



Government of the people's Republic of Bangladesh
Ministry of Housing and Public Works
Urban Development Directorate
82 Segunbagicha, Dhaka-1000

PREPARATION OF DEVELOPMENT PLAN FOR MEHERPUR ZILLA

REPORT ON ASSIGNMENT-2

Preparation of Action Area Plan Map containing sectors and extents

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Summary of Assignment-2

A. Summary of Assignment-2

The socio-economic profile of Ward 07 in Meherpur Municipality reveals a predominance of low-income households, with 77% earning between BDT 10,000–20,000 per month and primarily engaged in informal labor, farming, or low-wage services. A smaller group (23%) earns BDT 21,000–30,000 and holds more stable jobs like government service or business. Monthly expenditure patterns also show that 50% of households spend BDT 11,000–15,000, reflecting moderate financial constraints. Transportation data indicates a strong reliance on non-motorized modes, with walking (33.5%) and rickshaw use (32.9%) dominating. Only 22% use motorized transport, primarily motorcycles (20.3%), with minimal bus use and no car or microbus use. Occupation-wise, business dominates (47%), followed by driving (18%), farming (12%), and formal services (11%), showing a heavy dependence on informal work. The index analysis shows moderate performance in health, literacy, and cultural participation (PQLI: 62, QLI: 53, CCI: 64), but with room for improvement in essential services. Emotional mapping highlights a divide: areas like College Mor and Hotel Bazar Mor elicit positive emotions due to social and institutional presence, while western and internal roads near Rabab Computers and Pathao Courier show negative emotions linked to poor infrastructure. Key planning needs include improving footpaths, drainage, street lighting, skill development, public transport, and safety. Emotion-based planning suggests enhancing infrastructure and services in negative emotion zones, while preserving and replicating features of emotionally positive areas. Overall, a people-centered, inclusive, and service-oriented action plan is essential to improve quality of life in Ward 07 Socio-Economic Profile.

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Socio-Economic Profile

In Ward 07 of Meherpur, the income status of residents reflects a notable division into two distinct economic groups. The majority of households (approximately 77%) fall within the lower-income bracket, earning between 10,000 to 20,000 BDT per month. These families typically engage in informal labor, small-scale farming, or low-wage service sector jobs. In contrast, a smaller segment (around 23%) belongs to a relatively higher-income group, with monthly earnings ranging from 21,000 to 30,000 BDT, often involved in stable occupations such as government service, business, or skilled trades. This economic disparity indicates the need for inclusive development strategies in the ward action plan—focusing on income-generating opportunities for the lower-income group while supporting entrepreneurship and skill development for the emerging middle-income population.

Income Range (Tk)	Count of Head of the Family
B. 10000-20000	17
C. 210000-30000	5
Grand Total	22

Source: Socio-Economic Survey, 2025

In Ward 07 of Meherpur, household expenditure patterns indicate a moderate to low level of spending capacity among the residents. The largest group (around 50%) reports monthly expenditures between 11,000 to 15,000 BDT, suggesting a focus on meeting basic needs such as food, utilities, and education. A smaller portion (approximately 14%) spends between 5,000 to 10,000 BDT per month, reflecting a more financially constrained group, likely prioritizing essentials and minimizing discretionary spending. Meanwhile, about 18% of households report monthly expenditures between 16,000 to 20,000 BDT, and another 18% exceed 20,000 BDT, indicating a minority with relatively higher living standards. These patterns highlight the importance of designing ward-level interventions that address the cost-of-living pressures faced by low- and middle-income families while ensuring equitable access to services and opportunities.

Expenditure Range (Tk)	Count of Total Expenditure
B. 50000-10000	3
C. 11000-15000	11
D. 16000-20000	4
E. More than 20000	4
Grand Total	22

Source: Socio-Economic Survey, 2025

Exiting Transportation Mode analysis:

The following table presents the percentage distribution of transportation modes used by residents in Ward No. 07 of Meherpur Municipality, illustrating a strong reliance on non-motorized and informal transport systems.

Transportation Mode	Percentage
By Foot	33.50%
By Rickshaw	32.90%
By Van	0.60%
By Cycle	10.80%
By Motorcycle	20.30%
By Car	0%
By Bus	1.80%
By Microbus	0%
By Easy Byke	0%

Table: Transportation Mode of Meherpur Municipality Ward 07

High dependence on non-motorized transport:

- **By Foot (33.5%)** and **Rickshaw (32.9%)** are the most common modes, indicating the need for well-maintained pedestrian paths and rickshaw-friendly infrastructure.

Moderate use of personal mobility options:

- **Motorcycles (20.3%)** and **Cycles (10.8%)** show that a significant portion of the population relies on personal, low-cost transport, suggesting the need for safe, dedicated lanes and secure parking.

Minimal use of formal or public transport:

- Very low usage of **Bus (1.8%)**, and **zero** usage of **Car, Microbus, and Easy Bike**, indicates either lack of availability or affordability of formal public transport services.
- **Negligible van use (0.6%)** indicates limited utility or preference for this mode, possibly due to inefficiency or lack of access.

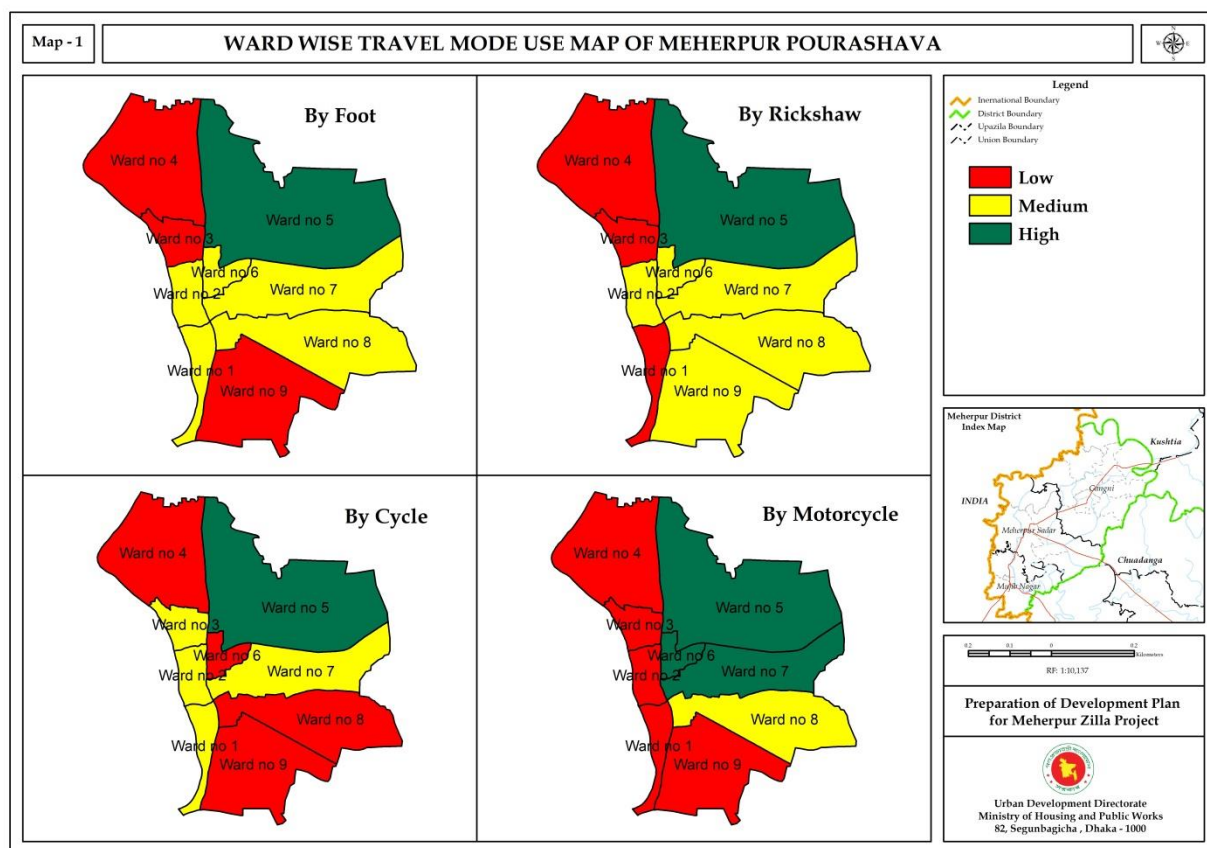


Figure: Ward wise Travel Mode Use Map

Source: Consultant MZDP, 2025

Ward Action Planning Implications:

- Improve walkability through paved footpaths, street lighting, and shaded pedestrian zones.
- Develop non-motorized transport infrastructure such as cycle lanes and designated rickshaw routes.
- Enhance safety for motorcycle and cycle users with traffic calming measures and helmet awareness.
- Strengthen public transport options with affordable and frequent bus services to reduce over-reliance on informal modes.
- Plan inclusive transport that considers the needs of women, elderly, and children for safer and more accessible mobility.

Motorized and Non-Motorized Transportation mode analysis:

The transportation mode assessment of Meherpur Municipality Ward No. 07 reveals a strong reliance on non-motorized forms of travel, with the data categorized into two main groups: motorized and non-motorized transportation.

Transportation Mode	
Non-Motorized	
By Foot	33.50%
By Rickshaw	32.90%
By Van	0.60%
By Cycle	10.80%
By Easy Byke	0%
Motorized	
By Motorcycle	20.30%
By Car	0%
By Bus	1.80%
By Microbus	0%

Table: Motorized and Non-motorized Transportation Modes

Interpretation:

Dominance of Non-Motorized Transport (77.8%): The majority of residents rely on walking, rickshaws, and bicycles for mobility. This suggests compact urban form, short-distance travel needs, and limited access to affordable motorized transport.

Moderate Use of Motorcycles (20.3%): Indicates personal mobility through two-wheelers is significant but may raise safety concerns and the need for traffic regulation.

Minimal Use of Formal Public Transport (1.8%): The very low bus usage, and absence of car, microbus, or easy bike travel, reflects limited availability or accessibility of structured, affordable public transport systems.

Ward Action Planning Implications:

For Non-Motorized Transport:

- **Enhance pedestrian infrastructure** through wider, paved footpaths, better lighting, and shaded walkways.
- **Designate and maintain rickshaw lanes** to support informal transport and reduce congestion.
- **Develop safe cycling infrastructure**, including bike lanes and secure parking areas.
- **Ensure inclusive access** for the elderly and disabled across non-motorized routes.

For Motorized Transport:

- **Improve road safety for motorcycles** through traffic regulation, speed control, and awareness campaigns.
- **Expand and subsidize bus services** to make public transport accessible and appealing to a broader group.
- **Plan for future transport demand** by preserving space for parking and regulating motorized expansion in a sustainable manner.

Cross-Cutting Measures:

- **Integrate transport with land use planning** to maintain short travel distances and reduce transport-related emissions.
- **Conduct regular mobility surveys** to monitor shifts in transport patterns and plan accordingly.

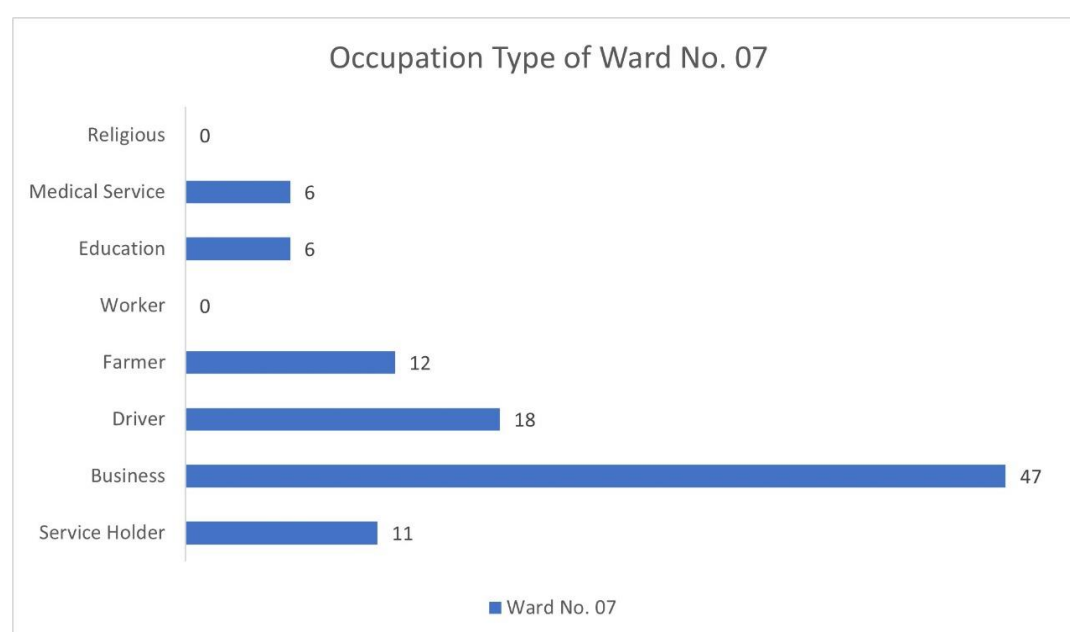
Exiting Occupation Analysis:

The occupational profile shows that nearly half (47%) of the population is engaged in business, indicating a strong informal and small-scale enterprise base. Driving (18%) is also a key occupation, reflecting dependence on transport-related jobs. Farming (12%) and service holding (11%) suggest a mixed economy combining urban services with peri-urban agriculture. Education and medical services each account for 6%, showing limited skilled professional

engagement. No representation in labor and religious roles may indicate underreporting or informal sector dominance.

Occupation	Percentage
Service Holder	11%
Business	47%
Driver	18%
Farmer	12%
Worker	0%
Education	6%
Medical Service	6%
Religious	0%

Table: Existing Occupation of Meherpur Municipality Ward 07



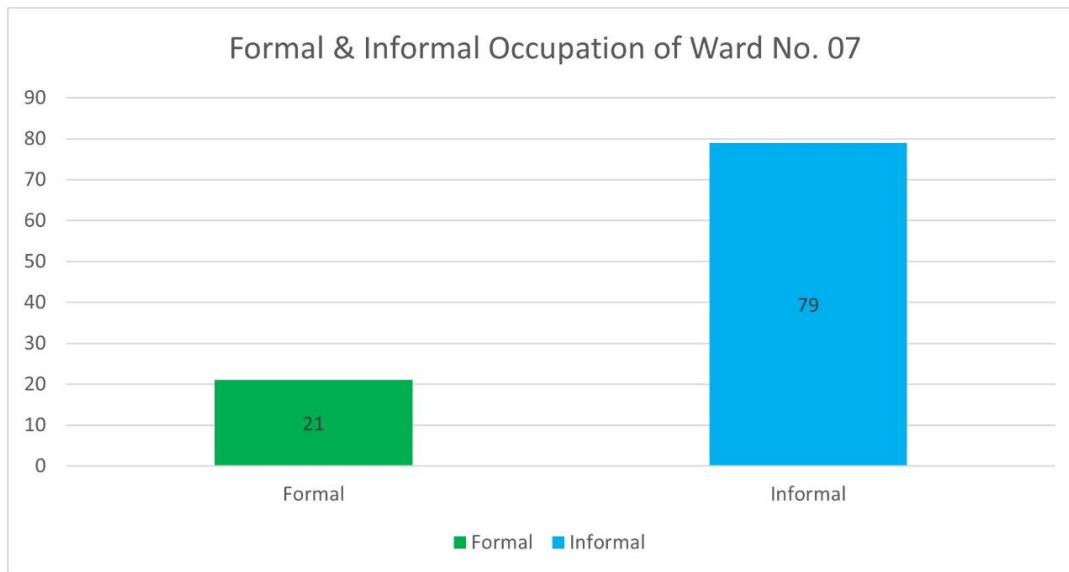
Ward Action Planning Implications:

- Support local businesses with market facilities, training, and access to credit.
- Improve transport infrastructure and provide safety and regulatory support for drivers.
- Promote urban agriculture and provide support services for small-scale farming.
- Strengthen education and healthcare services by attracting skilled professionals and upgrading facilities.
- Ensure inclusive planning that identifies and supports unrecognized informal workers.

Employment Structure Analysis:

- Formal Occupation (%): Low
- Informal Occupation (%): High

Ward No. 07 is characterized by a high percentage of informal occupations, suggesting limited access to formal employment opportunities. This highlights a need for targeted interventions to increase the availability of formal job options, enhance labor rights, and provide skill development programs. Strengthening the formal job sector in this ward will contribute to sustainable economic growth and improve living standards for its residents.



Ward Action Planning Implications:

- Formalize informal sectors by providing registration support, legal recognition, and business licenses.
- Expand skill development and vocational training to transition workers into more secure, formal jobs.
- Strengthen institutional access for informal workers (e.g., healthcare, financial services, insurance).
- Promote public-private partnerships to create formal job opportunities within the ward.
- Enhance data collection and monitoring to accurately capture informal workforce needs for inclusive planning.

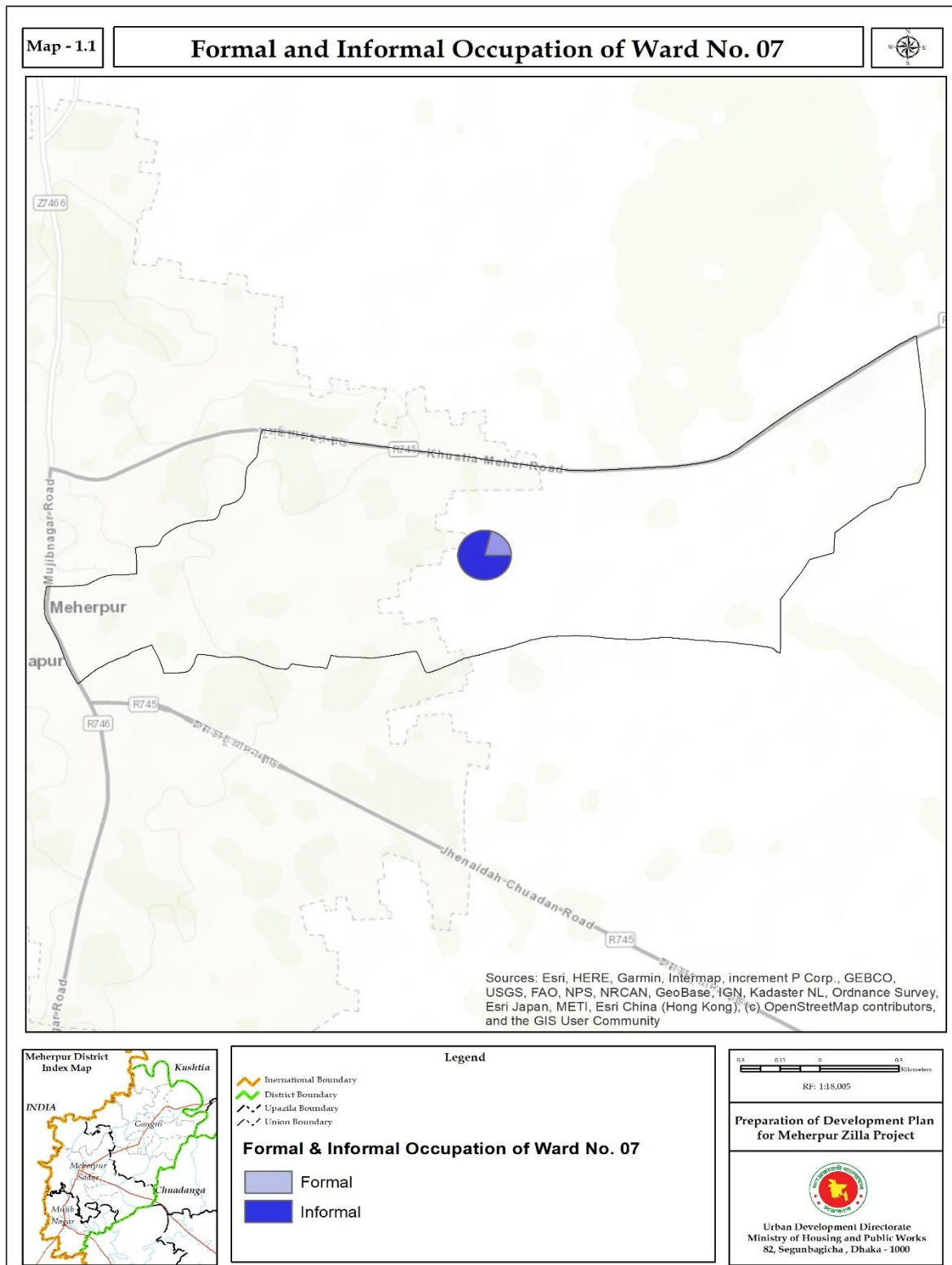


Figure 1 Occupation Map
Source: Consultant MZDP, 2025

This study evaluates the quality of life in Meherpur Municipality using three key indices, aligning with the goals of modern urban planning, which emphasize both physical development and residents' well-being.

- PQLI: Measures basic health and education.
- QLI: Captures overall life satisfaction across services.
- CCI: Assesses cultural assets and participation.

Index Definitions

- PQLI: Based on Infant Mortality Rate, Life Expectancy, and Literacy Rate (0–100 scale).
- QLI: Measures satisfaction with health, education, safety, and transport.
- CCI: Evaluates cultural capital in five forms—embodied, objectified, institutionalized, infrastructural, and participatory.

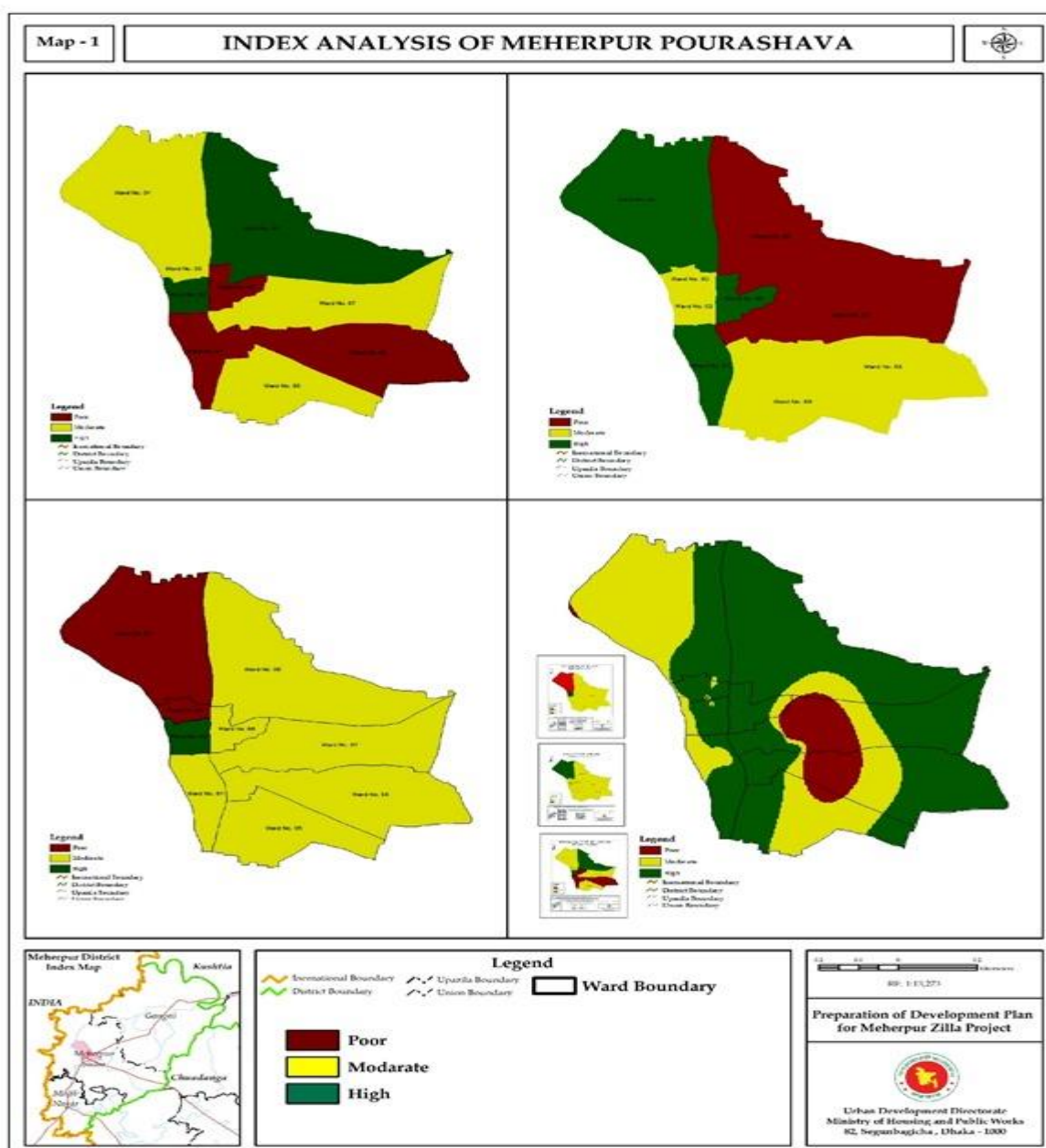


Figure: Index Analysis of Meherpur Municipality

Source: Consultant MZDP, 2025

The figure categorizes the wards based on three indicators—literacy rate, life expectancy, and infant mortality rate—grouping them into three PQLI categories: Poor (Red), Moderate (Yellow), and High (Green).

Ward	PQLI	QLI	CCI	IQLI
Ward 07	62	53	64	66

Table: PQLI, QLI, CCI, and IQLI Index

Ward 07 scores moderately on most quality of life indicators. The PQLI score of 62 places it in the moderate category, reflects average performance in basic human needs: life expectancy, literacy, and infant mortality. Indicates room for improvement in public health and education. The QLI score of 53 is poor, Shows limited satisfaction with essential urban services such as health, education, safety, and transport. Suggests inadequate service quality or access. A CCI score of 64 reflects Implies a moderate cultural foundation, with active participation and available infrastructure, but still with potential for enrichment and preservation. The overall IQLI score of 66 suggests a moderate quality of life that needs strategic support to improve both infrastructure and service delivery.

Ward Action Planning Implications:

- **Improve healthcare services** to reduce infant mortality and increase life expectancy through accessible clinics, maternal care, and vaccination programs.
- **Enhance literacy programs** through adult education, youth outreach, and school quality upgrades.
- **Upgrade urban services** such as safe public transport, road maintenance, and waste management to improve daily living conditions.
- **Strengthen public safety** by increasing community policing, street lighting, and local awareness campaigns.
- **Promote cultural activities** by investing in cultural centers, libraries, and public art, while preserving local heritage.
- **Monitor and evaluate progress** by regularly updating data on health, education, and cultural engagement to adjust strategies effectively.

Situational Analysis

Type	Number
Katcha	136
Pucca	1668
Semi pucca	1750
Steel	7
Tin shed	1872

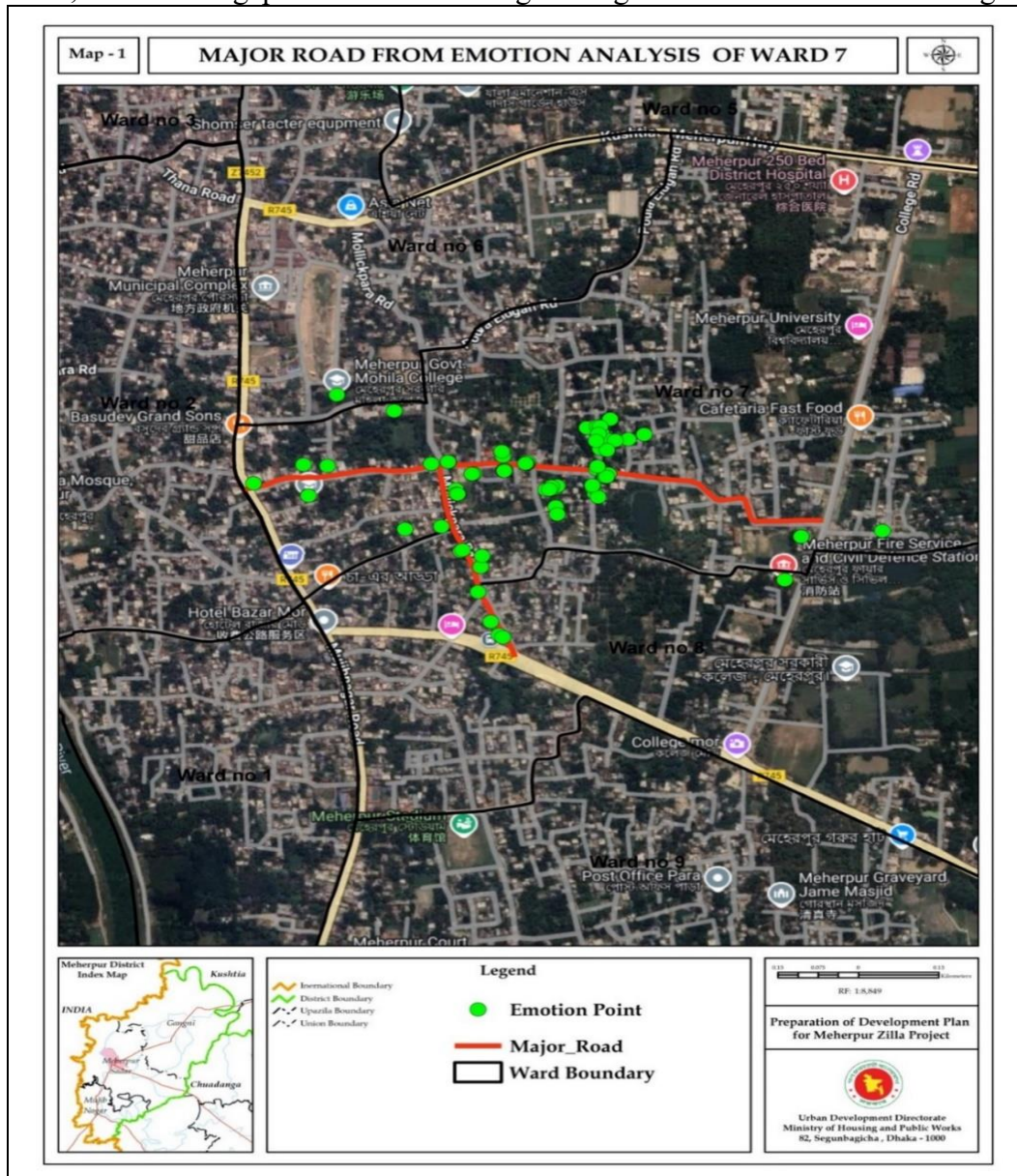
Community mental maps and emotion-based spatial feedback helped identify key zones of attachment, frustration, and aspiration. Locations like College Mor, Hotel Bazar Mor, and the Women’s College emerged as emotionally significant due to their roles as civic, educational, and social interaction hubs. Residents expressed strong positive emotions such as love and hope in these areas, indicating a deep sense of belonging.

However, emotional fatigue and distress were noted along internal road corridors, particularly near Rabab Computers and Pathao Courier. These locations were associated with sadness, likely due to poor drainage, unsafe pedestrian conditions, and lack of nighttime lighting. Emotional heatmaps also revealed a clear west-east divide: the western zone displayed higher

concentrations of negative emotions such as fear, disgust, and frustration, while central and eastern areas associated with service institutions reflected more positive sentiment.

Major Road from Emotion Analysis of Ward 7

The major road network within Ward 7 registers a concentration of emotional responses, particularly near key nodes such as College Mor, Hotel Bazar Mor, the Fire Service Station, and the Women's College. These areas generate emotions such as love, hope, and attachment, reflecting their importance to the community. However, issues like overcrowding, traffic congestion, and service gaps also lead to feelings of anger or frustration in certain segments.



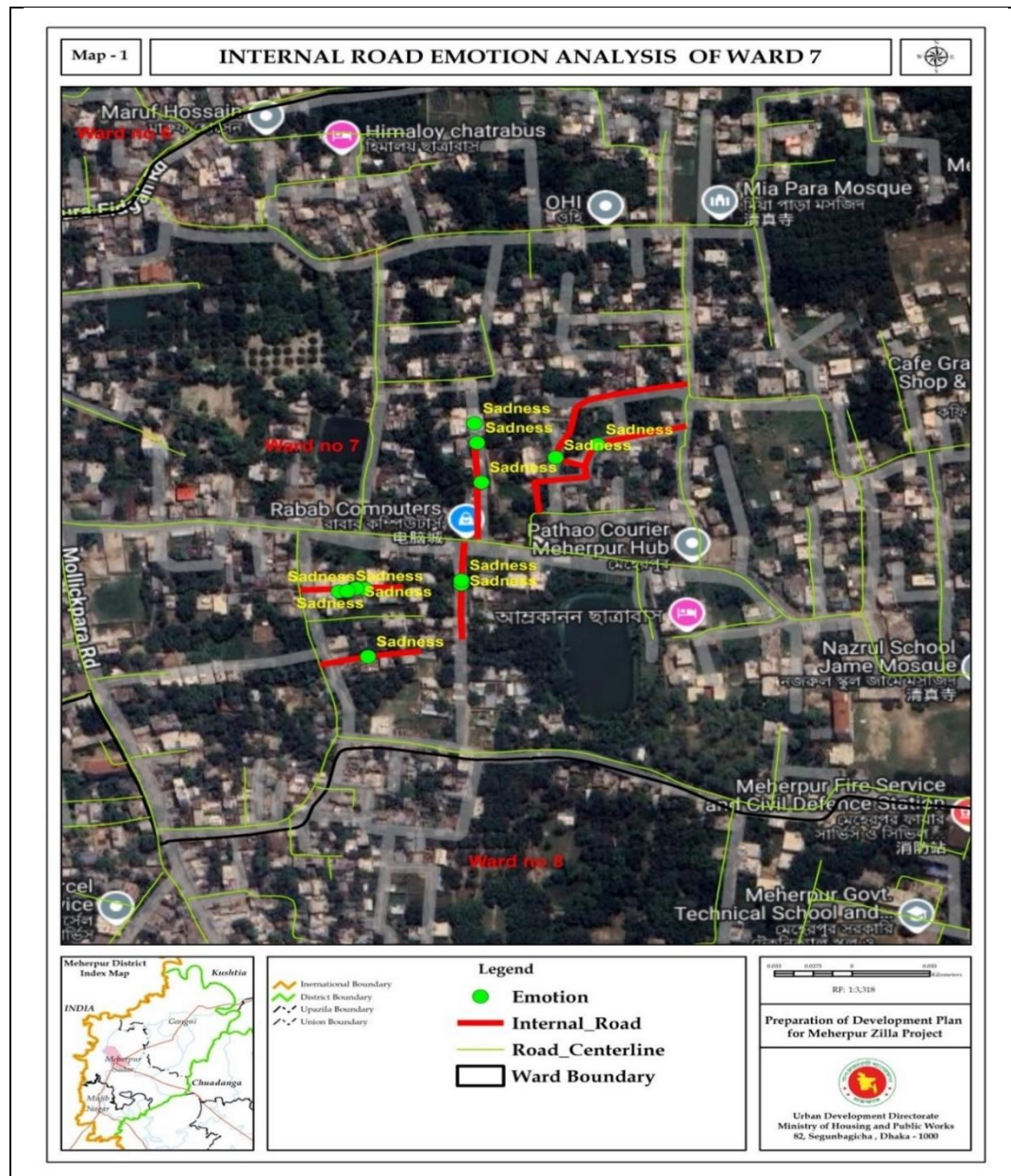
Source: Consultant MZDP, 2025

Planning Recommendations:

- Develop continuous shaded footpaths with resting areas, especially for the elderly and women.
 - Improve intersections with safer crossings, signage, and traffic control.
- Introduce green buffers and small social spaces to reduce emotional fatigue.

Internal Road Emotion Analysis of Ward 7

The internal road network displays a cluster of negative emotional responses, particularly marked as "Sadness" along paths near Rabab Computers and Pathao Courier. This indicates emotional distress, likely due to poor drainage, damaged roads, lack of lighting, or safety concerns.



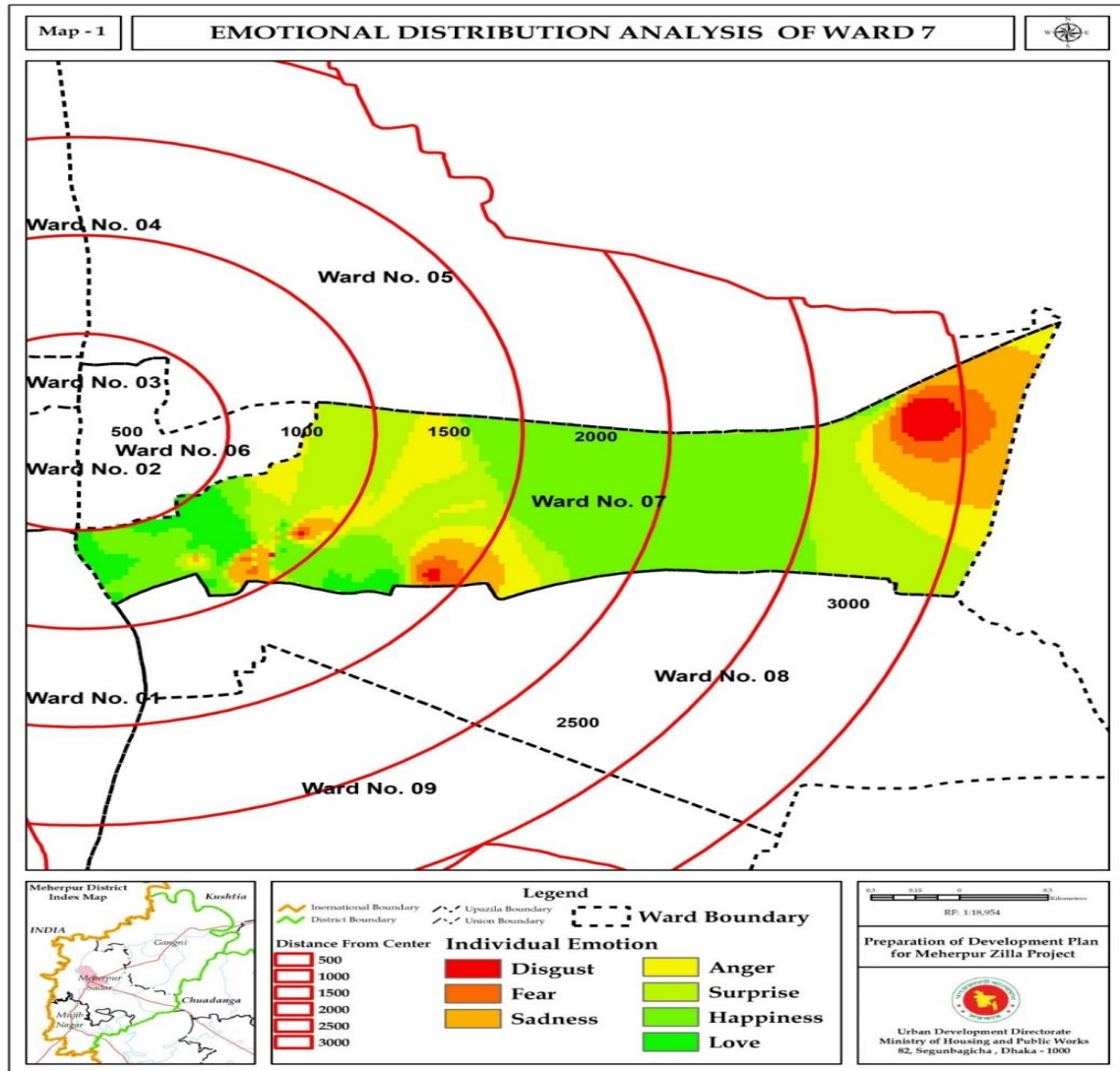
Source: Consultant MZDP, 2025

Planning Recommendations:

- Immediate repair and drainage upgrades in the identified sad zones.
- Improve nighttime lighting and design safe pedestrian corridors.
- Include gender-sensitive and child-friendly features along internal roads.

Emotional Distribution Heatmap of Ward 7

The western zone of the ward reveals a higher intensity of negative emotions (disgust, fear, sadness), shown in red and orange, while the central and eastern portions express more neutral to positive feelings, particularly in areas with service institutions.



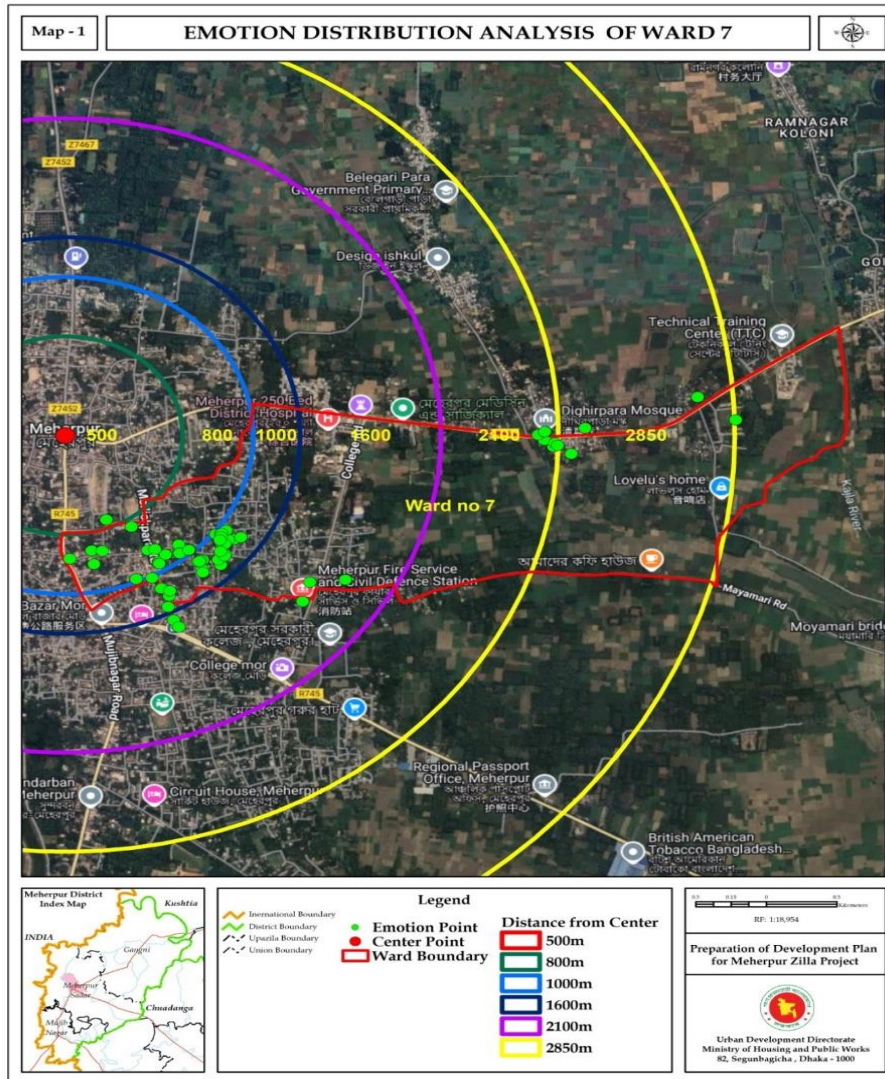
Source: Consultant MZDP, 2025

Planning Recommendations:

- Focus on the western segment for social infrastructure development (parks, seating, safety patrols).
- Replicate successful public design models from the eastern zone into under-served areas.
- Use emotional zoning to prioritize inclusive public investments.

Distance-Based Emotion Distribution

Buffer zones (500m–2850m) show that most emotional responses are concentrated within 1000 meters of the ward's key civic centers. Peripheral regions like Dighirpara and Mayamari show emotional activity but lack infrastructure.



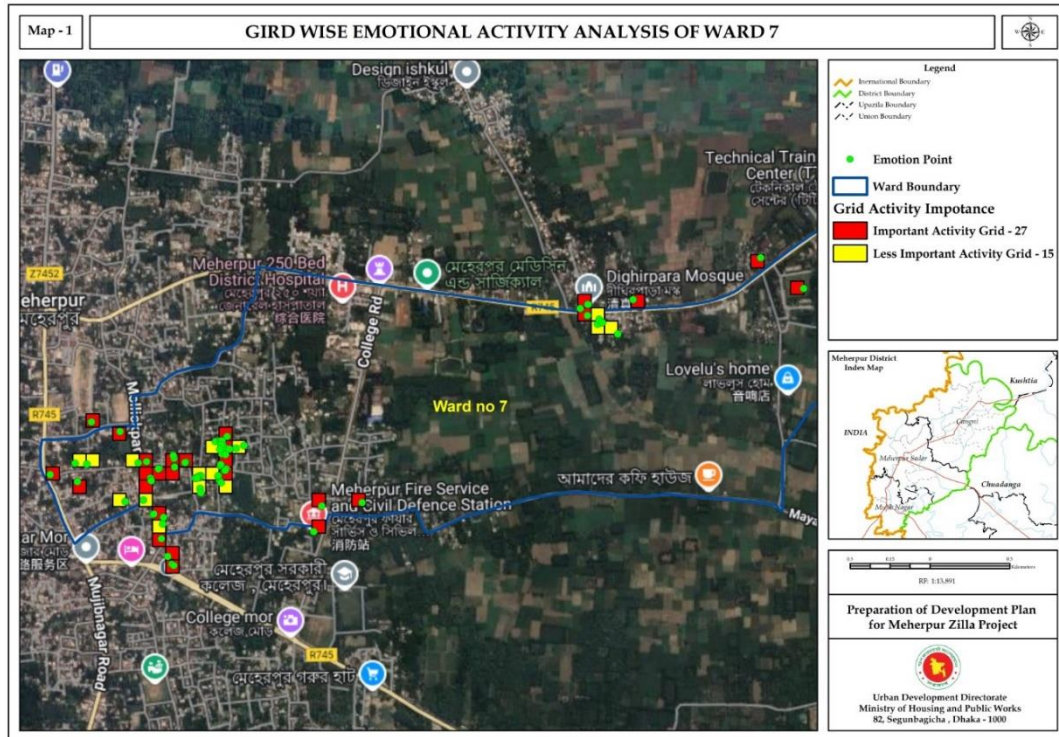
Source: Consultant MZDP, 2025

Planning Recommendations:

- Enhance mobility and access infrastructure toward peripheral emotion zones.
- Install community nodes (green spaces, benches, health kiosks) in outer areas.
- Design corridor-based development along key radial roads.

Grid-wise Emotional Activity Analysis

Out of the total analyzed grids, 27 were identified as important activity grids, while 15 were less active. Important grids include those with daily services, institutions, and civic interactions.



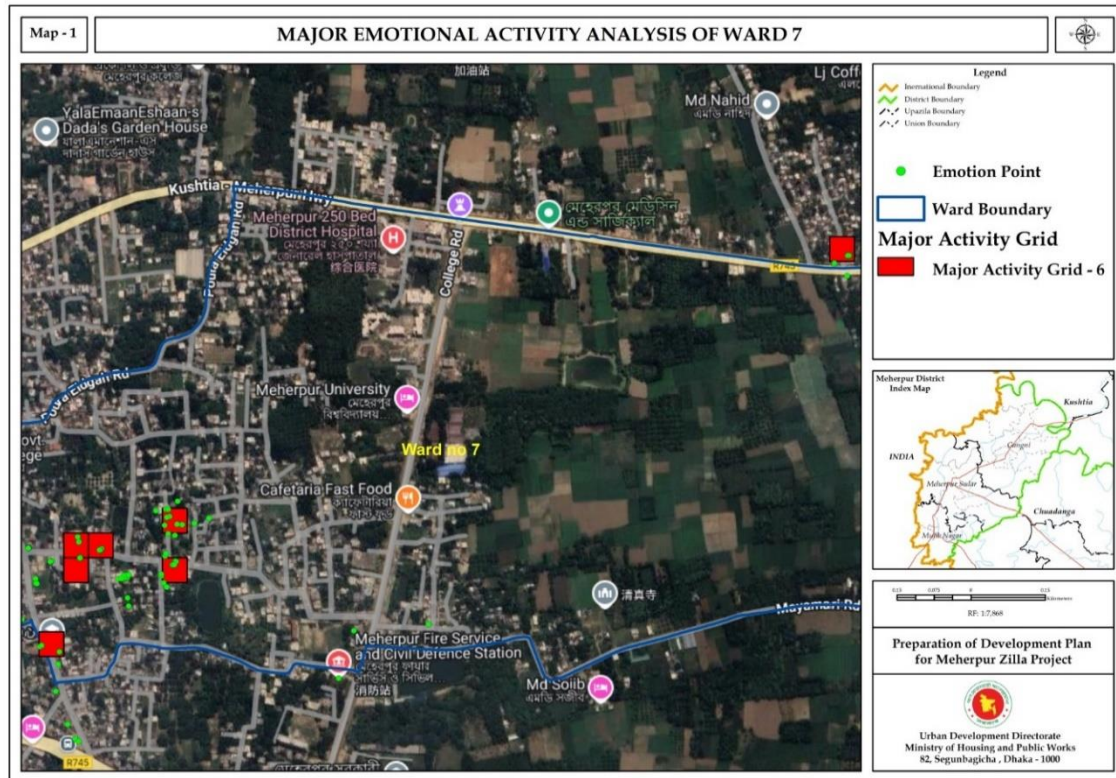
Source: Consultant MZDP, 2025

Planning Recommendations:

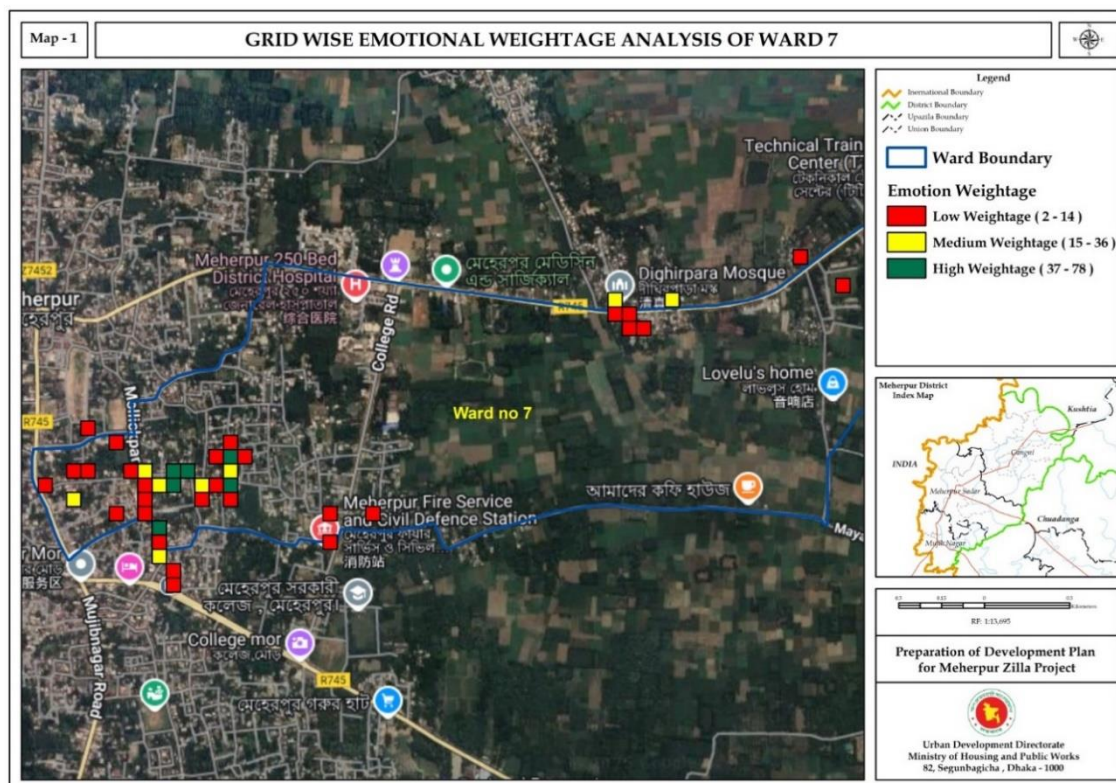
- Prioritize service delivery and safety infrastructure in high-activity grids.
- Activate low-engagement grids with cultural, social, or mobile facilities.
- Create micro-hubs for service decentralization in underutilized areas.

Major Emotional Activity Grid Analysis

Six grids were classified as major emotional anchors of Ward 7—these include key educational, administrative, and safety service areas. These locations are emotionally dense and socially active.



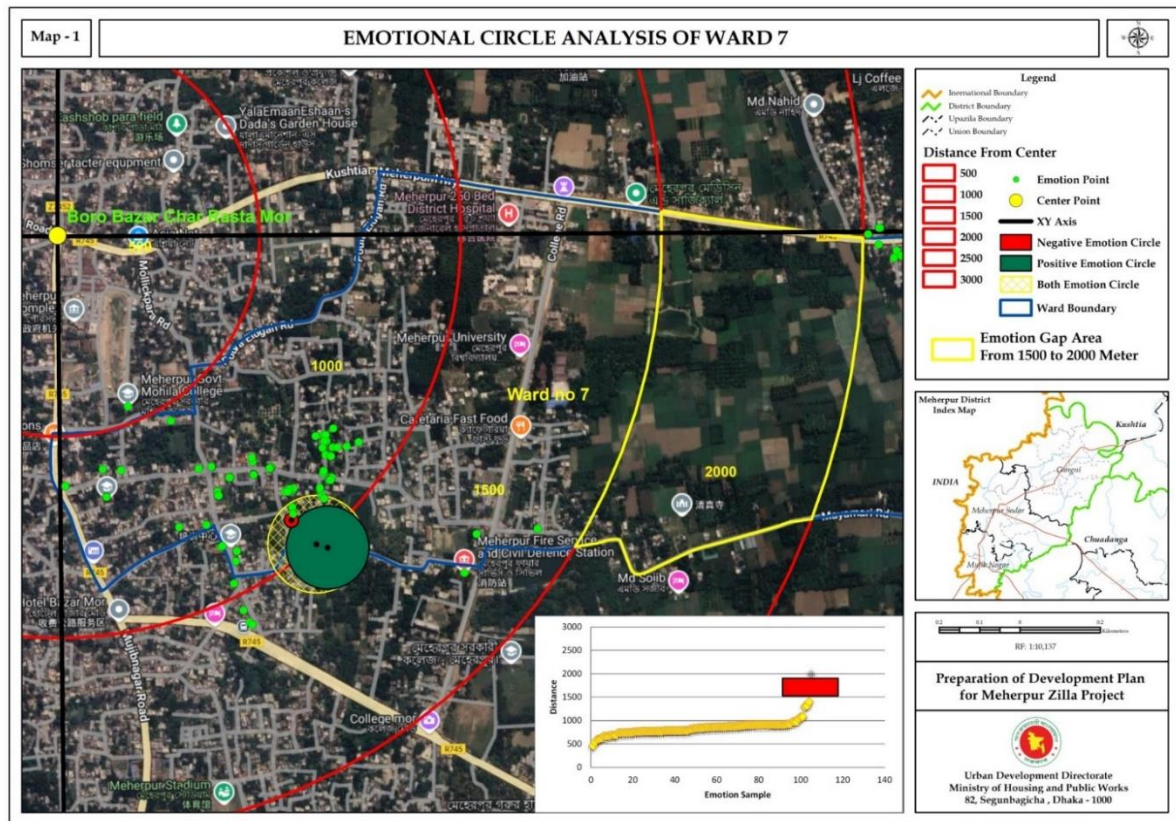
Source: Consultant MZDP, 2025



Source: Consultant MZDP, 2025

Planning Recommendations:

- Ensure long-term maintenance and safety standards in these locations.
- Preserve their emotional significance by integrating participatory public design.
- Replicate similar multifunctional activity zones in other parts of the ward.



Source: Consultant MZDP, 2025

Planning Recommendations:

- Ensure long-term maintenance and safety standards in these locations.
- Preserve their emotional significance by integrating participatory public design.
- Replicate similar multifunctional activity zones in other parts of the ward.

7. Grid-wise Emotional Weightage Analysis

Grids were ranked based on emotion weightage:

- **High (Green):** Scores 37–78
- **Medium (Yellow):** 15–36
- **Low (Red):** 2–14

Planning Recommendations:

- In low-weightage grids: improve lighting, roads, drainage, and introduce recreational elements.
- In medium-weightage grids: add vegetation, informal seating, and social landmarks.
- In high-weightage zones: maintain quality, encourage community-led care and programming.

Key Recommendations from Emotional Analysis

- Improve lighting and pedestrian infrastructure in emotionally distressed road segments.
- Develop shaded walkways and resting areas near emotionally significant intersections.
- Establish social infrastructure and safety features in high-distress grids.
- Activate low-emotion zones with cultural events, green areas, or pop-up public services.