



## **Internship report on**

**The Significance of Corporate and Regulatory Affairs (CoRA) Department in  
Banglalink Digital Communications Ltd.**

**Course Code: BUS400**

**Submitted to:**

**Raisa Tasneem Zaman**

Lecturer

BRAC Business School

BRAC University

**Submitted by:**

**Nusrat Sharif**

**ID: 14104021**

BRAC Business School

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**The Significance of Corporate and Regulatory Affairs (CoRA)**

**Department in Banglalink Digital Communications Ltd.**

## **Letter of Transmittal**

April 12, 2018

Raisa Tasneem Zaman

Lecturer

BRAC Business School

BRAC University

**Subject: Submission of Internship Report.**

Dear Miss,

This is my great pleasure to submit the Internship report of my three months long Internship program in Banglalink Digital Communications Ltd. in the Corporate and Regulatory Affairs Department at Gulshan-1. This report has been prepared to fulfill the requirement of my internship program at my assigned organization in Banglalink. I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to work in the organization & prepare this report. However, this has been obviously a great source of learning for me to conduct similar types of studies in the future.

I am thankful to you for your guidance, suggestions, and constructive criticisms during the preparation of this report that only impelled me further into excelling. I truly hope that you too would genuinely enjoy learning about the organization and its consumers besides merely evaluating me based on the grading criteria set for this assignment.

Regards,

**Nusrat Sharif**

**ID: 14104021**

BRAC Business School

BRAC University

## **Letter of Endorsements by the Supervisor Faculty**

This is to certify that Nusrat Sharif, ID: 14104021, BBA Program, BRAC Business School, BRAC University has done this report on **“The Significance of Corporate and Regulatory Affairs (CoRA) Department in Banglalink Digital Communications Ltd.”** for the purpose of completing BBA internship program. I accept this report as a final internship report.

I wish every success and prosperity of her career and life.

-----  
**Raisa Tasneem Zaman**

**Lecturer**

BRAC Business School

BRAC University

## **Acknowledgement**

This internship report is an accumulation of many people's endeavor. But at the beginning I would like to convey my sincere appreciation to the almighty Allah for giving me the strength & the ability to finish the task within the planned time. Then I like to express my sincere gratitude to everyone who contributed towards preparing & making this study successfully. Major contribution was received from the officers of Banglalink Digital Communications Ltd. as from the Corporate and Regulatory Affairs department. I would like to thank my line manager Mustafa Kamal Masud, Regulatory Affairs Senior Manager of Banglalink who has been always so supportive and helpful over my whole internship period. To prepare this internship report considerable thinking & information input from various sources were involved. First of all, I would like to express my sincere & immense gratitude to my internship supervisor Raisa Tasneem Zaman, Lecturer, BRAC Business School, BRAC University. I am deeply indebted to his wholehearted supervision during my Internship Period. Her valuable suggestions & guidelines helped me a lot to prepare the report in a well-organized manner. I would especially want to thank Md Ashfaul Haque, Regulatory Affairs Manager of Banglalink, for continuously guiding and supporting me throughout my internship period. Most importantly I would like to thank all the members of CoRA department and the authority of Banglalink for giving me the opportunity to do my internship in their well renowned company. The experience & knowledge gained in Banglalink helped me to understand different elements related to my study.

## **Executive Summary**

My Internship report was about “The Significance of Corporate and Regulatory Affairs (CoRA) Department in Banglalink Digital Communications Ltd.” where I have worked for a period of 3 months. This report was also intended to examine the functions and responsibilities of Corporate & Regulatory Affairs team of Banglalink and also their relationship management style with all their stakeholders. This report draws attention to the fact of CORA team and their functions. In this report, I have described about the company profile, my internship experience, job responsibilities, and functions of the departments, problems I have faced in my work place and in the Corporate and Regulatory Affairs team, and analyzed those problems with relevant theories. I also gave some recommendations about how to resolve those problems and its implications. In this report I have broadly described about all the divisions of Corporate and Regulatory Affairs department. The department has about five core different divisions and I tried to describe each division’s work activities as accurate as possible. Recently a new wing has been added which is Corporate Communication. Banglalink Digital Communications Ltd. is very much involved with the corporate social relationships in different ways. In the process of my internship, I did find few areas of improvements, which are broadly discussed as well. The areas which need improvements are also analyzed which I learnt in my BBA program from my university. I have got to know how this one of the giant telecommunications in Bangladesh maintains their company with the help of Corporate and Regulatory Affairs team. This team has major impact on the overall profitability and functions of the company. I have collected all those details from the employees of the team through face to face communications and also from secondary sources like website, Annual reports etc. This report evaluates and concludes that the overall relationship management with the stakeholders of the company is really praiseworthy. The company gets different direct and indirect boundaries from its business environment and here the Corporate & Regulatory Affairs team come and work as a bridge. The report is a result of my three months long internship program, which I conducted at Banglalink Digital Communications Ltd, and it is made for the accomplishment of the internship program as required by BRAC Business School, BRAC University.

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## Part-1 (Organization Part)

### Company Profile

The image shows the 'about banglalink™' logo on the left, with 'about' in black and 'banglalink™' in orange. To the right is a photograph of a modern building with a glass facade, partially obscured by a large, stylized white graphic element that resembles a signal or a wave.

Banglalink started their journey in February 2005, with more than 30 million subscribers over 10 years, Banglalink was the first telecom company in Bangladesh to reduce the call rates and make mobile a reasonable choice for the consumers. Strategy that directed Banglalink towards success came with a simple mission: “Bringing mobile telephony to the masses”.

Banglalink is working constantly with a view to make a true digital Bangladesh that will ensure digital world to its customers. Strong core values such as Customer-obsessed, Entrepreneurial, Innovative, Collaborative & Truthful, are making Banglalink exceptional compared to what the other conventional mobile operators are doing.

The evolution of Banglalink over the years have been powered with innovative products and services targeting different market segments, aggressive improvement of network quality and dedicated customer care, creating an extensive distribution reach across the country and establishing a strong brand that emotionally connected customers with Banglalink.

Banglalink provides equal opportunities to all employees and has always shown zero tolerance for any non-compliance activity. Banglalink’s HQ became the first certified Green Office by World Wide Fund for Nature (WWF) in Bangladesh. The company has relatively formed a flat organization, Banglalink is now working relentlessly to bring digital world to each and every customer to build a true digital Bangladesh.

Banglalink Digital Communications Limited is a fully owned company of Telecom Ventures Ltd. which is a 100% owned subsidiary of Global Telecom Holding. VEON owns 51.9% shares of global telecom holding following a business combination in April 2011, between VEON ltd (Banglalink, Banglalink.net, 2018). Wind telecom s.p.a. VEON is a NASDAQ and Euronext Amsterdam-listed global provider of connectivity, with the ambition to lead the personal internet revolution for the 235 million+ customers it currently serves, and many others in the years to come. It offers services to customers in 13 markets including Russia, Italy, Algeria, Pakistan, Uzbekistan, Kazakhstan, Ukraine, Bangladesh, Kyrgyzstan, Tajikistan, Armenia, Georgia, and Laos. VEON operates under the “Beeline”, “Kyivstar”, “WIND”, “Jazz”, “Banglalink”, and “Djezzy” brands (Banglalink, Banglalink.net, 2018).

## About VEON



Source:(VEON, VEON, 2018)

VEON is a multinational telecommunication services company headquartered in Amsterdam, the Netherlands. It predominantly operates services in the regions of Asia, Africa and Europe (wikipedia, 2018). It is one of the world's largest telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan and others. VEON has grown into an international telecommunications and technology business with more than 235 million customers and the ability to serve more than 10% of the world's population (Banglalink, Banglalink.net, 2018).

Customers are always at the core of their business and that is the main reason for it's being pioneer in telecommunication industry. Their ambition is to bring a digital world to each and every customer. They believe in creating best services that deliver and ensure a better life. They always grab ideas and innovations and try to direct those opportunities where their potential is great. Their culture is inspired by heritage as a technology pioneer and fueled by constant desire to serve customers (Veon, 2002-2014). According to Wikipedia in July 2013, following the 2011 ownership restructuring in the parent company, the company name changed for the second time to Banglalink Digital Communications Ltd.

## History

Sheba Telecom (Pvt.) Ltd. was granted license in 1989 to operate in the rural areas of 199 upazilas. Later it obtained nationwide 15-year GSM license in November 1996 to extend its business to cellular mobile, radio telephone services. It launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture.

In July 2004, it was reported that Egypt based Orascom Telecom is set to purchase the Malaysian stakes in Sheba Telecom through a hush-hush deal, as Sheba had failed to tap the business potentials in Bangladesh mainly due to a chronic feud between its Malaysian and Bangladeshi partners. An agreement was reached with Orascom worth US\$25 million was finalized in secret. The pact has been kept secret for legal reasons, considering financial fallout and because of the feud. The main reason for the undercover dealing was the joint venture agreement between the Bangladeshi and the Malaysian partners, which dictates that if any party sells its Sheba shares, the other party will enjoy the first right to buy that.

## The Tigers' Trail



Source: (Banglalink, Annual Report 2015, 2015)

Integrated Services Ltd. (ISL), the Bangladeshi partner, was being 'officially' shown as purchasing the shares held by Technology Resources Industries (TRI) of Malaysia for \$15 million. ISL then paid another \$10 million to Standard Chartered Bank to settle Sheba's liabilities. In September 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited. It was acquired for US\$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold. Afterward it was re-branded and launched its services under the "*Banglalink*" brand on 10 February 2005. In March 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name. In July 2013, following the 2011 ownership restructuring in the parent company, the company name changed for the second time to Banglalink Digital Communications Ltd. Banglalink attained 1 million subscribers by December 2005 and 3 million subscribers in October 2006. In less than two years, by December 2007, Banglalink overtook Aktel (Now Robi) to become the second largest operator in Bangladesh with more than 7.1 million customers. As of September 2015, Banglalink had a subscriber base of 32.61 million with 24.81% market share. It is a wholly owned subsidiary of Telecom Ventures Ltd. of Malta which is owned by Global Telecom Holding.

## **Vision**

To be a pioneer; working at the frontier to unlock new opportunities for customers as they navigate the digital world.

## **Mission**

The initial success of Banglalink was based on a simple mission: “Bringing mobile telephony to the masses”, which was the cornerstone of Banglalink’s strategy. The brand slogan of “start something new” is in essence derived from Banglalink’s promise of empowering human beings with low priced communication solution. In brief, the missions of Banglalink are-

- Segmented approach in terms of products and services
- Delivering superior benefits in every phase of customer experience (before, during and after sales)
- Creating optimum shareholder value.

## **Core Values**

All employees of Banglalink are expected to demonstrate the following core values in day-today activities to “Start Something New” in every area operations in the Banglalink way:

- Collaborative
- Innovative
- Truthful
- Entrepreneurial
- Customer-obsessed.

## Corporate Division: The Management team of Banglalink

Chief Executive Officer	Erik Aas
Chief Financial Officer	Anton Landman
Chief Marketing Officer	Mike Michel
Chief Digital Officer	Sanjay Vaghasia
Chief Human Resource & Administrative Officer	Monzula Morshed
Chief Technology Officer	Pierre Boutros Obeid
Chief Legal Officer	Jahrat Adib Chowdhury
Chief Compliance Officer	M Nurul Alam
Chief Corporate & Regulatory Officer	Taimur Rahman
Chief Sales Officer	Ritesh Kumar Singh

Source: (Banglalink, Banglalink Management team, 2018)

# Organogram



Organogram or Organizational Chart of Banglalink

## Products and Services

### Packages

#### Pre-Paid

- ✓ 1 Second Pulse
- ✓ Banglalink Desh 10 fnf
- ✓ Banglalink Desh
- ✓ Banglalink Desh Ek Rate Darun
- ✓ Banglalink Desh Hello Package
- ✓ Banglalink Play

#### Post-Paid

- ✓ Banglalink Inspire

#### PROpaid

- ✓ PROpaid 222
- ✓ PROpaid 333
- ✓ PROpaid 555

Not sure which package to migrate to? try our

Package Advisor



Source: (Banglalink, Banglalink.net, 2018)

## Offers

Banglalink also provides different types of offers in order to retain their existing customers as well as to build new customer base. Offers like, Amar Offer, 4G SIM Upgrade, Balance Transfers Offers, Bundle and Voice Offers, Digital Service Offers, Internet Offers, Priyjon Offers and many more offers are there.

## Digital Services

Banglalink provides different types of digital services and the quantity of this service is huge. The most popular services are- Banglalink Local Radio, Banglalink Megamind, Call Block, Music Station. Besides, they provide more services which are categorized in different names like, Fun & Entertainment, Lifestyle, Sports, Devotional, Health and Education, Messaging & Utility Services, News and Info Services, Mobile Financial Services, Banglalink Store.

### Digital Services

The screenshot displays a user interface for finding digital services. At the top, there is a search bar labeled "Find your digital service" and a filter button labeled "All". Below this, several service cards are presented in a grid. Each card features a promotional image, a title, a brief description, and a "Details" button. The services shown are:

- Banglalink Local Radio:** "Now easily become a local star!"
- Banglalink MegaMind:** "Daily Dose of Joy" (DAILY DOSE OF JOY).
- Call Block:** "Now block all unwanted callers!"
- Music Station:** "Ever wished you could decide the songs playing on..."
- Voice Adda:** "Voice Adda provides you with an opportunity to..."
- UNB News:** "UNB News (6397) Banglalink 'Info Services provides most updated..."

Source: (Banglalink, Banglalink.net, 2018)

### **Banglalink Internet**

By considering the customers mind and affordability, Banglalink has been delivering various kinds of internet offers. For Pre Paid users, they have Recharge Pack, Social media Packs, Standard Volume Pack; for Post Paid users, Bill Cycle Based Pack, Migrate Bill Cycle Based Pack, Add-on Pack etc.

### **Banglalink 3G**

Banglalink 3G provides their customer the fastest internet speed even on the move with the HSPA+ connection. Banglalink 3G brings the experience of using mobile broadband on 3G mobile phone/devices. One can enjoy video streaming, download, video calling, high speed data transmission with 3G connection. In 2014, BTRC (Bangladesh Telecommunication Regulatory Commission) declared that Banglalink's 3G data service is the fastest in our country. Besides providing the fastest 3G internet, Banglalink is the second operators in Bangladesh to cover 64 districts (Banglalink, Banglalink 3G and 3G coverage, 2018).

## Banglalink 4G



Source:(Banglalink, Banglalink.net, 2018)

Bangladesh has recently entered into a new era of internet experience. And that is 4G! 4G is the fourth generation of mobile phone technology that follows on from the existing 3G and 2G mobile technology. To get the best internet experience for customer Banglalink has been awarded technology neutral spectrum in the 1800 and 2100 MHz bands (VEON, VEON, 2018).

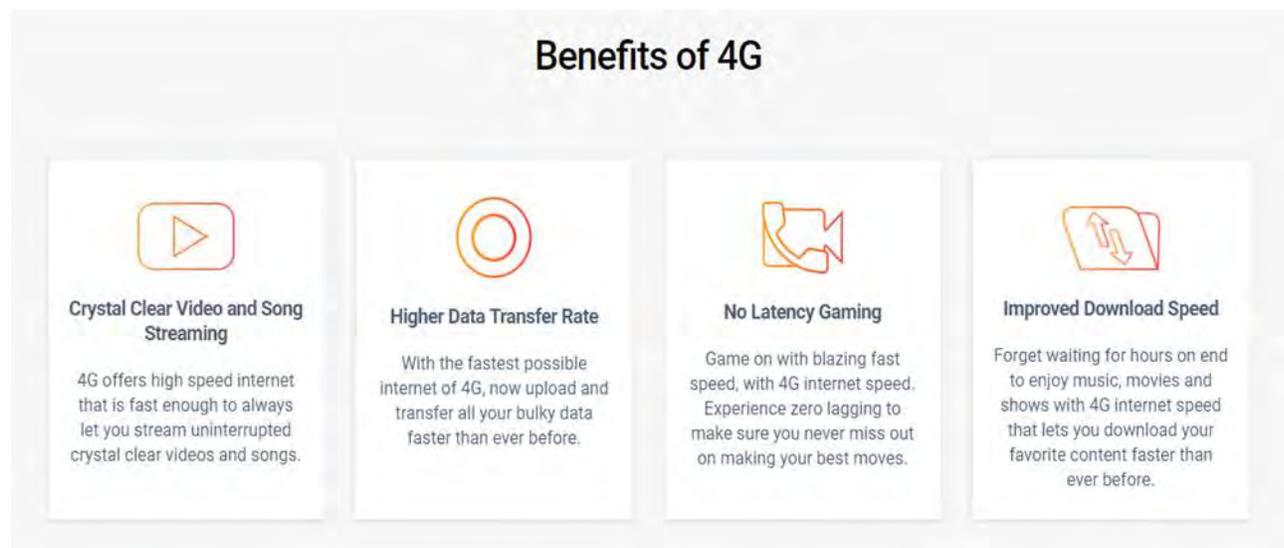
BTRC conducted the auction and Banglalink has acquired:

- 5.6 MHz paired spectrum in the 1800 MHz band; and
- 5 MHz paired spectrum in the 2100 MHz band (VEON, VEON, 2018).

The spectrum is mainly technology neutral which means we can use any band in any technology. This will not only enable 4G but also increase the performance of 3G network. Banglalink will have to pay a total of USD 308.6 million for the spectrum excluding VAT (VEON, Veon-Media, 2018).

## Benefits of 4G

4G will give us new and fastest internet experience around the country. Bangladesh Telecommunication Regulatory Commission (BTRC) impose rules and regulations on the quality of service where the minimum speed for the service will be set at 7 Mbps and the regulator would be tough on ensuring quality. The service provided by 4G network will ensure No buffering while HD streaming, also HD video calling, high quality music streaming and other services.



Source:(Banglalink, Banglalink.net, 2018)

Banglalink CEO Erik Aas said “Now we are focusing on digital services which will also push customers to empower their digital life.” The 4G services will play a vital role in boosting socio-economic growth of the country by facilitating healthcare services, remote education, transportation and financial services, he added.

## **Part-2 (Project Part)**

### **Introduction**

#### **Rationale**

Banglalink is one of the well-known and reputed telecom who is playing a very important role in communication environment in Bangladesh. In these days there is huge competition among other leading telecom in our country and all are trying to create value through their best effort. For any organization Corporate & Regulatory Affairs team is crucial and they are contributing to the organization a lot. They basically work and negotiate with all their stakeholders including government. Banglalink is also doing their best with their stakeholders to give them better service with their negotiation skills and expertise. I have tried in this report to give an overview of the CORA (Corporate & Regulatory Affairs) team and their responsibility also their relationship management with their different stakeholders as they are working as a building bridge between Banglalink and its different stakeholders.

#### **Background of the study**

The reason behind proposing this study is as I am working here and watching the activities practically, I have observed that this department plays a vital role in this organization which has never been recognized before that much. I want to prepare my internship report by following the Affiliation-Description Report Format. Being a HRM and Marketing major, it is a privilege working in this department. By working in this department, I got to know so many things. Like how an organization complies with all the rules and regulations, how a telecommunication company is being regulated by maintaining all the norms and values. Besides, the most important learning reflection from here is, Experiencing corporate life practically. Within one month, I have learned the most significant factor that a fresh graduate should learn during his/her internship period. And that is knowing the corporate culture, how to communicate with your seniors, how to greet them and understanding when to talk with them. Through this report, I want to aware the students of BRAC Business School and also the business sector that without this Regulatory department, an organization cannot work properly. Besides, it also deals with the internal and external stakeholders very efficiently. Furthermore, it will encourage the youths to build their career in this particular sector.

## **Objectives**

### **Broad/General Objective:**

The main objective of this report is to understand the responsibilities and functions of Corporate and Regulatory Affairs Department of Banglalink Digital Communications Ltd. Also how they maintain the whole organization by upholding a proper relationship with their stakeholders as well as with the internal teams.

### **Specific Objectives:**

- To signify the importance of CoRA Department and its value in the organization.
- To understand how the government runs the telecommunication industry and Banglalink as well.
- To understand the corporate culture of Banglalink Digital Communications Ltd. and also how to communicate with the seniors.

## Literature Review

Telecommunication industry is one of the leading industries in our country who are connecting people and doing business as well. They are service oriented and their main business is with the customers who are basically using their network and services. Customers are at their core and creating value for their customer through different services is their main objective.

Corporate and Regulatory Affairs department plays a major role in any organization. It is a profession which is within different regulated industries such as pharmaceuticals, medical devices, energy, banking, telecom etc. They are mainly responsible for ensuring that their companies comply with all of the regulations and laws of the respective business(Wikipedia, 2017).

The department is also responsible for keeping track of the ever changing rules and regulations of a particular country and also for presentation of registration documents to regulatory agencies (Topra, 2018). These are the main reasons behind my selecting report topic which is **“The Significance of Corporate and Regulatory Affairs (CoRA) Department in Banglalink Digital Communications Ltd.”** I have tried to find the responsibilities of the department also their relationship management with their stakeholders.

In my study my main motive to find the importance of CORA team in an organization also because they are part and parcel of Telecommunication industry. Telco always has to be aware of the different rules and regulations imposed by the government and BTRC. But all those reports and articles that I have read is actually not focused on my objective. Suppose the report titled **“Banglalink Digital Communications Ltd.”** By Ayesha Mini who were also an intern in the same department focused her report less on Corporate and regulatory Affairs Department. Also she has mentioned some problems identified in the workplace which is not actually that much relevant to the CoRA and their activities.

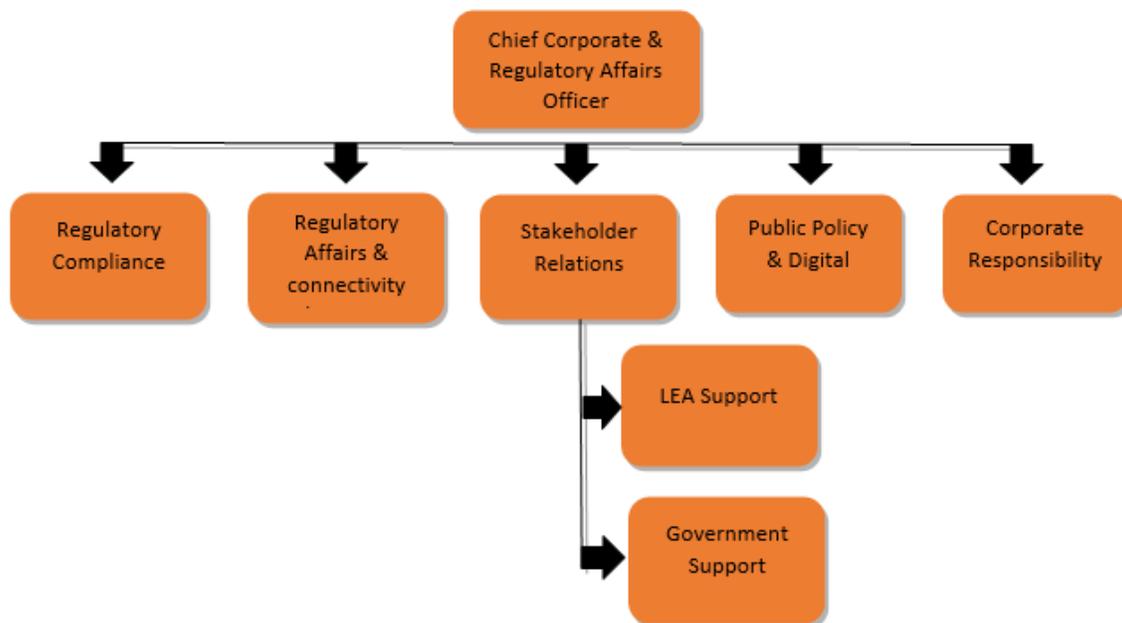
The key findings of my literature review are briefly enumerated below:

- The department has about five different divisions and I tried to describe each division’s work activities as accurate as possible.

- Banglalink Digital Communications Ltd. is very much involved with the corporate social relationships in different ways (Mini, 2017).
- Firms with more proactive profiles do differ from less environmentally committed firms in their perceptions of the relative importance of different stakeholders (Sadorsky, 1999).

## Activities Undertaken

Banglalink has been a new learning experience for me which introduced me to the real corporate world. The working environment of Banglalink is very friendly and each and every employee is very helpful. I was assigned in Corporate and Regulatory Affairs (CoRA) Department and under this department, there are five individual units are available. They are- Stakeholder Relations, Regulatory, Regulatory Affairs & Connectivity Business, Public Policy & Digital, Corporate Responsibility and lastly Regulatory Compliance. Stakeholder Relations has two more wings, one is Government Relations and another is LEA support (Law Enforcement Agency). I was mainly assigned in Regulatory Affairs unit. Before starting my individual tasks, I would like to mention about the five wings of CoRA team.



Organogram of Corporate and Regulatory Affairs Wings

### Regulatory Compliance

For internal audit function Regulatory compliance team works. The team is specialized mainly in implementing compliant telecommunication regulatory requirements.

## **Regulatory Affairs & Connectivity Business**

Here comes my team where I have been assigned and that is Regulatory Affairs team. Regulatory affairs mainly deal with BTRC (Bangladesh Telecommunication Regulatory Commission). BTRC mainly controls all the telecommunication industry in Bangladesh and they provide guidelines and permissions on different matters related to the telecommunication industry. Here this team mainly comes who are specialized in telecommunication law, rules and regulations. For example, for 4G connection this team collects permission from BTRC. Because for any issue. In fact, to issue a single offer Banglalink needs to get permission from BTRC.

## **Stakeholder Relations**

As I have told before there are different kinds of stakeholders available in Banglalink. This team ensures good relationships and connectivity with all of its stakeholders beyond BTRC alone. There are two parts in this very department or unit. One is Government relations and another one is LEA (Legal Enforcement Agency). Government is a crucial and most important part of this department as the whole Banglalink depends on different rules or regulations imposed by government at any time. LEA team mainly focuses on different law enforcement agency like Police, RAB etc. It deals with any fraudulent and criminal activities which are done through any Banglalink SIM card.

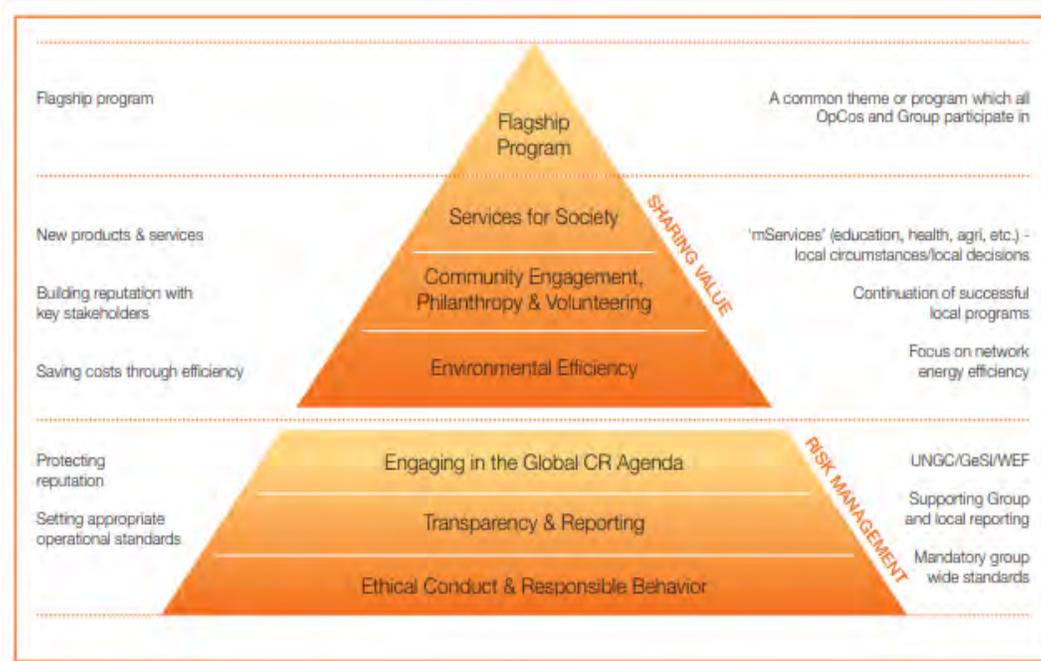
## **Public Policy & Digital**

Business environment changes all the time. To cope with these changes a company needs to be dynamic and adaptive. Public policy & Digital wing deals with this function and they basically do market research and provide future guidelines or policy for the organization. They mainly direct the organization towards the future steps. They advocate different policy related to the organization and its future.

## **Corporate Responsibility**

Corporate responsibility team maintains the CR (Corporate Responsibility). They are also responsible for planning and implementations of VEON's Corporate Responsibility (CR) strategy. This department ensures the employees to be aware of CR responsibilities through internal communications. It also builds relationship with CR related stakeholders nationally and

internationally. Also mitigate requests from Corporates, Trade Bodies, Chambers, Think Tanks and greater society for CR related projects.



Banglalink Corporate Strategy Pyramid

Source: (Banglalink, Annual Report 2015, 2015)

This part mainly covers the works that I have done in this organization and also how it has contributed to Banglalink. The activities are being focused on the assigned task by Banglalink or any interest about the whole organization.

**a) Work-Related:**

As an intern I was chosen for doing internship under Batch **AIP 1801 (Advanced Internship Program)** of Banglalink Digital Communications Ltd. I was assigned to CORA department which is headed by Taimur Rahman. He is the Chief Corporate and Regulatory Affairs Officer (CCRAO) of Banglalink Digital Communications Ltd. The first few days I have done works which was related to 4G license application. The last date of the application submission was 14th January and CoRA team is wholly responsible in this regard. On the second week, one of the team member gave us a task to complete. The task was interesting and we, the four interns of CoRA department was distributed a list of districts of Bangladesh. The senior told us to search

the official PBS (Pally Bidyuth Samity) website and collect the AGM and Finance manager's contact number. We have come to know that Banglalink has thousands of towers around the country but many of them are registered under different name. Because Banglalink was previously known as Sheba Telecom, later on it was under Orascom and then it comes under VEON which is operating under the name of "Banglalink Digital Communications Ltd."

On our very first working day, we were asked to communicate and get to know each other. As we were 4 interns in this department, we started talking with each other and talked about our educational institutions. Then some of the employees came to us one by one and guided us about the department which was really helpful. The most interesting information was there is no fixed desk for any employee, even for the CEO. It is an open desk office and employees can sit wherever they want. I found this to be very unique and appreciating because it is an indication of equality.

As I was in Regulatory Affairs unit, I was guided about the legal letters, where to keep them and in which file a letter should be kept. First few days, I found it very difficult because there were so many files and it was quite complicated to remember the files names. Day by day, I grabbed it by maintaining the documents and following the other employees' instructions. Though I was an intern, still I was the only person who got the permission to enter into the file room where all the confidential documents were stored. They trusted and believed in me and never questioned me for any single thing.

Besides, my line manager sometimes asked me to prepare slides in PowerPoint regarding "The Guidelines of Telecommunication Infrastructure Sharing" which was shown in front of the employees in a meeting. Later on, he really appreciated my work as I prepared it within few hours during my office time.

The most challenging job during my internship period was, translating letters of BTRC from Bengali to English. In the Bengali letters, the words that were being used were really difficult to understand and interpret. At first, I took help from the previous letters and learned the technique like how to address and approach. Then it became easier for me to translate the letters in English.

After a month, my line manager told my second line manager to teach me how to submit letters to BTRC through online following some steps. Before that I only used to keep the letters in file but from that moment I was able to submit letters as well to BTRC. In order to submit any letter to BTRC, the pdf file must be within 1.5 MB in size. So I always had to be alert while submitting the letters to BTRC.

**b) Organization-wide:**

During my internship period of three months, I was assigned with different types of works. I not only worked with my unit, but also worked with the other units. For example, I worked with one of our senior for conducting a seminar and it was on “VEON’s Government and Policy” where employees from other departments were informed about the policies of VEON. This is how I started contributing to Banglalink with the help of my skills and knowledge.

As I have already mentioned that I had to maintain all the legal letters of BTRC and Banglalink, it was very easy for me to search for a specific letter whenever it’s needed. If my line manager had to do this, it would have been time consuming for him as he had other planned schedules as well. This is how I have done the tasks and saved time of my line manager.

Besides, I saw that everyday my line manager and other employees had to visit to BTRC for their work during office hours. As a result, I had to do all the paper works like scanning letters, submitting letters through online, keeping the letters in file, sending letter for dispatch etc. This somehow saved the time of my line manager and helped him to concentrate on other tasks easily.

**c) Other relevant activities:**

In my internship report, I tried my level best to flourish the activities and hard works that are being done by CoRA department. There were some more relevant activities like:

- Maintaining a good and friendly relationship with the existing employees of Banglalink, complying with all the rules and regulations
- Helping other individuals of the organization in their activities

- Understanding the corporate very briefly and implementing it throughout my internship journey
- My connection was not only limited within my department. I have worked with the people from HR, Marketing, Finance, and Legal Department etc and also got the opportunity to make a connection with them.

## **Constraints and Proposed Course of Action for Improvement**

During my internship period, I went through some challenges and was able to overcome those constraints as well. With the help of the senior employees of my department and my colleagues, my internship days went very smoothly and without much stress.

### **Observed in the organization**

- The very first observation that I have observed while working at Banglalink was, Corporate and Regulatory Affairs team maintains a good relationship with their stakeholders. Stakeholder relations team tries to engage strategic stakeholders for desired business environment for Banglalink. They take approval from different govt. entity and regulators. This team also gives policy advocacy on relevant matters including national budget and taxation. SR (Stakeholder Relations) team also tries to mitigate business challenges which actually impede the company. They give emergency support provided to security team when they failed to complete the task relatively on LEA issues and immigration support. Supporting the cross functional activities on Govt. stakeholder is another activity of this team. This team also supports municipality and city corporation tax issues as well as business environment management. Stakeholder relations team support Technology team for access permission and security clearance for BTS maintenance work at different government, semi government and non-government critical places. Overall it tries to place Banglalink as a responsible corporate citizen in stakeholder's mind.
- Secondly, the next observation from my point of view was, CoRA team plays an important role at Banglalink because in order to communicate with the Government officials or BTRC, other departments cannot connect with them directly. Only CoRA team is responsible for communicating with the BTRC.
- Thirdly, I have observed the tasks and responsibilities of team CoRA. Corporate and Regulatory Affairs team mainly works for policy making, strategically negotiate with government and other regulators. In the case of telecommunication regulators, CoRA team bargain with them for different purpose. The team also communicates with different stakeholders and tries to maintain good relationship with them for their

business purpose. The CoRA team actually paves the way for the organization by analyzing and taking different strategic steps which are in line with the company policy and regulations. They work as a bridge between Banglalink and its different stakeholders.

## **Academic Preparation**

- While working in the organization I have observed that the interns were not placed in the right place where they should be. For example, I have done my major in HRM and Marketing, yet they assigned me to Regulatory Affairs Department. At first, I was confused about it but then I adjusted to the situation. This somehow created a gap and hampered while preparing my report.
- As I had to work for full office time, it was quite difficult for me to sit for the report during office hours. And I also couldn't work after coming back home because it took me 2 hours to come home from office. As a result, I did not had that much energy to sit again and work for report.
- The biggest challenge was to get an appointment with my line manager. Most of the times, he had to stay out of the office to BTRC for official work. As a result, I couldn't discuss with him that much to collect information regarding the organization and department.

## Lessons Learned from the Internship Program



### Implications to Organization

From my perspective, Banglalink can be benefited from my report especially Corporate and Regulatory Affairs team. Through this report, I have tried to bring out the best aspects of CoRA team and where they lack as well. This can highly motivate the team to work better in the future. Besides, they will be able to know in which cases their employees are feeling demotivated and can work more on employee satisfaction if needed.

- First of all, as I have tried to flourish the importance of CoRA team, their activities, and their hard work for launching 4G; this will highly motivate them. Because as far I know, I have seen really few papers regarding Corporate and regulatory Affairs of any organization.
- Secondly, I have talked about the IT facilities and technical equipment's of the company. In this case, they will focus more on their IT service and replace the existing equipments with the new ones.
- As I have last few days in this organization, I have already started training the next intern who will replace me after I leave. I guided him about all the legal letters, where they are kept and how to keep a letter in a file. Because every letter is for different issue and purpose. Besides, I have taught him how to send letters to BTRC and how to keep a scanned file within 1.5 MB. This somehow shows that I have worked these three months very dedicatedly and never said no to any work.

## **Implications to University's Internship Program**

- First of all, the knowledge that I have gathered from my academic life got an actual interpretation through my internship journey. Whatever I have learned within these 4 years of my undergrad life, I implemented it during my internship timeline.
- Internship Program was an integral part of my BBA. After completing it, I have to show the outcome of it through my internship report. As a result, this report has a great impact to me and also for the future interns to gather more knowledge about Banglalink.

## **Conclusion**

Throughout my Banglalink's Advanced Internship Program, I really enjoyed working there at friendly and co-operative environment. The program gave me very much learning opportunity especially about the corporate culture and environment which was actually my most valuable experience there. It gave me opportunity to work with real life experience. I believe this lifetime experience will help me in future career and future step. Also my academic knowledge and skills that I have gained in these years helped me to complete the program successfully. My academic knowledge and practical knowledge gained at Banglalink cumulatively have enriched my span of knowledge in Business environment. The internship program helped me to enhance my communication and interpersonal skills also it developed my persuasion skill with the people. Banglalink AIP program gave me analytical and technical knowledge too which I believe will really help me to go ahead. I have come to know how this giant company works with the support of Corporate & Regulatory Department. My overall experience was amazing with some amazing and helpful as well as smart people.

## Recommendations

After conducting the internship report writing I really have come to know some limitations where I want to give some focus on valuable insights. I would also love to give some recommendation about the internship program that I have dealt with. I hope these recommendations will really help both the company and its future interns. This recommendation is parallel to my main objectives of the report.

- Different stakeholders may demand for different information which is sometimes not permitted to provide. To get rid of this situation, Banglalink should add new policy or rules which will help them to deal with the situations they face. Also they should make their stakeholders aware of their company policy and information sharing rules.
- Although due to confidential issue many personnel don't want to share information, they need to be more welcoming about this issue. At least they should give an overview of the whole functions and duties.
- Before launching any service or product, a department should consult with the policy team so that the idea or product can be in line with the company policy.
- Keeping Banglalink's stakeholders updated with the new rules & regulations and policies is another solution to keep good relationship.
- One last thing that I would like to recommend and that is updating their IT facilities. While working, most of the time my laptop got hanged as it was an old model laptop. Besides, the scanner and printing machines also should be changed otherwise the jobs will not be done properly and within the timeline.

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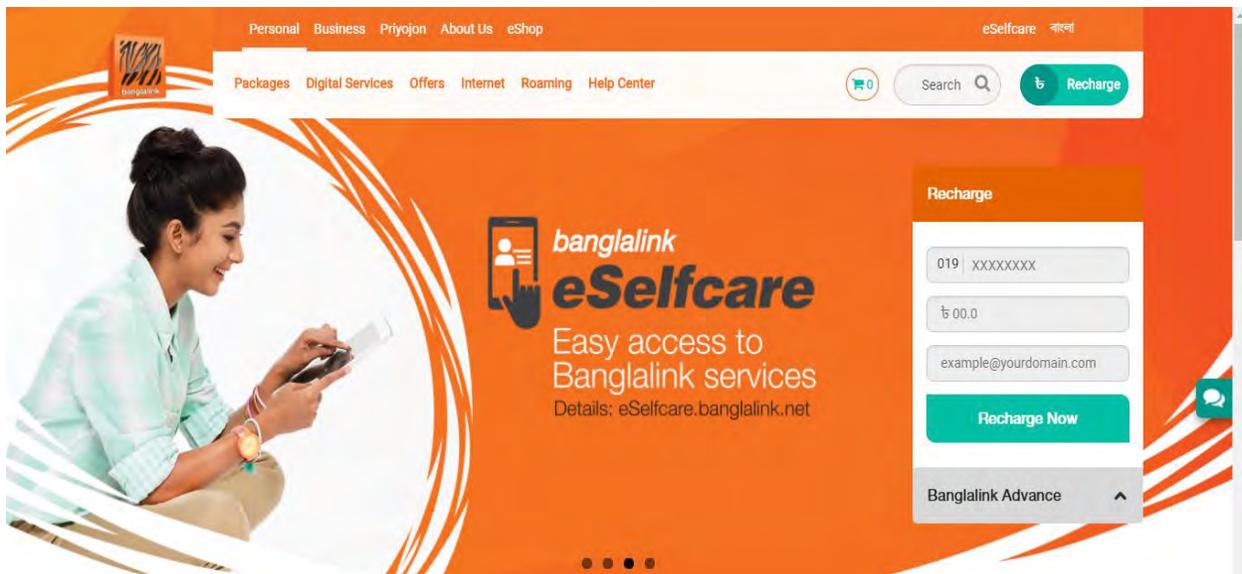
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## Appendix 1: Banglalink Logo and Website

Website link: <https://www.banglalink.net/en>



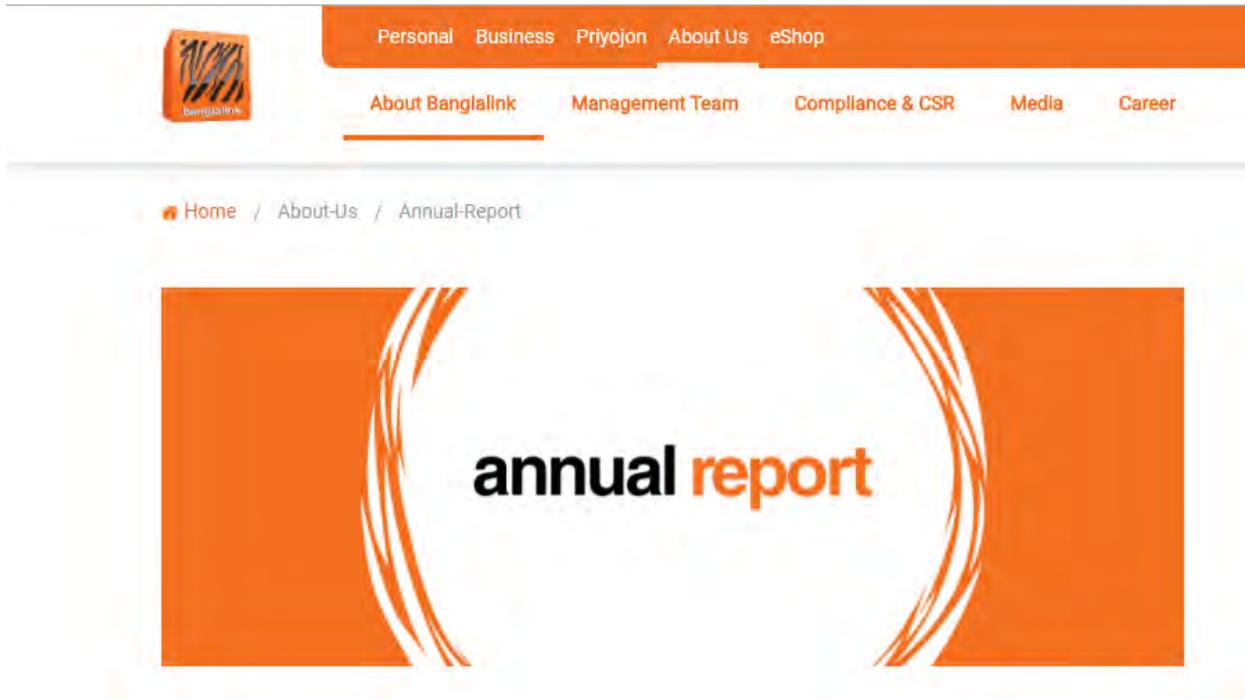
Source: (Banglalink, Banglalink.net, 2018)



Source: (Banglalink, Banglalink.net, 2018)

## Appendix 2: Annual Reports of Banglalink

Website link: <https://www.banglalink.net/en/about-us/annual-report>



### Annual Report

Annual report	File Type	File Size	Download
Annual report 2015	pdf	30.9 MB	<a href="#">Download</a>
Annual report 2014	pdf	6.12 MB	<a href="#">Download</a>
Annual report 2013	pdf	21.40 MB	<a href="#">Download</a>
Annual report 2012	pdf	7.65 MB	<a href="#">Download</a>

## Appendix 3: Appointment Letter



### INTERNSHIP AGREEMENT

This Agreement ("Agreement") is made on 8, January 2018

**BETWEEN:**

- (1) **Banglalink Digital Communications Ltd.**, a public limited company incorporated under the laws of Bangladesh and having its office at of Tigers' Den, House-4, SW Bir Uttam Mir Shawkat Sharak, Gulshan-1, Dhaka-1212, Bangladesh (the "Company");

**AND**

- (2) **Nusrat Sharif**  
1/9/3/A, Tolarbag, Dar -us -salam, Mirpur, Dhaka-1216, Bangladesh.  
("The Intern")

This agreement is subject to the following terms and conditions:

1. For the purpose of assisting the Intern to obtain work experience, The Company hereby appoints the Intern and the Intern hereby accepts such appointment. The Intern will commence Internship with the Company from **January 10, 2018 to April 9, 2018** for period of three months ("Internship Period") and shall perform such duties as the Company may require. The Intern will initially be assigned to perform duties at Dhaka. However, the Intern shall serve in any of the offices of the Company in Bangladesh as may be required and at the sole discretion of the Company.
2. While performing the Internship, the Intern unconditionally agrees and acknowledges the Intern's obligation to:
  - a) perform all work allocated to the Intern to the best of the Intern's ability;
  - b) exercise all due care and skill;
  - c) comply with all lawful and reasonable directions and instructions given to the Intern by officers or employees of Company during the course of the Internship;
  - d) comply with any and all Company policies and procedures that apply, or may apply, to the Intern during the course of the Internship;
  - e) at all times comply with any and all legislation, codes or guidelines, in whatever form, that are applicable to the Intern.
3. The Company understands that the Intern, upon completion of the Internship Period will submit an Internship Report (Internship Report) to his/her educational institution. The Intern shall make sure that the Internship Report if uploaded in the intranet/internet shall not be publically searchable.
4. The Intern shall not involve/undertake any other internship during the period of his/her Internship at the Company.
5. The Intern will be paid a lump sum allowance of BDT 6,000/- (BDT Six Thousand Only) per month. The Intern will be responsible for paying all of his/her taxes, if any.

**Banglalink Digital Communications Ltd.**  
Tigers' Den, House # 4 (SW), Bir Uttam Mir Shawkat Sharak  
Gulshan-1, Dhaka-1212, Bangladesh, Mobile: +88 0191 1304121  
www.banglalink.net



6. The Intern must provide medical certificate if he/she is sick beyond two consecutive working days or more.
7. The Intern shall not, either during the term of this Agreement or thereafter, except in the proper course of his/her duties, disclose any information concerning the Company or its customers or any of its subsidiary or associated companies/affiliates which may come to his/her knowledge during the course of his/her Internship and he/she will use his/her best endeavors to prevent any such disclosure. This restriction shall continue to apply after the termination of this Agreement without limit in point of time but shall cease to apply to information or knowledge, which may come into the public domain, otherwise then as a result of disclosure by the Intern.
8. All Intellectual Property Rights (including without limitation copyright, trademarks or trade names, patents, designs (whether registered or pending registration), goodwill, trade secrets, secret processes, moral rights, the right to have confidential information kept confidential and other like rights whether arising by common law or by statute) developed by the Intern while the Intern is performing the Internship under this Agreement are hereby assigned to and vest in Company immediately as created. the Intern will execute all documents and do all things that are necessary or desirable to give effect to this clause
9. Nothing in this Agreement shall be construed to constitute the Intern as an employee or agent of the Company.
10. The terms and conditions of Internship are contained herein and in the applicable rules and regulations of the Company, which may be subject to alteration from time to time, and the Intern shall be bound by such terms and conditions and rules and regulations as they may stand after such alteration.
11. Both the Company and Intern reserves the right to terminate contract of Internship forthwith and without assigning any reason whatsoever with 7 days written notice, at any time during the contract period.
12. This Agreement is governed by the laws of Bangladesh and the parties submit to the exclusive jurisdiction of the courts of Bangladesh.
13. The Company hopes that your association with the Company will be successful and rewarding. Please indicate your acceptance of this offer by signing below and returning it to.

Signed ..... *Monzula Morshed* ..... Signed ..... *Nusrat* .....

**Monzula Morshed** Intern's Name: Nusrat Sharif  
Chief Human Resources & Administration Officer