic Development (LED).

The municipalities play a critical role in shaping and stimulating Local Economic Development (LED), creating a vibrant and sustainable economic environment for their residents.

The **creation of new jobs** in the municipality will drive Local Economic Development (LED).





**Attracting
investment in
the potential
sectors** to boost
local economy.

**Enhancing
municipal
services** to
promote
citizen-centric
governance
approach.





**Increasing
Municipal
Income sectors**
to lead and
implement LED
initiatives.



YOUR MUNICIPALITY CAN ALSO BE AN EQUAL PARTNER IN THE LOCAL ECONOMIC DEVELOPMENT!

