



“Ensuring Employee Engagement by Maintaining Relationship between
Organization and Employees”



Inspiring Excellence

BRAC UNIVERSITY

Course: Internship

Course Code: BUS400

Submitted to:

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Letter of Transmittal

April 12th, 2018

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

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Subject: Submission of Internship Report

Dear Madam,

It was honor to complete the course of internship under your guidance and instructions. Here is the report of my internship period with the organization named Banglalink Digital Communications Ltd. under the supervision of Md. Mahbubul Islam (Employee Relations Senior Specialist). It was an honor to work under him as he has made me experience and learn a lot which will help me in my future endeavors.

In presenting this report, I have put my utmost effort to include all the relevant information and the experiences to make this report informative, vivid and comprehensive.

It was an erudite and fascinating experience for me to prepare this report. I have tried my best to include all my learnings in this report. If further clarification regarding this report is required, I will be available by any means necessary.

Thank you for providing me with proper guidance and I also thank my line manager Md. Mahbubul Islam for guiding me and be a guardian figure in the organization.

Sincerely,

Abu Bakar Siddique

14104048

.....

(12 / 04 / 2018)

Acknowledgement

I am indebted to all the kind people for their support and guidance without which I could not have completed this report. First and foremost, I would like to thank the Almighty for giving me the perseverance, forte and courage to fully complete my report in time. Secondly I would thank my course instructor, lecturer of BRAC BUSINESS SCHOOL Ms. Raisa Tasneem Zaman for her immense support, encouragement and supervision which enabled me to work on a professional level. Alongside my course instructor, I am grateful to my line manager, Mr. Mahbubul Islam (Employee Relations Specialist) for guiding and assisting me to complete my internship tenure with ease despite all the challenges. I would also express my gratitude towards my family and friends for their relentless effort and support to attain my goals. Lastly I would thank each and every kind person who has helped me by providing relevant information and advice to write this report.

Executive Summary

Banglalink is one of the largest telecommunication service providers in Bangladesh offering a wide range of 2G, 3G and 4G services. Banglalink Digital Communications Ltd. (previously Orascom Telecom Bangladesh Ltd.) is fully owned by Telecom Ventures Ltd (previously Orascom Telecom Ventures Ltd) of Malta which a 100% is owned subsidiary of global telecom holding.

The main purpose of this report is to discuss the efforts of this organization to ensure Employee Engagement to organizational operations. This report contains a brief discussion on the company's background, organizational hierarchy, different department and their functions. The HR department was mainly highlighted in this report. Different teams and their responsibilities were mentioned to give the reader a gist of this department.

I mentioned my contribution to this department to share my experience about the efforts of this organization to encourage employee participation. I have also discussed about the challenges that I faced during performing.

In this report I tried to cover the most recent and big project of renovation of "Tiger's Den", which played an important role in employee engagement. This report also contains the initiative Banglalink takes to appreciate the contributions of the employees. Moreover I stated my learning from my experience of working in this organization. And also refers to some suggestions referring to my academic knowledge that might help to achieve the purpose of this report successfully.

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Part 1: Organization Part

Company Background

Banglalink Digital Communications LTD (previously Orascom telecom Bangladesh limited) is the third largest telecommunication service providers in Bangladesh offering a wide range of 2G, 3G and recently launched 4G services.

Banglalink Digital Communications Ltd. is a fully owned venture by telecom ventures ltd of Malta, which is a 100% owned subsidiary of global telecom holding, Veon (previously known as Vimplecom) owns 51.92% shares of global telecom holding following a business combination in April 2011, between Veon (Previously known as Vimplecom) ltd.

and wind telecom S.P.A. Veon (Previously known as Vimplecom) is one of the largest integrated limited 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, Laos, Algeria, Pakistan, Zimbabwe and Bangladesh. Veon (Previously known as Vimplecom) is headquartered in Amsterdam, the Netherlands and listed as ads on the NASDAQ global select market under the symbol “VIP” (Banglalink, n.d.).



Banglalink’s mission was to change mobile phone status from luxury to necessity, bringing mobile telephone to general people of the country. The brand new slogan “start something new” is in the essence derived from the promise of empowering people with affordable communication solutions and enabling them to take new initiative in life.

Banglalink attained 3 million subscribers by December 2006 and by December 2007, it overtook Aktel (currently Robi) and become the second largest operator in Bangladesh with more than 7.1



Company Background (Continued)











million customers. Currently Banglalink has 31.9 million subscribers as of April 2017, with a market share of 24.4%.

Banglalink's initial success was based on a simple mission: "bringing mobile telephony to the masses" which was the right of its strategy. Banglalink changed the mobile phone status from luxury to a necessity and also brought mobile telephone to the general people of Bangladesh. The mobile phone has become the symbol for positive change in Bangladesh. The brand slogan of Banglalink "Start Something New" is in essence derived from Banglalink's promise of empowering people with affordable communication solutions so that they can take new initiatives in life. The company believes that, it is through such new initiatives that positive change will occur for the overall betterment of the nation.

Banglalink attained 1 million subscribers by December 2005 and 3 million subscribers in October 2006 in less than two years which is by December 2007. Banglalink overtook Robi to become the second largest operator in Bangladesh with more than 7.1 million customers. Banglalink currently has 30.9 million subscribers as of December 2014, representing a market share of 25.47%.

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

People behind the Organization

<p>Chief Executive Officer Erik Aas</p> 	<p>Chief Compliance Officer M Nurul Alam</p> 
<p>Chief Corporate and Regulatory Affairs Officer Taimur Rahman</p> 	<p>Chief Marketing Officer Mike Michel</p> 
<p>Chief Digital Officer Sanjay Vaghasia</p> 	<p>Chief Financial Officer Anton Landman</p> 
<p>Chief Human Resources & Administration Officer Monzula Morshed</p> 	<p>Chief Legal Officer Jahrat Adib Chowdhury</p> 
<p>Chief Sales Officer Ritesh Kumar Singh</p> 	<p>Chief Technology Officer Pierre Boutros Obeid</p> 

banglalink



Departments

There are 17 departments in Banglalink Digital Communications Ltd. Each department have their own specific works and they are divided into 3 divisions based on functions:

Commercial Functions	Technology Functions	Corporate Functions
B2B Business	Network Infrastructure	Finance
B2C Sales & Distribution	Information Technology	Human Resources
Marketing	Information Security & Governance	Compliance
Mobile Financial Services	Network Planning	Legal Affairs
	Network Operations	Corporate & Regulatory Affairs
Customer Care	Service Assurance & Experience	CEO Office

Among all these departments, I got the chance to work in the Human Resource Department. Within this department, there are 4 units and I got the opportunity to work under all of them.

Talent Acquisition & Development Team

- Collecting information from each of the departments for the required labor force.
- Predicting the supply and demand of the labor force in the organization.
- Doing job analysis for each of the positions.
- Creating awareness about the work environment and opportunities in the organization.
- Starting from Collecting CVs, conducting interviews and assessment tests, and processing the joining of a right person to a right position in a right time.
- Conduct trainings and develop the skills of the employees.



Departments (Continued)

Shared Services Team

- Maintaining Pay-roll system of the employees.
- Managing employee database system.
- Keeping employee records.
- Processing employee exiting.
- Processing Voluntary Separation Scheme (VSS).

Rewards Team

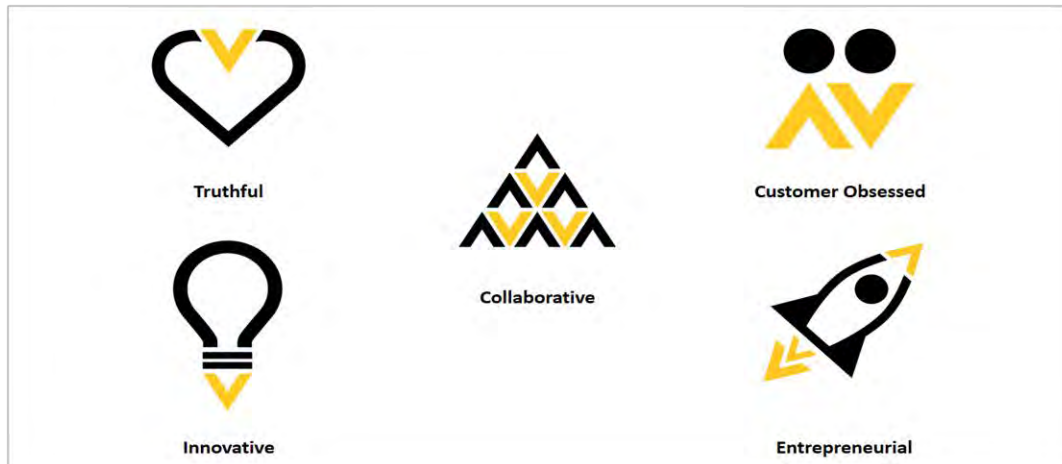
- Conducting performance appraisal of the employees.
- Maintaining employee increments and rewards.

Employee Relations Team

- Arranging different types of activities to increase motivation and interactions among employees.
- Dealing with employees' problems/claims/unwanted incidents.
- Investigating the problems/claims/unwanted incidents, preparing an investigation report and solving the problem.
- Negotiate with the employees in different situations.

Organizational Values

For being a pioneer in the telecom industry, Banglalink follows 5 organizational values of their own and they are:



Collaborative

- We bring people together, united by our passion for our customers.
- We work with each other and we respect the time of others.
- We don't look to blame, we look for solutions to problems and we take ownership.
- We partner with others - both internally and externally- in order to achieve more.
- When doing things together, we do them smarter and faster.
- We are a team.

Innovative

- We never stop. We are always moving, looking for the next disruptive digital ideas.
- We are adventurous and excited about trying new things.
- We are quick to bring new digital products and services to market, always driven by a clear customer need.
- We don't follow the status quo; we are passionate about creating our own path.



Organizational Values (Continued)

Truthful

- We are open, honest and demonstrate integrity and respect in all our dealings – both internally and externally.
- We are trustworthy; we keep our promises and admit our mistakes.
- We are focused on upholding the highest level of ethics at all times.
- We set clear expectations and communicate feedback in a transparent and respectful way.

Entrepreneurial

- We have an ownership mentality, demonstrating passion and taking responsibility of the business as if it were our own.
- We are agile and dynamic. We like to push boundaries and explore what's possible. We are not held back by a fear of failure and are always looking to develop new things.
- We take smart risks, but only when it's in our customers' best interests.
- We lead by example – we do what we say we are going to do.

Customer-obsessed

- We have a passion for our customers – they are at the heart of everything we do.
- We are able to make difficult decisions when we know it's in our customers' best interests.
- We keep an eye on our competitors but it's our customers who are always front of mind.
- We are driven by our customer insight – all our digital innovations are borne out of customers' needs.

("Banglalink's Values | Banglalink," n.d.)



Part 2: Project Part

Introduction

Rationale:

Employee engagement is a very important factor to protect organizations success. Organization now-a-days take this matter very seriously. Companies like Banglalink considers this factor as their one of the highest priorities. They believe that if everyone in the organization peruses one specific goal, then the organization is certain to achieve their target.

I selected the topic “Ensuring Employee Engagement by Maintaining Relationship between Organization and Employees”. It is because the main responsibility of our team was to communicate with the employees through different arrangements and encourage them to participate directly and indirectly in organizational functions. So I wanted to share my experience with the students of BRAC Business School on how Banglalink Digital Communications Ltd. persuade its employees to be part of it.

Background:

I was assigned as an Intern of Employee Relations Team. So I got to know the actual purpose of this team and the importance of this. I also got the opportunity to work with all the teams of HR Departments. So I got all the information from the employees directly. And about the responsibilities that I covered in this report are from my personal experience during my internship period. These ensures the authenticity of the information.

General Objectives:

The general objective of this report is to acquire a proper knowledge of how the Human Resource Department cater to the business needs through managing the company’s most valuable resources- its employees.



Introduction (Continued)

Specific Objectives:

- To provide knowledge about the responsibilities of Employee Relations Team.
- How to deal with Employee complains and take appropriate measures.
- Significance of Employee Relations Team in ensuring employee engagement

Probable Limitations:

- Limited access to company information
- Often not receiving clear instructions due to line manager being busy.
- Time constraints.

Review of Related Literature

Human Resource Department is one of the most important parts of a company. It deals with the human capital of an organization. Employees of the organization are the most important asset (Rouse, 2017) which is why it is an essential job to look after them. As interaction between employees and their line managers and peers becomes more effective, the services they provide to the customers enhances, (Krison, 2016).

It is a major concern of the company to engage their employees to organizational activities. When an employee feels that (s)he is an integral part of an organization (s)he puts utmost effort for the organization's well-being, (Spector, 1997). Bearing this in mind, organizations now arrange programs that encourage employee engagement which is related to employee satisfaction. Likert (1961) thinks that an engaged employee gradually becomes a satisfied employee.

HR department of an organization offers a wide range of activities and facilities for their employees to ensure employee satisfaction. When employees are satisfied they are likely to be more productive and loyal towards the organization, (Hunter & Tiwetyen, 1997). Carpitella (2003) has done a study on employee satisfaction that shows it reduces turnover by 50%, Increases customer satisfaction to an average of 95% and lower labor cost by 12%. So it clearly refers that to ensure organization's progress employee satisfaction plays a vital role.

Harter et al. (2002) conducted a research on 7,939 business units in 36 organizations where he found that employee satisfaction-engagement and the business unit outcomes of productivity, profit, employee turnover, employee accidents, and customer satisfaction are positively and substantially correlated. That is why it is said that,

“Satisfied workers are productive workers”

- McGregor, 1960.

Another important responsibility of HR is to listening to employees' complaints and respond accordingly. Freeman (2005) suggested organizations consider complaints as scope of improvement. And when employees realize that organization is working to offer them something better, they develop loyalty for the organization. For all these reasons companies now a days put



Review of Related Literature (Continued)

extra effort on keeping their employees satisfied and maintain a good relation with them to ensure increase in productivity and growth in revenue.

The main reason behind the success of an organization's success is the relentless effort of its employees (Potterfield,1999). Human Resource is something that organization cannot create. What they can do is groom the existing asset and keep them motivated so that they provide the best outcome and help the organization to attain its goal.



Activities Undertaken

As a student of BBA majoring in Marketing and Human Resource I was assigned to HR department of Banglalink which was relevant to my field of study. Working in this organization I got to know the corporate world and relate my academic learnings to it. HR department of this organization is consists of various teams with different responsibility and duties to perform. All these teams helps the whole department to operate its regular activity.



➤ **Talent Acquisition & Development Team:**

The function of this team is to operate the recruitment process of the organization. They communicate with different departments of the organization and announce for opening for applications as per vacancies. Then sort the applications of candidates according to the requirements of desired post. After that they fixes a date and time for interview session with the short listed candidates. To conduct the interview they contact with interviewers. After the interview session they discuss with the interviewers and recruits the best fit candidate for the desired position.

➤ **Shared Service Team:**

The responsibility of this team is to keep record of all the necessary information of the employees. They collect all the necessary documents of the employees and store them in



Activities Undertaken (Continued)

specific file under employee IDs. This one of the most important and sensitive tasks of this department. They are called the vault of the organization.

➤ **Rewards Team:**

This team measures the performance of the employees and acknowledge them according their achievements. This team plays a very important role in motivating the employees and inspire them to work harder by appraising them for their contribution.

➤ **Employee Relations Team:**

Employee Relations Team communicates with the employees and look after their demands. The major responsibility of this team is to ensure employee engagement by encourage the employees to contribute to organization's development.

➤ **Properties and Infrastructures Team:**

All the office supplies and facilities are maintained by this team. They design and plan the office interior and look after all the hardware materials of the office. Their main responsibility is to make sure all the properties of office are functioning properly.

As an Intern of Employee Relations Team I got the opportunity to interact with all the employees of the organization. This created a platform for me to get to know a lot of people and build a good relation with them, which helped my communication skill to develop. This has also given me the chance to work with other teams of HR Department. The teams are: Shared Services Team, Recruitment Team, Properties and Infrastructure and Rewards Team.



Activities Undertaken (Continued)

Work Related

I signed up with Banglalink on 8th January, 2018 and was assigned in the HR department. Our orientation program held on 10th January, 2018

From 11th January I started working as an intern of Employee Relations Team. Our team consists of 4 members. Ms. Monzula Morshed, Mr. Md. Mahbubul Islam, Ms. Sharmin Neelia and me. Ms. Morshed is the Chief Human Resource & Administration Officer, Mr. Islam is the Employee Relations Senior Specialist and Ms. Neelia is the Internal Communications Senior Manager. Mr. Islam was appointed as my Line Manager.

Monzula Morshed

- Chief Human Resource & Administration Officer

Sharmin Neelia

- Internal Communications Senior Manager

Md. Mahbubul Islam

- Employee Relations Senior Specialist

Abu Bakar Siddique

- Intern

The job responsibility of my team was to maintain a good relation among the organization's employees and ensure employee engagement through various activities. The main moto of all this activity is to help the employees release stress and offer them a good time so that they can get back to work with higher spirits.

As a part of my responsibilities during internship period I was involved in organizing some official events. Among them Family Day, Pitha Utshab and Game Changer are the notable ones.

Activities Undertaken (Continued)

My main responsibility was to carry out the orders of my Line Manager. The first event of my team that I worked in was the Pitha Utshab. It was held on 18th January, 2018. I was the ticket In-charge of the event. Five of my co-interns volunteered to help me. Our responsibility was to make sure that all the employees get the food coupons. Around 500 employees attended the event. It was a big challenge for us to maintain order among the employees as there was a huge gathering for the food coupons at the beginning of the event. But our team succeeded in controlling the crowd and made sure that all the employees got the food.



Pitha Utshab ticket booth

A Picnic was held on 26th January, 2018 of HR Department. A cricket match between two teams consisting the employees of the department was organized there. Couple of days prior to the match an auction took place for which I prepared the PPT presentation of the auction.

Among all the events during my internship that I worked in, “Banglalink Family Day” is the most significant one. It was one of the biggest events of Banglalink Digital Communications Ltd. that



Bnaglalink Family Day arrangements

Activities Undertaken (Continued)

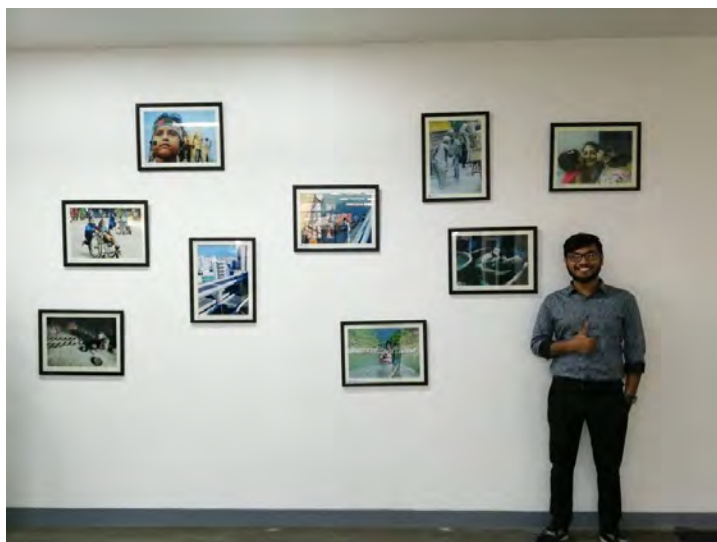
was organized by our team. It was held in Sarah Resort at Gazipur on 9th March, 2018. It was a daylong event starting from 10 a.m. and ended at 6 p.m. organized for exact 18015 people. The past few days before the event I had to work late hours at office and get all the necessary arrangements done. I prepared the registration cards for all the employees and the parking tickets of the vehicles for the event. I along with the organizing team reached the location a day prior to the event. The event was covered by Blues Communications. We made sure everything was executed as per the plan.



Organizing Committee of "Banglalink Family Day"

On the day of the event I was placed in the Registration booth. My responsibility was to distribute the IDs of all the employees, pass for their family members and food coupon. I also had to ensure that all the drivers of the private vehicles gets their food. And at the end of the program we arranged a goody pack for the employees and gave them to all the employees.

It was a great experience for me as I have never worked as an organizer for such a big event like this. Indeed it was a big challenge for me which made me come out of my comfort zone and explore my potentials. I am really glad that I was able to perform all my duties successfully. It would be quite impossible for me without the proper guidance and instructions from my seniors. I am thankful to them for all the support and to my Line Manager as he trusted me with such huge responsibilities.



Winning photos displayed in Cafeteria



Activities Undertaken (Continued)

Before my joining, a photography competition was held at Banglalink. The winning photos and certificates were given to me to distribute among the winners. And another set of winning photographs were displayed in the cafeteria under my supervision.

Organization-wide:

I was also involved in some activities that helped me to learn more about the organization. I was eager to work on these projects because these activities contributed to the organizational development. And it was an honor for me to be a part of it.

I also have worked with the HR Operations Teams under the supervision of Mr. Mahfuz Hasan (HR Shared service-Lead Specialist) and Mr. Ruhul Amin Niloy (HR Operations Executive). I have assisted them to reorganize all the files of the employee records. We separated the closed files from the active ones and sent them to the warehouse to store. I have also worked on preparing



an online database with all the records of the employees to make it more convenient to find the information.

After the renovation of “Tiger’s Den” there were some complaints about the sitting arrangements. Staff from different floors were complaining that they were not getting enough space to sit and work. So according to Mr. Mehedi Zaman’s

instruction I along with another fellow intern took census in every floor in three different times every day for a week. We counted number empty seats there were at breakout areas and at work stations at different times. This gave us the idea about if employees were actually facing trouble

Banglalink office after renovation

due to the renovation and if proper use of the breakout areas were ensured.

Activities Undertaken (Continued)

Other Relevant Activities

Apart from these I was also a part of some other activities that does not directly fall under my job responsibility. But these were relevant to my duties as the purpose of these activity is to ensure employee enrichment.

This team is conducted by Mr. Sadat Hossain who is the Reward Senior Specialist. I have worked at the event “Game Changer Q2 & Q3” held on 18th January, 2018 and “Game Changer Q4” held on 20th March, 2018. I have prepared the PPT for both the events.



My team for the Game Changer event

Recruitment team carries out one of the major responsibilities of an organization. A company always wants to appoint the best people for its functions. Recruitment team makes sure that the right people are given chance to prove themselves and test their capabilities.

I have conducted few interview sessions under the supervision of Maisha Binte Abdullah (Talent Acquisition Senior Specialist). To conduct an interview session first I had to collect the candidate’s details, interview time and date. After getting these I had to book a room for that specific time for the interview. I needed to prepare the candidate evaluation forms as well with every candidate’s information. Then I let the candidates know their interview details and pass other necessary information. On the interview day I had to receive the candidates and usher them one after one to the interview session. After all the candidates were done with their interview I would discuss with the interviewers about information of the selected candidates and pass the information to my superior. The most significant recruitment process that I conducted was the Strategic Assistance Program. It was a multi stage interview process including an online assessment, a group assessment, an individual assessment, a case presentation and a final interview with the CXOs.



Constraints/Challenges and Proposed Course of Action for Improvement

All the responsibilities comes with certain challenges. It is very important how you deal with them. Because success of a project is determined based on how well one deals with these constrains.

Observed in The Organization:

I have enjoyed all the work that I have done during my internship program. There were challenges that I had to deal with and come up with solutions. One of the significant challenges for me was the seat allocation after the renovation process.

I was involved in the renovation project of “Tiger’s Den”. After the renovation was done, there were complaints coming from different floors regarding the seating arrangements. Employees were complaining that there was not sufficient desks for the employees to work. So Properties and Infrastructure team had to resolve the problem immediately.

To justify the authenticity of the problem we started taking census of every floor. I along with another fellow interns of mine were instructed to go on every floor at 10:00 a.m., 2:00 p.m. and 5:00 p.m. consecutively every day for a week. After taking the count we prepared a database with all the collected data.

The purpose of this census was to find out if the breakout areas were used properly. After analyzing the data we figured that on the first and third floor employees do face difficulty sometimes as there are a lot of outsourced employees work on these floors and on second floor employees do not use the breakout area as planned. And another major problem was, according to the new plan there was a platform made for internal conferences and events. So during any occasion the desks were moved to make space. So at those times employees of that floor had to leave the space as well.

According to the instruction of Veon all offices of them should have breakout areas with sofas for employees to relax. But at Tiger’s Den employees were not very much satisfied with this setup. They found it uncomfortable to work and hence these areas often remain vacant.

As it’s a matter of employee satisfaction both the Employee Relations Team and Property & Infrastructure team sat together for a meeting with all the necessary data. After considering all the



Constraints/Challenges and Proposed Course of Action for Improvement (Continued)

factors we decided to move a team from first floor to sixth floor and another team from third floor to fourth floor. And during any occasion on first floor employees were asked to sit in the meeting rooms temporarily. About using the breakout area on second floor we arranged a meeting with the employees there where we tried to encourage the employees to utilize the breakout area properly.

During the data collection we also talk to all the team leaders of all the team of these floors. Our plan was to involve the employees with this matter and make them feel a part of the organization. This has been a great help for us. All the employees were encouraged to contribute by giving feedback on the renovation.

Satisfaction of the employees are main concern of our team. But it is a responsibility of all the employees as well to help us to achieve this goal. Because only working together we can get success. This steps helped to deal with the complaints to a great extent. We appreciate the support of all the employees. They were very understanding and adaptable with these changes. They helped us to deal with this situation and make this project successful.

✚ Academic Preparation:

There is a substantial difference between academic knowledge and the one acquired from first hand practical experience. During my internship tenure I have learned things that the books did not teach me or prepared me for. Having the chance to work in an organization given opportunities also challenges that I was not prepared for. Some of the ones are mentioned below:

- **Communication:**

It was hard to communicate with all the employees of an organization as all the employees are not same. Everyone possess different personality than other. Some are introvert, some are extrovert. So it was a challenge for me to understand a person's mentality and approach accordingly.



Constraints/Challenges and Proposed Course of Action for Improvement (Continued)

- **Maintaining Order Among Employees:**

As an Intern while organizing different events, controlling the crowd was a huge challenge for me because all the employees were senior to me and they were not very likely to follow my command. Thus it was hard for me to do my duties.

- **Responding to Different Superiors:**

I have faced situation like this quite a few times when two or more superiors of mine assigned me jobs to do at the same time. In such situations it was very difficult to prioritize the work because all the jobs were important.

- **Unclear Instructions:**

It often happened that the person who was assigning me with a task, failed to give you clear instructions about it. Possible reasons could be tight schedule of that person, or misjudging your capability or some other reason. In this type of situation it was very difficult to get the job done.

The purpose of education is to prepare us for future events of life. But definition of books cannot teach us everything we need. So academic system should be designed in such a way that can give us an idea of the practical corporate culture. Our instructors can play a major role in this aspect by providing knowledge about these matters.



Lessons Learned from the Internship Program:

The last few months have taught me some important lessons as well as enhancing my knowledge in few sector. The proper implication of these lesson can help make a person's life easy both work and academic premises.

✚ Organization Based Affiliation:

I have learned an important lesson while working in the renovation project of Bangjalink. I have learnt that it is very important to share your thoughts with others that involves their interest. Because once something is done it is difficult to undo it. So it is better to think of the consequences first then initiate.

We took employee's feedbacks after the renovation was done. But we did not share the overall plan with them. That is why we had very limited knowledge about how the employees would respond to this change.

Employee opinion should have been taken before the renovation. For that an online survey could be conducted on all the employees, discussing different aspects of the plan, asking for their response to the proposed plan and encouraging them to provide suggestions. Through this employee would be able to present their demands as well. And we could as get some authentic data regarding the project, which could give us an idea on what corrections were needed to be made for the success of the project.

This initiative would help us to connect with the employees and encouraging them to be a part of the renovation project. This would have also helped to increase employee engagement. Besides employees would also be aware of the changes. Which will help them to adapt to it more easily.

✚ University's Internship Program:

University plays an important part to connect a student to the real world. Internship program works a bridge to connect them. It allows a student to incorporate his knowledge which is learned from



Lessons Learned from the Internship Program (Continued)

books and classes to practical corporate life.

Apart from that, universities can arrange a course where the students will be taught about different norms and ethics about corporate culture. In this course the students will be taught about different situation relevant to their major that they might face and how to act in such cases. Successful corporate figures of leading industries can be invited to share their experience and discuss about challenges that they might face in their professional life and how to find the best solution.

Universities should also encourage the respective faculties to arrange more organization visits to show the real scenario of what they are learning in the class. This will help them cope up easily while they enter that world as an employee.



Concluding Statements

It was an honor for me to work in a leading organization in telecommunication industry. Banglalink Digital Communications Ltd. has taught me the importance of Human Resource of an organization and how to serve them best to generate the best out of them. They always try to provide them with the great facilities and ensure that they have a great experience while working in here. Because Banglalink believes in valuation of Human Resource. They also takes good care of the Interns as well. Though there are some limitations, but overall experience of working in this organization was good. I have learnt about corporate culture, differences between academic knowledge and real life knowledge, bonded with people and so on. This organization provides a lot of opportunity to learn and experience corporate life. But like any other organization it also has some flaws. From the experience of working in this organization I would like make a few recommendations where it can work on, to give its employees and Interns a better experience.

Recommendations:

- Banglalink Digital Communications Ltd. should communicate more with their employees while taking a decision. This will work as a motivational factor for the employees and let the organization to see the possible outcomes from different perspectives.
- While changing a something that the employees are used to, organization should run a demonstration of the proposed plan and see the response of the employees so that this employee satisfaction and organization success both can be ensured at the same time.
- Work responsibility among all the interns were unequal. Some of us had to deal with an immense amount of work load when some did not have any work at all. Interns with heavy work pressure would become tired and who did not have much to do would become bored and frustrated. So while recruiting interns Banglalink should be aware of their necessity and hire accordingly
- Some of the laptops we were given to work with were not fully functional. If they can provide the interns with a bit better quality laptops, it would be easier for the interns to do their work.



Concluding Statements (Continued)

- Interns have a very limited access to company information. This create obstacle for them while working for different projects. For simple information they have to bother their superiors. So organization should give them a bit more liberty while searching for information.
- Organizations do not consider Interns as employees of the organization. For this reason they are often deprived from many facilities that other employees get. Such as Interns were not allowed to attend the Family Day, they did not get the t-shirts of 4G launch and so on. I would suggest that the organization give them some facility that makes them feel a part of the organization.

If the organization is eager to work on the suggested improvements they will be able to provide them better learning opportunity and encourage them to contribute to its productivity.



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