



TO WHOM IT MAY CONCERN

Subject: Survey Work to be carried out under the Knowledge and Support Technical Assistance on Quality Jobs and the Future of Work

Dear Concerned,

Asian Development Bank (ADB) has engaged PricewaterhouseCoopers Private Limited (PwC) (represented by its Network of Firms, including PwC India and PwC Bangladesh), in consortium with the Institute of Development Studies, UK (IDS), to provide research services as part of the Knowledge and Support Technical Assistance on Quality Jobs and the Future of Work in Asia and the Pacific.

The objective of the assignment is to explore major policy directions to support a forward-looking and inclusive agenda for jobs, skills, and social protection that responds to the crisis caused by the COVID-19 pandemic and the long-term changes and disruptions stimulated by the megatrends including demographic and migration, industrial revolution 4.0, and climate change. The study requires to cater to two identified priority sectors which require immediate attention to the labour market and skill development ecosystem in light of the mentioned megatrends. The information and communication industry (ICT) sector, one of the identified priority sectors in Bangladesh, contributes significantly to job creation and the overall development of the economy.

In this context, PwC is required to administer primary surveys amongst a sample of Employers, Industry Associations/ Trade Bodies, Workers, Educational Institutions, Youth, Government Departments, and Development partners. PwC has therefore engaged Inspira Advisory and Consulting Limited to undertake primary survey of ICT sector employers from Dhaka, Chittagong and Khulna region on a set of enquiries ranging from their current practices and their understanding on the megatrends and its impact on jobs, future of work and social protection policies.

In this context, PwC and Inspira Advisory and Consulting Ltd. would like to request you to participate in an hour-long primary survey. Your kind cooperation and support will be highly appreciated; and the valuable inputs from you and access to key stakeholders and data through you, will help to increase the quality of the research work.

To know more about the project details, you may reach out to Ms. Hafsa Binth Yeahyea through Email: hafsa.yeahyea@inspira-bd.com

We look forward to your valuable contribution through this Survey.

Sincerely yours,



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