



INTERNSHIP REPORT

ON

“COORDINATING INTERNSHIP”

SUBMITTED TO:

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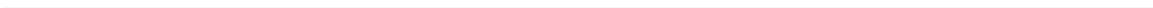
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COORDINATING INTERNSHIP



Letter of Transmittal

March 13th 2015

Mr. FeihanAhsan

Lecturer II

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Respected Sir,

It is indeed a great pleasure to have the opportunity to submit my internship report on the experience gained during my twelve weeks internship period at RobiAxiata Ltd. I have prepared this report in accordance with the instructions given by you. I expect this report to be informative.

Working in RobiAxiata Ltd was an inspiring and learning experience for me. I hope this knowledge will facilitate me a lot in my future career endeavors. In spite of the various difficulties faced in preparing the report. I have given utmost care to be as thorough as possible.

With my limited knowledge, I have tried my best to make the report worthwhile.

I sincerely hope that this report meets your approval and demonstrate my ability to present internship reports. I would be glad to explain you with any clarification if required.

Sincerely,

UmmehHabibaFariaBinteh Rahman

ID: 11104100

Acknowledgement

First of all, I would like to thank Almighty Allah for enabling me to complete the report on due time.

I would like to express my sincere gratitude to Mr. FeihanAhsan, Lecturer II, BRAC Business School, BRAC University for providing me with detailed advice on this report.

I am also thankful to my supervisor, RawnakAfroze (Specialist) at RobiAxiata Ltd, for providing me lessons about assisting People and Corporate Division of a telecommunication operator. I would also like to thank all other seniors for providing the necessary support in the organization. Their guidance and co-operation helped me to get a more hands-on experience. Moreover, they have provided me with the information regarding each and every operational activity required for my knowledge.

I have also thoroughly enjoyed while working on the project report and hope the project is appreciated.

Abstract

I did start my report with a brief introduction of myself and my work along with a focus on Robi profile and shares of AXIATA Company. As I have done internship in People and Corporate Divison of Robi. Whole report was prepared on it by describing its operation, functions, activities and my required jobs. The whole report contains précised work descriptions of mine which I have done in 90 days of my internship period. Critical analysis of the organization by me did come following the previous things and at last concluding the report by providing my recommendations along with throwing some interesting quizzes on appendix.

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❖ **Introduction (1.1)**

When I started my journey at BRAC University as an undergraduate student, I wanted to do my internship in a leading multinational company of the country. RobiAxiata Ltd is one of the top listed multinational in the country and I feel lucky enough working here as an intern which is the first step of my corporate life. Recently, they have started daylong event names, “Robi4you” where I was invited and interviewed at the end of the program. On 23rd of December 2014, I got a call of confirmation and joined office from 28th of December 2014. I have joined here as an HR intern in People and Corporate division under “Resourcing” department. My project was “**Coordinating Internship**”. To me, starting my internship in such a large joint venture was a successful beginning of my career.

❖ **Objective (1.2)**

- General Objective: I am assigned to prepare a report from my university and from Robi. The purpose is to portray my understanding of the work done and experience gathered during the entire phase of the internship program.
- Specific Objective: the report focused on “Internship Recruitment and HR Events”. I presented the clear knowledge about this sector towards my supervisor.

❖ **Methodology (1.3)**

- Primary: sources of information have been obtained from my personal experiences and employees of People and Corporate Division.
- Secondary: internet helped to gather this source of information.

❖ **Limitation (1.4)**

- Disclosing of much information is confidential. For that reason I was unable to disclose forms that they use in the time of joining or what kind of information they keep in their personnel file.
- Due to political instability, I could not see my university supervisor, FeihanAhsan for consulting about the internship report. My office used to have off days in weekends but my university had the opposite.

CHAPTER 2

❖ Company Profile (2.1)

Robi, the most dynamic and rapidly-growing telecommunications operator in Bangladesh, is developing its services to meet increasing customer needs - ranging from voice and high speed Internet services to tailor-made telecommunications solutions. Robi is a joint venture company between Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan. It commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010 the company was rebranded to 'Robi' and the company changed its name to RobiAxiata Limited.

Robi draws from the international expertise of Axiata and NTT DoCoMo Inc. Services support 2G and 3.5G voice, CAMEL Phase II & III and 3.5G Data/GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology. The company has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Robi's customer centric solution includes value added services (VAS), quality customer care, digital network security and flexible tariffs.

Since its inception in 1996, Axiata Group and its predecessor Telekom Malaysia has invested around BDT 11,000 crore in the form of equity till 2012. Moreover the company has contributed almost BDT 10,000 crore to the Bangladesh Exchequer in the same period.

As a subsidiary of AxiataBerhad Malaysia , Robi draws on leading edge technology to provide its service in Bangladesh, covering almost 100% of the population, Robi is committed to provide best data and voice quality and will continue to ensure that its customers are able to enjoy the best experience through leading edge technology and innovative products and services.

❖ Shares of Robi (2.2)

RobiAxiata Limited is a Joint Venture company between Axiata Group and NTT DOCOMO INC. Where Axiata Group Behad holds 91.59% share and NTT DOCOMO INC. holds 8.41% share. Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian grown

holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its subsidiaries and associates, has approximately 120 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange. NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 56 million customers, including 44 million people subscribing to FOMA, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading-edge mobile multimedia services, including i-mod, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit-card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life.

❖ **Vision (2.3)**:Robi wants to be strong number “2” by 2016.

❖ **Robi Guiding Principles (2.4)**

- Uncompromising integrity
- Customer at the center
- I can, I will

❖ **Internship Trend in Bangladesh (2.5)**

Bangladesh has a fabulous trend on “internship” for the Graduate students. Students, basically, can learn many new things practically which they studied theoretically before. They got scope of introducing themselves with the corporate world at a very early stage of their career lives.

Many new companies in Bangladesh provide this opportunity to Bangladeshi students and Rob is one of them. Last year (2014), Robi recruited 168 interns in its different divisions. It has been providing students to work in one of the finest environments.

❖ **People and Corporate Division of RobiAxiata Ltd (2.6)**

People and Corporate Division of RobiAxiata Limited has 5 (Five) core departments. These are:

- Resourcing
- Talent and Development
- Rewards and Compensation
- Engagement and Culture

➤ Human Resource Business Partners

Apart from these departments, it has Corporate Strategy, Facilities and Auditing departments.

❖ **Corporate Social Responsibility (2.7)**

Robi dreams of a strong nation. Robi intends to build a better Bangladesh by empowering people and by providing support towards the sustainable development of the community. It engages itself in various types of Corporate Responsibility (CR) programs. Through its CR initiatives, it intends to contribute towards the development of socio economic and ecological condition of the country through enriching people's lives focusing on their primary needs as well as conserving the unique culture & Heritage of Bangladesh. Renewing its CSR philosophy, Robi is widening its core CSR area with the launching of new brand in 2010. Robi has redefined its CSR drive under five thematic aspects - Education, ICT (information, communication and technology), Health, Environment and Culture & Heritage with prime focus on women empowerment. Among the core areas, education is the major thrust areas of Robi's CSR interventions. In line with Government's 'Digital Bangladesh Vision 2021', Robi will be working towards ICT development across the country especially in the colleges and libraries. With special focus on women, Robi is emphasizing on women health and women entrepreneurship. Thus Robi aspires to be a powerful agent of change through enriching people's lives for a better living.

❖ **Achievements by RobiAxiata (2.8)**

- Awarded the prestigious fund grant from GSMA MMU (Mobile Money for the Unbanked) in 2009.
- Crossing 10 million subscribers mark in 2009.
- Ranked within top 6 global comparable telecom in A.T. Kearney benchmarking exercise in 2009.
- Cost optimization project saved 2 times of what was projected.
- Bangladesh Mobile Phone Businessmen Association (BMBA) Award 2008-2009 as the best service provider in Bangladesh
- The Weekly Financial Mirror –Samsung Mobile &Robintex Business Award 2008-2009 as the best Telecommunication company.
- TeleLink Telecommunication Award 2007 TeleLink Telecommunication Award 2007" for its excellence in service, corporate social responsibilities and dealership management for the year 2006 in commemoration of WORLD Telecommunication Day 200

- Deshbandhu C. R. Das Gold Medal For contribution to telecom sector in Bangladesh.
- Beatification Award for exceptional contribution to the Dhaka Metropolitan city from Prime Minister Office on 13th SAARC Summit. 19
- Standard Chartered - Financial Express Corporate Social Responsibility (CSR) Awards 2006 For contribution in Education, Primary Health, poverty alleviation and ecological impact.
- Arthokontho Business Award 2006 for better telecom service provider in Bangladesh.
- Financial Mirror & Robintex Business award 2006 for its excellence in service, corporate social responsibilities activities throughout Bangladesh.
- DesherKagoj Business Award 2006 For Corporate Social Responsibilities activities.
- TeleLink Telecommunication Award 2005 for its excellence in service for the year 2005.

CHAPTER 3

❖ Findings and Analysis:

Basically, Human Resource is a division in organisation to maximize employee performance in service of an employer's strategic objectives. My first findings and analysis of this report is People and Corporate Division of Robi. Functions of core five departments are:

- Resourcing: As by the name suggests, it recruits the staffs of the company. Robi Resourcing department hires people for every division and department of the company. Hiring or recruiting process is done in various ways i.e. internally, externally, from social media (LinkedIn), campus recruitment for fresh graduates, online test. Robi does not usually go for headhunting.
- Talent and Development: After recruiting the employees in Robi, the company provides them with better counseling, monitoring and training for performing in an optimum level. The training is provided both nationally and internationally. If the needs can't be made nationally then employees are send to abroad for better training.
- Reward and Compensation: Just like the name suggests, this department deals with the benefits and rewards of the current employees of Robi. All the jobholders need motivation for better performance and maintaining the best outcome. Robi as a company provides both the monetary and non-monetary benefits to its employees. Monetary benefits include mobile bill, travel allowances, meal allowances and so on. Non-monetary benefits include flex hours which are not provide in every company.

- Engagement and Culture: This department deals with the software elements which are intangible. This department is very much motivating for people, it boost up branding and reputation. As I have discussed before the 3 guiding principles of Robi which fall under the culture of the company.
- HR Business Partner: All the employees over here work as liaisons between the different division and other departments of Robi. Maintaining such a high number of employees is difficult for the departments of People and Corporate Division so, business partners act as mediums between them. Each business partner deals with each division of company.

The second findings and analysis of my internship report is the internship recruitment of RobiAxiata. I did focus on the intern recruitment. Assisting in intern recruitment was basically core duty of mine throughout the whole internship period. The whole recruitment has been described in my report.

Robi has many divisions. They are listed below:

| |
|----------------------|
| People and Corporate |
| Market Operation |
| Finance |
| Technology |
| Digital Service |
| Internal Audit |
| Corporate Strategy |

As above, it is shown that there are multiple divisions in RodiAxiata where they have many employees both contractual and permanent. These divisions require interns specialized in particular fields according to their needs. For example: Technology Division needs intern specialised in EEE, CSE, ETE, ECE and so on. On the other hand, People and Corporate Division require intern specialised in Human Resource Management. Each department recruits minimum two interns for their assistance as Robi is a very competitive and growing company so, it has to work very hard which needs more assistance ship.

Robi does something very unique for recruiting the interns in its different divisions and departments. Let us focus what it does.

❖ **Link with reputed universities’ career departments (3.1)**

RobiAxiata Ltd is a company which hires interns very frequently as it has a huge number of permanent employees. It has 1412 permanent employees all over the country so; they require many interns for the assistance. Robi has a link with many reputed universities of Bangladesh and the universities are listed below:

| UNIVERSITIES |
|---|
| University of Dhaka |
| University of Khulna |
| Bangladesh University of Science and Technology |
| Jahangirnagar University |
| BRAC University |
| East West University |
| Ahsanullah University of Science and Technology |
| Military Institute of Science and Technology |
| American International University Bangladesh |
| Independent University Bangladesh |
| Khulna University of Engineering and Technology |
| University of Chittagong |

All private universities above have their own career department offices which have links with RobiAxiata for the placements of their students as interns. After the end of every semester (last semester of prospective students), resumes are submitted by the prospective students in the career offices of their respected universities.

❖ **Campus Engagements by RobiAxiata (3.2)**

RobiAxiata has done many campus engagement programs over the year with much known universities of Bangladesh. Those have been done so; these students can make Robi as an “employer of choice” and start their career from this platform at least by being interns. Some samples are shown below:

- Robi has organised a day long program, “Robi Career Carnival” in IBA on 26th November 2014.
- Dhaka, 28 May, 2011: Under the Title Sponsor of RobiAxiata Limited, one of the country’s leading mobile phone operators, the Department of Career and Professional Development Services (CPDS) of North South University (NSU) organizes 7th 'National Career Fair today, 28 May 2011 at the NSU Bashundhara campus

Robiorganised the program to make the students of Khulna University (KU) aware of the career opportunities available with the company and the industry at large, said a press release.

- On East West University, Robi has done a day long career carnival on 7th of December 2014.
- In this career carnivals, mentioned above are done by aiming at familiarizing its employment status and other relevant opportunities and obligations to job seekers especially fresh graduates the telecom brand hold the event styled.

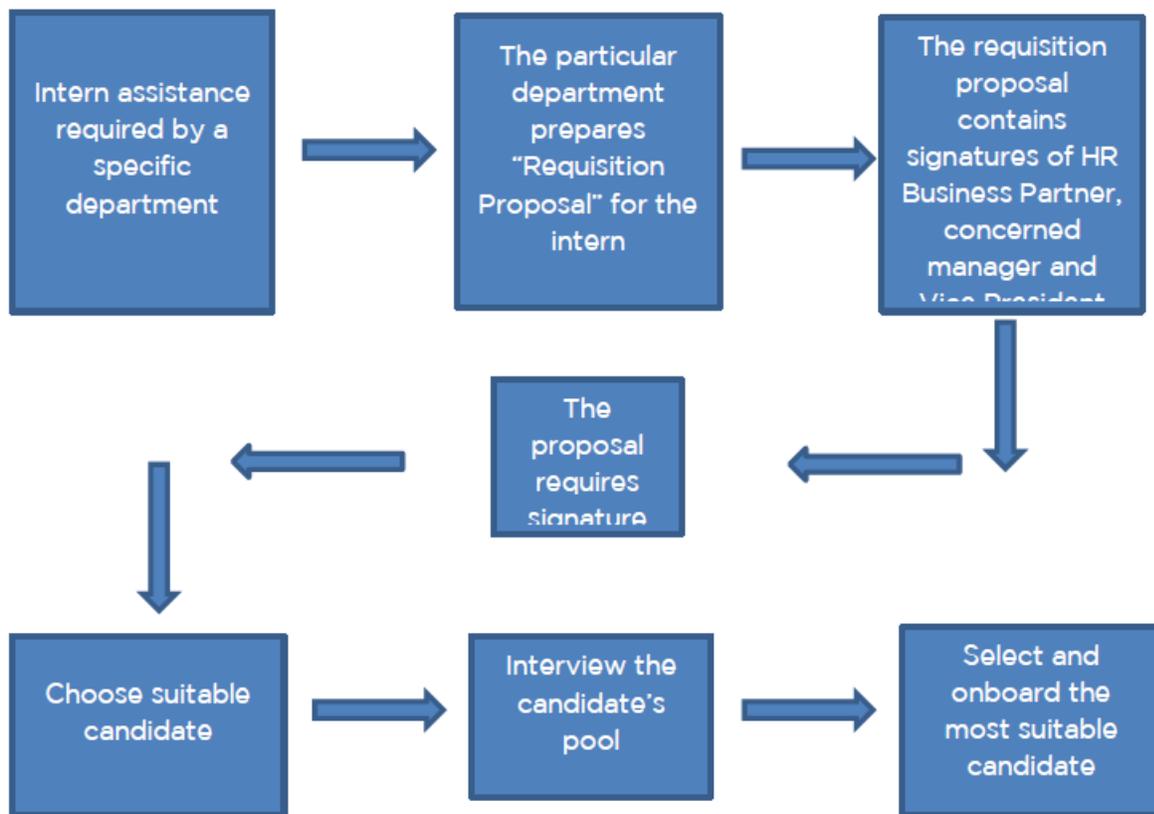
Recently, Robi has been arranging a daylong event named, “Robi4you” with the students of private universities’ students (chosen). Honestly, I was also a participant of this program. In this program, Robi invites the students and help them to visit the whole organization (core divisions). Students are shown that how this multinational works efficiently. Starting from breakfast till the evening tea is being provided to them by Robi.

At last a small quiz or game takes place among students and particular students (from the visitors) are being chosen to sit for an interview with the division or department recruiter.

CHAPTER 4

❖ Intern Requisition Proposal (4.1)

The whole system of intern recruitment is controlled by the People and Corporate Division (HR Division) of RobiAxiata Ltd. Intern recruitment starts with proposing a “requisition file”. So, the process is done very much systematically. The whole requisition proposal has been shown below:



Above it is shown that if any department of any division feels the need of having an intern, they prepare a requisition proposal paper and send it to the specific business partner along with the signature of the concerned manager of the upcoming intern. When proposal comes towards the respected business partner, it then goes to the Vice President of Resourcing department in People and Corporate Division.

After having all those signatures, a main signature needs to be placed at the end which is done by the head of the People and Corporate Division (CCPO).

❖ Candidate's Pool (4.2)

After getting the proposal signed, Resourcing department filters the resumes from a large number of candidate pools. Resumes are filtered like according to the method of Robi as I have discussed earlier the minimum requirements of the candidates according to their universities.

Huge number of resumes are collected every day in Robi for internship which comes towards it in various methods i.e. LinkedIn, university career offices, in person, top level references.

stakeholder's reference and so on. Maximum numbers of resumes used to be gathered from the campus engagement programs done by RobiAxiata.

All of those are collected and stored for the desired filtering time. Usually, resumes are stored in the laptop of concerned employee (who deals with the CV storage). Hardcopies are not safe to be stored as it can be lost anytime. Therefore, soft copies are safer.

CHAPTER 5

❖ My Jobs:

❖ Assisting in Screening CVs (5.1)

I used to work in Resourcing department and my supervisor was in in charge of maintaining the intern candidate's pool. She used to instruct us for maintaining resumes in my laptops too. It was difficult to maintain such a large pool by her alone so, I was there to assist her cordially. When any resume used to be collected by Robi staffs or by internet, I used to store those in my "CV Bank". I was taught with the criteria and minimum requirements so, preliminary resume screening was done by me.

❖ Make Phone Calls (5.2)

After screening the CVs, I used to pass it to my supervisor and whenever there was a need occurred regarding candidates for a particular department, my supervisor used to pick up some of the preliminary screened resumes and asked me to call those candidates for knowing their interests regarding doing internship in RobiAxiata. Those phone calls were the second screening of chosen resumes (after the preliminary screening). Interested candidate's resumes were picked and e-mailed by me towards my supervisor for proceeding to the next.

❖ Interview coordination (5.3)

My supervisor used to arrange an interview session between the interested candidates and their "to be" line manager on a particular date. My job was to inform the candidates about the interview session and ask their confirmation whether they would be available or not or which time would be convenient for them. By this, the meeting used to be confirmed.

At the day of the ultimate interview, I used to call concerned manager after the arrival of the candidate for showing up on the particular interview room for conducting the interview.

❖ Preparing Joining Letter (5.4)

Concerned manager of the upcoming intern used to select one of the candidates after conducting the interview and asked my supervisor to permit me for onboarding that

particular candidate. While writing the joining letter, I had to check the some few things which are listed below:

| |
|--|
| Candidate's university name and see whether it is public or privately owned university. |
| Full name and university ID (only for private university) of the candidate. |
| Name of the concerned manager |
| Name of the HR Business Partner |
| Project's name on which the candidate would work |
| Division' name |
| Joining and ending date |
| Department's name |
| Office floor number where the upcoming intern would work |

After preparing it, it used to be signed by my Vice President and then I used to send a scanned copy of it. The copy was used to be sent on either personal e-mail ID (in case of public university) or to university's career department (in case of private university).

❖ **T-Card Request (5.5)**

After sending the joining letter to the given e-mail ID, the immediate important work was to send a "T-Card" request to my supervisor for forwarding it to the Robi Vigilance.

T-Card means the temporary card which is basically a "permit card" for the interns created by providing a particular time period. It holds a time period of a particular intern (from joining date till ending date). After the specific ending date, validity of this card becomes over.

❖ **Joining (5.6)**

At the particular joining day, the new intern used to report on given time. I then used to make him or her join on the first day at office by collecting the particular T-Card, made them fill up some important documents and made them signature by his or her concerned manager.

❖ **Updating the Prototype (5.7)**

After the joining of new intern, my duty was to update the "intern prototype" and make an entry of the new intern.

❖ Preparing Salary Sheet (5.8)

At the end of every month, I used to prepare a salary sheet for the current interns by using a formula in excel sheet. All the interns were called day before the last working day of the current month and asked to bring their own attendance papers along with supervisor's sign. The full amount of salary was 5000BDT for each intern which used to be divided by the total number of working days. This process was done through a long formula in the excel sheet.

CHAPTER 6

❖ My Personal Learning (6.1)

My internship has provided me with advantage mostly in boosting up my personal skills. I have developed positive attitudes, patience, much strong sense of responsibility, more communicative and responsive to dynamic changes. Some of my major learnings are listed below.

- **Just –in-Time:** I got the opportunity to enhance my time management skills. I often had to work under pressure within a given timeframe. Learning time management was quite effective in knowing how to prioritize important.
- **Multitasking:** When doing one task i.e. preparing joining letter with maximum concentration, I often had to deal with several commands from other team members for example, photocopying, scanning, and visiting Uday Tower. I was instructed to do anything and everything for employees of People and Corporate Division.
- **Concentration:** This is the biggest learning that I have managed to develop gradually while working at the RobiAxiata Limited because concentration is the key of patience and only attribute that will serve as the solution to all problems.
- **Dealing the difficult moments:** I used to commit mistakes when I was new on my works. Those were mainly because could not adapt myself with the transition. I was missing my university and friends badly and specially my freedom. I sometimes felt bored and work load was huge but never gave up on it. I knew this internship was a suitable platform for me to reshape my dreams and make them come true so I focused on my job with utmost sincerity and full concentration.

CHAPTER 7

❖ Critical Analysis of the Organization (7.1)

People and Corporate Division of Robi have been working all the time for smooth operation of its current and future employees. According to my own experience the working environment of the organization is very friendly and learning. The organization is always keen to implement new policies for improvement than the market competitors. Robi is preparing for a paperless office and they are sometime trying to make the best use of technology. They have automated many segments which were manual previously i.e. the external recruitment is done on SAP. They also allow departments and individuals to work cross-functionally, and create an environment of learning and constant renewal. This improves work methods and processes continually, reduces the average costs of doing business, improves safety, and reduces uncertainty.

❖ 2014 Observation (7.2)

According to the prototype of 2014, maximum interns were recruited in Finance Division and second highest number of interns were in Technology Division and the third highest were in Market Operation Division. People and Corporate Division had few interns.

❖ My Experience (7.3)

I, basically joined Robi for gaining a professional experience for myself which will help me in my corporate life. While doing this internship in People and Corporate Division, I obtained many experiences of corporate life. The compensation for a month period was BDT 5,000 which brought an inspiring attitude inside me. No matter what the amount is but it was the very first earning of mine which acted as a preliminary experience of getting salary. What most of the acquaintances had previously noted about their internship experiences was limited to only photocopying and scanning the documents or making coffee for the bosses. However, at Robi, the scenario was quite different. I actually got the privilege and opportunity to learn the details and basics of various different activities. I was always taught why a particular task was carried out before handling the task itself so that I do not just perform clerical tasks without knowing the reason but also know why I was performing the task. I was a bit nervous about my supervisor since everyone previously told me that if the supervisor is not cooperative then it is difficult to continue with the internship. I was fortunate enough to get a helpful supervisor. It provided me with the experience of being helpful in corporate world. Overall the experience proved to be successful and helpful.

❖ Interaction with Supervisor and Other Team Members (7.4)

My interaction was quite well with my supervisor and other team members in People and Corporate Division. It was not like a typical office environment which is quite boring. During my internship period, ICC World Cup 2015 was going on which made my relation better with my seniors as we used to watch match together. It brought us close. Sometimes I also used to talk about random stuffs i.e. food, movie, actor with my supervisor.

By being the junior most, I was really prioritized by Vice Presidents of other departments. Everyone used to ask me to have snacks with them in very frequent late afternoon time. Before signing out, I used to report to my supervisor every single day. One of my seniors even clarified me the procedures of applying in RobiAxiata. Overall, all of the employees of People and Corporate were friendly, inspiring and motivating.

CHAPTER 8

❖ Recommendation (8.1)

After the analysis on RobiAxiata, I could find out some of the part where the company needs improvement:

- Every month, some new projects should come to the existing interns to promote the multi-tasking ability inside them.
- RobiAxiata should provide some motivation to the interns of it. The company should provide free lunch to the interns i.e. other multinational do.
- Intern recruitment has some policies which are really unstable. Previous interns who used to be run by one policy, current interns are not getting that. Therefore, the policies must be remained stable for few semesters otherwise, what we were taught by our ex-interns and what we did go through and what we would teach to the new interns, would not be same at all.
- Robi should improve the amount of intern's salary. The closest competitor of Robi is providing much better amount than this.
- We interns of People and Corporate Division, prepare the salary sheet of all the current interns of the company. This manual system creates huge errors while preparing the salary sheet. Salaries of the interns must be provided through automated system i.e. amount must be transferred into the bank accounts of interns.

❖ Conclusion (8.2)

Overall, the internship in RobiAxiata, was helpful for me for getting a clear idea about how works are done inside of a multinational company. Being an intern in People and Corporate Division brought me the idea of creating and dismissing policies overtime. I have gained new knowledge, skills and met many new people. I have achieved several of my learning goals and I got insight into professional practice. It helped me to find out my Strengths, weaknesses and opportunities. My strengths were boost up and my weaknesses were reduced by time.

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CHAPTER 9

❖ Appendix (9.1)

➤ Objective:

- General Objective
- Specific Objective

➤ Vision:

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➤ Robi Guiding Principles:

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➤ **Robi Divisions:**

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➤ **Core 5 Departments of People and Corporate:**

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➤ **My Jobs:**

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➤ **My Personal Learning:**

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➤ **Recommendation:**

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THE END