

Strategy. Implementation. Evidence.

We deliver all three.



We are Enroute

Established in 2008, Enroute International Limited is a management consulting firm working with public, private, and development sector organizations to address complex challenges related to operations, growth, and impact.

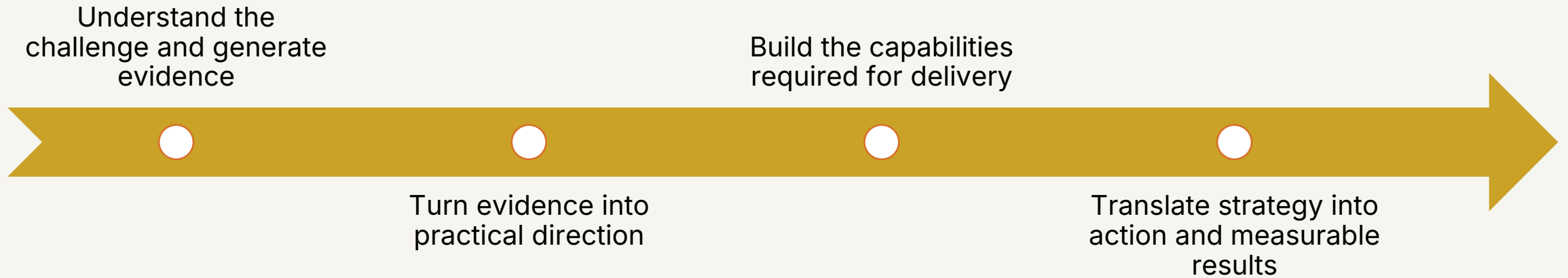
Our work spans research, advisory, strategy, capacity development, managed services, HR and recruitment, training, executive education, and development consulting. Our experience covers FMCG, banking, telecommunications, RMG, development, and humanitarian sectors.

We are headquartered in Bangladesh and expanding our network and partnerships across Asia and Africa.

Enroute Center for Development Limited serves as our dedicated training, capacity-building, and development consulting arm.

Our Mission

To strengthen the people, organizations, and systems that move economies forward





Our Capabilities

Managed Services

People Outsourcing · Employer of Record · Payroll Management · Facility Management · Call Center · Account Services · Events & Activation

HR & Recruitment

HR Strategy & Restructuring · Executive Search · Recruitment & Selection · Assessment Centres · Background Verification · Employer Branding · International Recruitment

Training & Executive Education

Executive Education · Leadership & Executive Coaching · Organizational Learning · Workplace Wellbeing · E-Learning & LMS · Customized Training Design

Development Consulting

Market Systems Development · Institutional Capacity Development · Project Management · Community & Stakeholder Engagement · Market Research & Assessment · Monitoring, Evaluation & Learning

Enroute in Numbers

18+ Years of
Experience

500+ Completed
Assignments

USD 2.4M+
Active Project
Portfolio

USD 55M+ Fund
Mobilized

85,000+
Participants
Trained

700,000+
Beneficiaries
Supported

150+ Full-time
Staff

10,000+ Field
Staff Deployed

10 Offices across
Bangladesh

170+ Clients and
Partners

Our Clients and Partners

World Health
Organization

UNHCR

IOM · UN Migration

FAO

WFP

giz

Save the Children

Danish Refugee
Council

British Council

BRAC

SAJIDA Foundation

UCEP Bangladesh

PKSF

iFarmer

BRAC Bank

City Bank

IFIC Bank

Trust Bank

IPDC Finance

bKash

Robi

Banglalink

Grameenphone

Pathao

SMC

bproperty

Aarong

RAHIMAFROOZ

ACI

PARTEX

RANCON

BERGER

NOVOAIR

Clarke Energy

BRAC University

Base Technologies

Our Clients and Partners

HUAWEI

HIKVISION

Li & Fung

SAMSUNG

HONDA

ZTE

Unilever

Nestlé

gsk

NOVARTIS

Reckitt

DHL

mastercard

WESTERN UNION

PHILIP MORRIS INT'L

JTI

H&M

ERICSSON

wipro

Himalaya

Dabur

MITSUI & CO.

Avery Dennison

Arla

Tetra Pak

Tupperware

Holcim

CEAT

SKF

HMD

PHILIPS Signify

TÜV SÜD

SGS

Perfetti van Melle

Nutrition International

Coca-Cola

Selected Project Experiences



Asset management, Operation & Maintenance and Place Management Consultancy for the Dhaka City Neighborhood Upgrading Project (DCNUP)

Dhaka South City Corporation (DSCC) (*World Bank-financed*) / 2025 – ongoing

- Enroute is supporting DSCC in establishing a sustainable governance and management framework for four urban public assets.
- Key activities include forming facility management committees, engaging communities, and developing O&M guidelines covering security, hygiene, accessibility, maintenance and grievance management.
- The consultancy also develops financial and partnership models, agreements and service standards defining roles, payments, performance and accountability.



Branding, Marketing & Market Expansion for Microenterprises under SMART Project

PKSF (World Bank-financed) | 2025 – ongoing

- The assignment aimed at strengthening the market visibility, competitiveness and sustainable growth of high-potential microenterprises through tailored branding, marketing and expansion support.
- Activities include assessing 5,000 microenterprises, selecting 700 for support, developing brand identities and packaging, supporting certification, and expanding outreach through multi-channel activation initiatives.
- The project resulted in stronger brands, improved product quality and customer perception, a 10% increase in market reach, 20% growth in sales, and greater access to domestic, regional and international markets.



Development of Tourism Sector Enterprises Component of Improving Skills and Economic Opportunities for Cox's Bazar (ISEC) Project

ILO (Global Affairs Canada-financed) | 2025 – 2026

- This project aimed to expand economic opportunities for host communities in Cox's Bazar by strengthening the tourism employability ecosystem, engaging public institutions, building private-sector capacity, and sensitizing host communities.
- Activities included activating tourism committees, developing a destination development plan, building the capacity of 5,000+ direct tourism service providers, diversifying tour packages, and branding eight destinations.
- The project reached 5,000+ direct beneficiaries with improved earning potential and engaged 100,000+ community members as mobilizers advocating for sustainable tourism development in Cox's Bazar.



Implementing Market Development Interventions in Forward Market of Selected Agro Sectors: Vegetables, Fish, Maize

Swisscontact – Katalyst | 2014 – 2016

- The assignment focused on reducing post-harvest losses and strengthening forward-market value chains through M4P approach and multi-stakeholder engagements in selected agro sectors of vegetables, fish and maize cultivation
- Work included conducting nationwide market assessments to identify market demand and supply gaps, devising an ICT-enabled demand forecasting mechanism, and rolling out innovative technologies and solutions.
- We reached 264,250+ beneficiaries, including the farmers and traders, across 60 intervention areas of 32 districts all over Bangladesh. The project resulted in reduction of post harvest loss by 20% across the country in intervention areas.



Marketing & Branding Strategies for the Food-Processing, Mini-Textile, and Leather Product Sub-Sectors under SEP

Palli Karma-Sahayak Foundation (PKSF) (World Bank-financed) | Jun 2022 – Jun 2023

- Implemented project activities to strengthen the market visibility and performance of 120 microenterprises across three sub-sectors in four districts of Bangladesh.
- The assignment included enterprise surveys to assess their needs and identify key challenges and opportunities, development of tailored marketing and branding strategies, and implementation of market activation programs.
- As a result, the supported microenterprises achieved improvements in product quality, market reach, branding, and customer perception.



Technical Support for Agricultural Production and Market Linkages Program for FAO

FAO (World Bank financed) | 2021 – 2022

- The assignment aimed at establishing safe agricultural production, food safety and market access for small-scale farmers and producer groups in two major urban slums Dhaka.
- Activities included supporting 50 producer groups, capacitating 1,000 farmers, identifying 1,000 low-income households for urban micro-gardening kits, and facilitating market assessment, buyer matching and contract negotiation.
- The program resulted in improved production practices and strengthened linkages among farmers, vendors, community markets and local buyers.



Financial Inclusion and Account Facilitation Services for Ready-Made Garment Workers under Sarathi project

Swisscontact / 2018 – 2020

- The assignment targeted to strengthen financial inclusion and reduce vulnerability among RMG workers across 49 factories by improving access to formal banking and practical financial capability.
- Activities included awareness campaigns reaching 200,000 people, financial literacy training for 17,850 workers, and partnerships with four commercial banks and participating factories.
- As a result, 76,000 previously unbanked workers opened formal accounts, improving salary management, savings, financial security and resilience.



Human Resources and Related Services for Personnel Management in Bangladesh

IOM | 2016 – Ongoing

- The assignment provides comprehensive human resource and personnel management support to IOM Bangladesh, ensuring efficient workforce administration throughout the employment lifecycle.
- Services include recruitment, medical checks, employment offers, onboarding, deployment, payroll processing, invoicing and employee record management of 2000+ staff across Bangladesh.
- Ongoing support ensures compliance with agreed procedures for insurance, security, grievance handling, data protection and payments, enabling consistent and accountable personnel management.



Management and Operation of bKash Distribution Houses in Selected Zones

bKash I 2016 – ongoing

- The assignment ensures efficient management and operation of three bKash distribution houses, supporting reliable service delivery and broader customer access.
- Activities include workforce deployment, attendance and performance management, agent and retailer coordination, transaction monitoring, reporting, documentation and compliance management.
- The engagement has strengthened distribution efficiency, service quality, market coverage and agent participation while ensuring consistent coordination with bKash management.



Photo: The Daily Star

Other Notable Consulting Experiences

- Review, Revision, and Standardization of HR Policy Handbook of CARE Bangladesh, CARE Bangladesh (2026)
- Reorganization of Organizational Structure and Restructuring of Salary, Allowances, and Other Benefits for BdREN, BdREN (2025)
- Promoting the Growth of the ICT Freelancing Sector in Kushtia to Foster Sustainable Economic Empowerment for Youth, Swisscontact (2024)
- Capacity Building to Develop a Digital Financial Ecosystem for Post Office Agent Entrepreneurs, Bank Asia (2022)
- E-Learning Content Creation and Management for Digitalization of Existing TVET Courses, Relief International (2022)
- Development of an E-Learning Package/Course for TVET Teacher Training under the CBT&A Level 4 Programme, ILO (2021)
- Awareness-Raising Campaigns on Safe Drinking Water and Development and Delivery of Training on Water Enterprise Business Development, Swisscontact (2019)
- Assessment of Human Resource Needs for Nutrition in Different Sectors, Nutrition International (2019)
- Implementation of Market-Responsive Skills Training in Graphics Design, Digital Marketing, and English Communication under SEIP, Finance Division/BACCO (2022–2023)

Other Notable Consulting Experiences (contd.)

- Design and Delivery of a Mixed Model Course on SDGs for Youth Activists in Bangladesh, EMK Center (2019)
- Development of an E-Learning Module on Innovation to Inclusion (i2i): Inclusive Employment in Bangladesh and Kenya, Leonard Cheshire (2017)
- HR and Payroll Support Services under the RAISE Project for the Reintegration of Returning Migrants, IOM (2017)
- Business Development Support to Survivors of Trafficking under the Ashshash Project, IOM (2016)
- Planning and Managing HR Transition, UCEP Bangladesh (2016)
- HR Consultancy for BASE Technologies Ltd., BASE Technologies Ltd. (2016)
- Development of HR Policy, Bangladesh Diesel Plant (2015)
- Development of HR Manual and Human Resource Strategy, UCEP Bangladesh (2015)
- Sub-Facilitation for the Improvement and Promotion of Commercially Produced Compost Fertilizer, Swisscontact (2014)
- Co-Facilitation for Information Channel Market Development through ICT Initiatives, Swisscontact (2014)
- Database Development and Verification of Myanmar Refugees Seeking Asylum in Cox's Bazar, Ukhiya, World Food Programme (2014)

Selected Training Delivery Experiences

- Data Visualization & AI Essentials, BRAC (2026) | 120 participants
- Managing Priorities and Productivity, JTI Bangladesh (2024) | 44 participants
- Sales Excellence Program, Berger Paints Bangladesh (2024) | 60 participants
- Sales Excellence Program, Asian Paints (2024) | 38 participants
- Storytelling for Impact, JTI Bangladesh (2023) | 30 participants
- Sales Techniques for Agent Bankers, Bank Asia (2023) | 2,100 participants
- Effective Business Management (EBM) Post Assessment, JTI Bangladesh (2023) | 300 participants
- Leadership Development, bKash (2022) | 38 participants
- Sales Excellence Training, bKash (2022) | 80 participants
- Sales Excellence Program for DSRs, Lipton Teas and Infusions (2024) | 400 participants
- Feminist Leadership Program, Manusher Jonno Foundation (2022) | 60 participants
- Leadership Excellence Program, WHO (2019) | 30 participants
- Women Special MT, Batch 1, Level 1, BRAC (2018) | 30 participants
- Women Special MT, Batch 1, Level 2, BRAC (2018) | 30 participants
- Reaching for New Heights: 8 Levels, Sajida Foundation (2018) | 2,463 participants

Contact Us

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