

**Internship Report**  
**On**  
**Employee Satisfaction of Banglalink Digital**  
**Communications Limited Headquarter Tigers Den**



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**On**  
**“Employee Satisfaction of Banglalink Digital  
Communication Ltd. Headquarter Tigers Den”**



**Submitted to**  
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**Submission Date**  
**11<sup>th</sup> April, 2018**

# Letter of transmittal

11<sup>th</sup> April, 2018

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**Subject: Submission of internship report**

Dear Miss,

It is indeed a great pleasure to hand my internship report on Banglalink Digital Communications Limited. This report is the result of the knowledge which has been acquired while doing my internship in Banglalink's headquarter Tigers Den.

The report has been prepared under your supervision. I thank you for all the ideas and guidance you provided for preparing my internship report. The project is under BUS 400 and I have put my utmost effort in for preparing the report.

I sincerely hope that, I could fulfil all the report requirements as per your instructions. Hope you will appreciate all the hard work and excuse the errors I might have made in this. Lastly, I would be thankful to you once again for your valuable advice.

Sincerely,

---

Naziba Rahman  
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## **Acknowledgement**

At first, I would like to express my gratitude towards the Almighty Allah for giving me the opportunity and strength to complete all my BBA courses and prepare the internship report within the scheduled time.

The internship opportunity I had with Banglalink Digital Communication Ltd. was a great chance for learning and for my professional development. Therefore, I consider myself lucky as I was provided with an opportunity to be a part of the HR & Admin department of the organization. I am also very grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind, I am using this opportunity to express my deepest gratitude and special thanks to my advisor and our honourable faculty member Mrs. Fabiha Enam who despite being busy with her duties, took time out to hear and guide and keep me on the right path by giving me valuable knowledge and advice and allowing me to carry out my internship report.

I would like to express my deepest thanks to my supervisor Md. Mehedi Zaman for guiding and giving me necessary advice and arranging all facilities and relevant data for completing my internship period in the organization.

I would also like to thank my parents and my friends their immense and relentless support and motivation to complete the report in due time.

I perceive this opportunity as a big milestone in my career development. I will strive to use the gained skills and knowledge in the best way possible. I will continue to work hard, in order to attain desired career objectives.

## **Executive Summary**

For every single company employee satisfaction is without a doubt is an important factor. Labor is the main capital for any organization. The main factor is to create a positive image in that particular organization so employee satisfaction is an important issue. Banglalink Digital Communications Limited is the second biggest organization in the telecom segment of Bangladesh after Grameenphone. It was a joint venture organization of Bangladesh-Malaysia and was allowed permit to work in the provincial territories of 199 upazilas. Banglalink is a well-known established biggest company in our country. Still this renewed company keeping its position in the top area. It has become a popular company for everyone. They have a good management system and have good HR policy. By following every HR policy, they do their task. They are maintaining a decent HR management and always gives importance to their employee. If any employee needs any help or assistance they always come to help them. Banglalink HR department tries to provide better knowledge to their employee to do the task successfully. My internship report topic is about the level of the employees and about the wellbeing policy. Employee satisfaction policy is important for an organization. In my report, I discussed about this policy and gave some descriptive information which I have collected from the Banglalink employees. Besides I have given some recommendation which might be helpful for further study. Through this research I got to know that how HR practices are being applied at Banglalink and how it works.

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## **Introduction**

In today's competitive market, it is very much important for any organization to manipulate its Human Resource prosperously and efficiently. Investments in human assets are generally riskier than investments in physical assets since human assets are not owned by the organization. However, if the organization can invest on its human assets in authentic sense, the cost they carry to the organization are lot more than the physical belongings. Physical assets in an organization can be easily imitated or cloned via competition however the knowledge and skills that the employees carry can deliver the organization a competitive advantage. Managing Human Resource in an organization is one of the essential tasks. All organizations do not value their Human Resource equally. Each organization has its very own structure and way of life subsequently the Human Resource management must be integrated with the organization's structure and culture. They need to make sure that the right people are working in the right place which makes them to achieve the goals and desires and objectives of the organization.

Banglalink is now one of the leading multinational companies in Bangladesh. It was able to gain the second position in telecommunication industry within two years of its operation in Bangladesh and it is referred to as the fastest growing mobile operator in the telecommunication industry of Bangladesh. One of the primary motives behind this massive success is the way they manage their Human Resource. Banglalink want their employees to get involve with the organization. They believe in the valuation of human assets. They want their employees to be the long-term assets of the organization. As an end result, they keep on imparting attractive packages for retaining their potential employees. Rather than creating pressure on the employees, they want their employees to have a good work-life balance which motivates the personnel more and their productivity increases which brings more value to the organization. The HR department of Banglalink continually attempts to give the best to their employees so that they do not feel ignored and can easily get involved with the organization. All these things enabled them to be the employer of choice.



## **Origin of Topic**

The report is done to see how one of the largest telecom operators, Banglalink HR and Administration operates and how satisfied their employees are.

## **Objective of the Study**

Measures the job satisfaction level of different employees of different departments of Banglalink Headquarter Tiger's Den.

## **Data Types**

Both Primary Data and Secondary Data has been used for survey and research purpose.

## **Limitation of the study**

Not all the participants are friendly in terms of filling out a survey. Moreover, employees have tight schedule and the access of information sometimes restricted due to company policies. Few of the data's related to the project I am working are confidential therefore, I could not include those information in the report.

## **SWOT Analysis of Banglalink**

### **Strengths:**

Rapidly increasing market share and attracting consumer are some strengths of Banglalink. Huge network coverage, strong and robust financial back up and adequate human resource are also a few sources of strength.

### **Weakness:**

Like other telecommunication companies, it has also few weaknesses by means of which its performance hampered. Network quality, ownership level of employees is not as much as expected.

### **Opportunities:**

Although Banglalink is not in number one position but nonetheless it has various opportunities. Proper utilization of these opportunities can make them do well in the industry. Growing wide variety of internet users, large number of customer or patron and growing economy are some opportunities and possibilities.

### **Threats:**

Merging of Robi and Airtel is a threat for Banglalink. It has made the marketplace more competitive for Banglalink. Furthermore, political instability, alternate channels of communication through internet is likewise a few threats.

Therefore, these are some of the strengths, weaknesses, opportunities and threats of Banglalink.

## **Company Background**

Banglalink is one of the largest cellular service providers in Bangladesh. Banglalink Digital Communications Limited which was previously known as Orascom telecom Bangladesh limited, is completely owned by telecom ventures ltd. of Malta, which is a 100% owned subsidiary of global telecom holding, following the business combination, in April 2011, between Vimpelcom Ltd. and Wind Telecom s.p.a, Vimpelcom owns 51.92% shares of worldwide telecom holding. Vimpelcom has been as of late renamed as VEON. It is one of the world's largest integrated ltd. telecommunications service operators providing voice and data services and benefits through a range of customary and broadband mobile and settled innovations in Russia, Italy, Ukraine, Kazakhstan, Tajikistan, Armenia, Georgia, Laos, Algeria, Pakistan, Burundi, Zimbabwe, Uzbekistan, Kyrgyzstan, Central African Republic, Canada and Bangladesh. Veon is headquartered in Amsterdam and listed as an ad on the NASDAQ global select market under the symbol "VIP".

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 became the second largest operator in Bangladesh with more than 7.1 million clients. As of now 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 furthermore brought mobile phone to the general people of Bangladesh. The cell phone has turned into the image for positive change in Bangladesh. The brand slogan of Banglalink "Start Something New" is derived from Banglalink's promise of empowering people with reasonable 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 and general advancement of the country.

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 Aktel 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 development over the previous years have been fueled with innovative items and services targeting various market segments, aggressive improvement of network quality and dedicated customer care, creating an extensive distribution network across the country, and establishing a strong and solid brand that emotionally connected customers with Banglalink. Banglalink provides equal opportunities to employees and has always shown zero tolerance for any non-compliance activity. The company has relatively a flat organization which enables employees to collaborate and work closer across the organization. Banglalink is now working relentlessly to bring digital world to each customer to build a true digital Bangladesh.

## **Overview of The Organization**

The vision of Banglalink is to empower societies by providing the power of digital communication, enabling everyone to enhance their lives, build societies and secure a better future for all. Its mission is to exist to help customers get the full benefit of being connected. Alongside the promise "Start Something New", the company has 5 values which drive how the organization functions:

- **Collaborative**
- **Innovative**
- **Truthful**
- **Entrepreneurial**
- **Customer Obsessed**



### **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 to achieve more.
- When doing things together, we do them smarter and faster.
- We are a team and a group.

### **Innovative**

- We never stop. We are always moving, looking for the next disruptive digital ideas.
- We are adventurous and excited for 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.

### **Truthful**

- We are open, honest and demonstrate integrity and respect in all our dealings – both internally and externally.
- We are reliable and trustworthy; we keep our promises and admit our mistakes.
- We are focused on upholding the highest level of ethics always.

## **Entrepreneurial**

- We have an ownership mentality, demonstrating passion and taking responsibility of the business as though 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 will do.

## **Customer-obsessed**

- We have a passion for our customers – they are at the core of all that we do.
- We can make difficult decisions when we know it's in our customers' best interests.
- We watch out for our rivals yet it's our customers who are always front of mind.
- We are driven by our customer insight – all our digital innovations are a result of customers' needs.

Banglalink offers various products and services such as prepaid, postpaid, roaming, device, internet 2G, internet 3G, coordinated and facilitated Wimax, enterprise solution, value added services, and adjacent business. Its registered office which is Tiger's Den is situated in Gulshan, Bangladesh, which comprises of open, paperless and green workspace, top class cafeteria, hi-tech meeting rooms and 1 basement parking facilities. They follow the green office policy.

Being a private limited company, the Board of Directors of Banglalink has a pivotal role to play in meeting all stakeholders' interests. The Board of Directors and the Management Team of Grameenphone are committed and focused on maintaining effective Corporate Governance through a culture of accountability, transparency, well-understood policies and procedures.

## Management Team

▪ Chief Executive Officer: Erik Aas
▪ Chief Human Resources & Administration Officer: Monzula Morshed
▪ Chief Financial Officer: Anton Landman
▪ Chief Digital Officer: Sanjay Vaghasia
▪ Chief Legal Officer: Jahrat Adib Chowdhury
▪ Chief Compliance Officer: M Nurul Alam
▪ Chief Corporate and Regulatory Affairs Officer: Taimur Rahman
▪ Chief Sales Officer: Ritesh Kumar Singh
▪ Chief Marketing Officer: Mike Michel

## Products of Banglalink

### Prepaid Packages

The two main prepaid packages of Banglalink are Banglalink Desh and Banglalink Play. Some other prepaid packages that they offer are Desh hello, Desh 1 second pulse, Desh 10 FNF, Desh ek rate darun. These are basically the extended versions with some extra features of Banglalink Desh.

### Postpaid Packages

Banglalink understands that the needs and patterns of each customer are unique. They would prefer not to offer a similar answer for each client rather they want to provide such facilities so that their clients can pick their choices according to their needs. Therefore, the postpaid packages are designed in such a way that they can exactly satisfy the requirements of the clients. The current postpaid pack running into the market is Banglalink Inspire.

## **PROpaid Packages**

Banglalink is currently offering PROpaid packages which is designed for the new age experts. It provides the best incentives in voice and internet bundles; exciting partnership offers and flat PAYG rate which makes life more convenient. The PROpaid package offers monthly bundles like Daily Data Delight, Lifestyle Partnership, Music Solution and Flat PAYG Rate.

## **Banglalink 3G**

Banglalink Telecommunications Ltd launched their 3G services back in 10<sup>th</sup> October 2013. Through innovative products, Banglalink consistently tries to enhance the lifestyle of their clients. Their fiber optic network and the quickest 3G service network are great examples of their dedication all through the nation. The third era of mobile telecommunications innovation is 3G. The 3G users of Banglalink can enjoy and appreciate the fastest speed of internet with the surpassing HSPA+ connection. The 3G benefit make the web experience a lively one in mobile devices. It enables the clients to enjoy the prevalent video streaming, download experiences, enhanced video calling, high-speed data transmission and accessing innovative 3G services on the mobile phones by which customers can encounter smarter, exciting and efficient lifestyle. Banglalink is announced as a third-generation data service provider as the fastest in the country in 2014 by Bangladesh Telecommunication Regulatory Commission. Banglalink not only provides the fastest 3G network but it is also the only second telecom operators in Bangladesh that covers 64 district headquarters.

Endorsers will have the ability to use 3G Data from their 3G enabled gadgets. Customers getting a charge out of 2G web access can undoubtedly subscribe into a 3G outline without changing their present SIM card. They ought to just pick and buy the package. All the 3G packs will be accessible at a singular store, \*5000#. A Banglalink supporter benefitting the 3G organization will have video calling office as well. Banglalink customers will get an unprecedented markdown in Samsung stores. Moreover, the Banglalink Priyojon customers will be expanded an identical routinely planned installment office to purchase Samsung Galaxy Note 3 from Banglalink Gulshan and Motijheel customer care centers.



## **Banglalink 4G**

Banglalink is one of the top digital communications service provider in Bangladesh which has successfully launched its 4G network throughout the nation. 4G is the fourth generation of the mobile communications. Before their launching of 4G networks they were calling out their customers to upgrade their sim to 4G and they were using “Get ready to step into tomorrow” to attract their customers. Bangladesh now has a whole new era of web experience-4G. By using 4G we can get the best and superior web or internet network and high-speed internet. Besides, access to advanced field and digital life would be easier, enabling business and home transactions can be done carefully and digitally. Customers of Banglalink will now experience much better, high quality internet speed. Customers will be able to browse, download, stream videos and songs, play online games much faster than before. To get the 4G services, customers will have to replace their current sim with 4G enabled sim and for this they must visit in any of Banglalink’s service or retail point. Customers will also be able to use both the 3G package volume and bonus internet while enjoying 4G speed, but they must have 100MB in account. Currently Banglalink is providing its 4G services in some parts of Dhaka like Gulshan, Baridhara, Chittagong, Khulna and Sylhet. Banglalink is still striving to bring 4G services throughout the country as soon as possible. Their tag line for 4G service is **#FeelsLikeNew**.

## **Services Offered**

Telecommunication sector is a service-oriented sector. Banglalink offers different types of innovative telephone services both in rural and urban people of Bangladesh. At whatever point it comes to present any cutting-edge correspondence answers for its clients Banglalink has been leading since always. They generally continue enhancing and endeavor to do some additional in their Value-Added Services for the accommodation of their clients and to make their lives somewhat better. The Value-Added Services make the clients comfortable with loads of advantages which will make their lives less demanding and influence their versatile utilizing to encounter more exciting and enjoyable. The Value-Added Services offered by Banglalink to meet the customers need are given in the following Table. Banglalink provides different services like: Amar Tune, Namaj Alert, SMS, Money Transfer, Call waiting, Free minute offer, Balance Transfer

offer etc. Banglalink always tries to provide the best services to its customer and try to make their life easier.

### **Banglalink network coverage**

Banglalink started its journey covering only 9 districts but now they are covering

- 64 Districts
- 504 Thanas

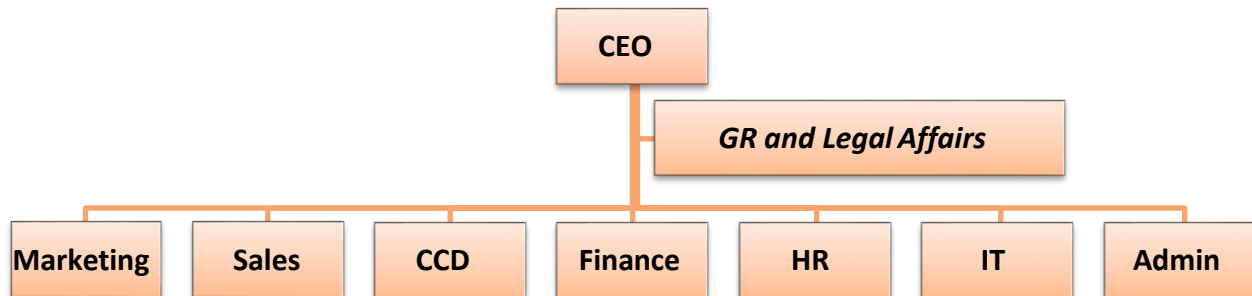


**Figure: Network Coverage of Banglalink**

### **Organizational Structure of Banglalink**

Every organization has different departments in like manner Banglalink has distinctive divisions as well. The primary seven branches of Banglalink are: HR, Sales, IT, Finance,

Marketing, Accounts, and Admin. Banglalink has top, middle and first level management. They have around 1600 employees in total. The seven major departments are shown in the chart below.



**Figure: Banglalink Organization Chart**

The organization is experiencing restructuring, so they have changed their past structure and thought of another structure of twelve departments. Before they used to have six distinct departments with a long hierarchy of eighteen levels. The primary purpose for this rebuild is that they need to limit its management levels and change to a compliment chain of importance with the goal that the association get into an even pecking order instead of the vertical one. The new departmental structure comprises of Customer Care, Marketing, Sales, Technical Programs and Network Quality, Operations and Maintenance, Infrastructure and planning, Network Deployment, Accounting and Finance, Human Resources and Administration, Information Technology, Regulatory and Legal Affairs, and Strategy and Business Planning.

Banglalink thinks about each division as a group or unit. The risk for every one of the obligations and duties goes to the leader of that specific division. All the colleagues in a division are required to answer to the unit head and the unit head should answer to the Chief of the HR and Admin.

## **Human Resource Policy of Banglalink**

**Equal Employment Opportunity:** Banglalink strictly follows the rule- equal employment in their association. All choices are taken without being one-sided with the workers. The work choices are taken with no impact of race, color, religion, gender, age, national origin, handicap, military status, hereditary data, and so on. By observing a person's education, experience, aptitudes and capacities, and in addition exhibited work execution the decisions are being taken.

**Consequence for False Information/Forged Documents:** The Human Resource department of Banglalink keeps each privilege to fire any worker who has been discovered liable for submitting false Curriculum Vitae or any false data in the Curriculum Vitae while taking employment in the association. The worker will be immediately terminated when he/she is demonstrated blameworthy with no earlier notice, reward or pay.

**Probationary Period of Employment:** While beginning job in Banglalink, all the permanent employees will be in trial period for the initial 90 days. This probationary period can be extended for further 90 days only if the task of the worker is not satisfactory. The representative will get the notice in any event before 7 days that whether his/her job will be proceeded or should leave the organization. The employees are being checked in the probationary time frame.

**Internal Job Placement Policy:** In Banglalink they esteem their current employees more rather than discovering potential external workers. So, at whatever point there is an opportunity in the organization they post a notice inside so that the current representatives can apply if they are interested in the job and if they are qualified for the job. Therefore, a due date of 10 days is given for submitting their Curriculum Vitae after the announcement of the job commercial.

**Performance Management:** Banglalink arrange a performance management program where it is seen that whether the workers have met their beforehand set goals or not and after assessing that, feedback is additionally given on the best way to enhance their execution and their performance. This is relevant for all lasting, confirmed employees of Banglalink who has joined at the very latest July 31 of the performance year.

**Working Hour:** The standard office hour is 9 hours each day which is between 9am to 6pm. The working days are from Sunday to Thursday. The office hours are not fixed and it is not mandatory to be present sharp at 9am. The employees come to the office between 8am to 9am and they can

leave office after completion of their 9 hours of work. That is if any employee comes at 8am then they can leave at 5pm. The workers likewise have the flexibility of picking flexible timing apart from shift employees. They are required to come at the workplace within their scheduled time. If necessary, the representatives need to work for extra office hours likewise and this is applicable for all workers. Every department has the flexibility of picking their time table according to their need.

**Payment of Salary:** According to the rules of the organization Banglalink transfer the salary to the bank account of the employees. The new employees are suggested to open bank accounts in specified banks prescribed by the organization so that their salaries can be transferred to the account at the end of every month. When the employee leaves the association, their dues are also cleared through checks or their bank accounts.

**Promotion:** Promotions are given based on the work of the employees and on different categories of their work. If promotion is given based on the employees' talent and skills then one year is enough for having it or else the employee must serve the minimum number of years at the previous grade at the date of promotion is effective from. Another way is the worker needs to accomplish at least ME (Meet Expectation) in competency rating and achieve 100% in objective in the previous year. The consent of the manager is extremely vital and essential while giving promotion.

**Overtime:** Extra hours of work outside the planned employment hour is known as overtime. All the workers whether permanent or temporary can get the additional time or overtime up to the Deputy Manager Level. Managers and above will not get any additional time. The application for overtime is generally done through HRIS and the line manager decides whether to approve or dismiss the application. The payment of overtime is given in the month it is finished.

**Transfer:** For making the employees exposed to new opportunities and work and have a 360-degree idea of the organization, transfer is generally made. Transfer can occur due to two reasons: it can occur due to the consent or need of the manager and the other reason can be due to the personal request of the employee. Transfer request is usually done by the employees because of personal interest and circumstances. The request of the employee is just listened when there are sufficient openings and administration endorsement. Furthermore, Transfer initiated by the association is more often because of the business needs.

**Code of Conduct:** Banglalink's Code of Conduct is very well defined. The code of conduct sets a standard for the principles and strategies of how to manage its operators, customers, suppliers, political entities and others. Additionally, it gives advanced guidance regarding policies and strategies which are a vital part of Banglalink business theory.

**Whistle Blowing:** Banglalink promises to have an open, dynamic and dependable culture in their organization and in their business operations. If any questionable accounting or auditing matters and illegal or unethical behavior is found, then it is allowed to complain through an online form. The identity is kept confidential who complained about the illegal matters. Vimpelcom audit committee reviews all the complaints and take necessary steps accordingly. All representative must keep straightforwardness in their work to avoid any claims.

#### **Facilities Provided:**

- **Cafeteria service**

Banglalink is providing cafeteria service to their employee. It is an extremely incredible service for their employee. There is huge menu in the list so that employee can choose for their lunch and the cost of the food is comparatively low. Free lunch is provided for the interns in the cafeteria in Tiger's Den.

- **Pantry Service**

In Tiger's Den, there is pantry in every floor where employees can get tea, coffee and water and even have their breakfast, lunch and snacks brought from home. There is also a fridge where employee can preserve their food if the employee bring food from their home.

- **Day Care**

Banglalink Head quarter has a day care. Employees can do their work smoothly because they have day care service in their office. Most of the female employees who has kids use day care for their children. So, they can do their work without strain about their children.

- **Mobile services**

As Banglalink is a telecom company so they are providing mobile service. Not only the employees but the interns are also getting this service.

## **Job Responsibilities**

### **Green Office:**

- The Green Office Program is a framework and set of resources that has potential to significantly reduce the environmental footprint of our community.
- It creates a more sustainable workspace through the new and improved Green Office Program.
- Green Office is a practical environmental management system for offices. It reduces the daily consumption i.e. water, electricity, papers, other solid waste etc.
- The main motive is to create awareness in the employees to reduce the direct and indirect cost.
- Green office communicates our commitments to a greener work place and the initiatives to make the office buildings environment friendly.

### **Objectives:**

- Reduce the consumption of natural resources by improving office environmental efficiency
- Promote sustainable practices by increasing office environmental awareness of employees
- Encourage energy-saving
- Lower employment cost per employee
- Higher staff retention
- Greater productivity of staff
- Optimized green office ratings resulting in higher value/lower risk/ improved reputation.
- Reduced occupant complaints via 'Help Desk' and other similar feedback systems, leading to reduced costs.
- Huge employee engagement and Increased company revenue.



**Goals:**

- Reduce remarkable operation cost
- Reduce environmental impacts of office work
- Develop environmental management system

**Indirect Contribution:**

- Enhance comfort and health
- Increase occupant's productivity
- Increase company financial valuation

## **HR & Admin**

Corporate administration is an area that incorporates a wide variety of management positions. From large corporations to start ups, all operations needs skilled administrators. That is in particular a support function that looks after tasks and jobs on the way to make others' lives easier.

### **Administration Job Responsibility**

**Manage Office Assets:**

Admin takes care of the office infrastructure and assets of the organization. From distributing cabinets to handling office furniture all primary office resource is under the jurisdiction of admin.

**Executing internal events:**

It typically falls underneath admin's job obligation to execute all internal communication materials like stand banners, X-stand and some other merchandising materials.



**Manage Cafeteria:**

If an office has its own or personal cafeteria, at that point it falls under admins' job responsibility to control it. Usually it is executed through a vendor which ought to be managed by means of admin on behalf of different organization.

**Office Maintenance:**

Maintaining the office space tidy is the responsibility of each employee. However, there is certain level of maintenance required to maintain a workplace area functioning that calls for specialization in certain areas. For instance, if the organization's physical office space is large and then cleaning up after employees leave becomes a huge challenge. These are usually taken care with the aid of admin. Admin generally enlists the help of a vendor to maintain the office space.

**Office Supplies:**

Admin must procure and hold track of all office supplies like stapler, tissue box, printing paper and so forth. Essential refreshments like tea bags and coffee beans are additionally incorporated in office supplies.

**Manage Customer Care Points / Stores:**

If the organization is service driven, then most probably it will have customer care points. Alternatively, product driven organization may have company owned outlets. In both cases, it is the admin who has to roll out, maintain and revamp the complete operation.

**Manage Vendors:**

As can be seen from the above rundown, a good deal of admins' work is outsourced to a third party. In doing so, the organization achieves efficiency. Be that as it may add more responsibility to admins' extensive list of tasks. Dealing with vendor is admins' one of the most important responsibility, as much of admins' KPI is executed via them.

## **Manage the Budget:**

Due to the wide variety of responsibility and cost escalated tasks that are required of the admin, they usually have a massive budget to deal with. They themselves need to devise, forecast, maintain, adjust and reconcile the budget.

## **My Internship duties:**

- Worked on the budgeting of admin operational expense
- Input of data regarding all admin operational data
- Checked the price list given by the vendors
- Follow up to the supervisor regarding the errors made in the amount of data entry and made corrections
- Match the excel file data with the bills
- Analyzing data based on the excel data
- Giving codes to the Monobrand shops of Banglalink
- Maintain proper Communication with vendor
- Designing of tickets during the events held in Banglalink.
- Managed the events held in Banglalink.
- Made certificates for the winners of game changers.
- Made calls for SAP interviews, seminar on cancer and for the collection of nominee forms
- Made excel files for staff work record
- Done census for the renovation done in Banglalink Tiger's Den
- Helped line manager with green office project.

Apart from these I also helped the HR Recruiting team for arranging interview sessions and making calls to the selected candidates. Then I helped HR operations team to arrange the files of the active employees and the closed files which is the files of the previous employees. Then I also helped the HR training and development team to arrange the training sessions and arrange the Women's Day program.

## **Job Satisfaction Theory**

Over the time there have been many researches on what causes satisfaction in any job. Frederick Herzberg's Two factor theory is one of the most popular theories in this concept. It is also known as the Motivator-Hygiene Theory. This theory suggests that there are two factors that contribute to the satisfaction or dissatisfaction of an employee in his respective job. These are:

- Motivation Factors
- Hygiene Factors

Hygiene factors are extrinsic and are those factors which relates to the aspects of the working environment, such as pay or salary, company policies, supervisory practices and overall working conditions. These are the factors which can remove dissatisfaction of an employee if they are well off. Like, if the pay is not well enough, or the company policy does not suit the employee, he will be dissatisfied.

On the other hand, Motivators, or motivation factors are those which motivates the employees towards their work. It can be considered as an inner force that drives individuals to attain personal and organization goals (Hoskinson, Porter, & Wrench, p.133). They are achievement in work, recognition, promotion opportunities for advancement, responsibility etc. These are considered to be intrinsic to the job, and these factors brings job satisfaction. For example, adequate responsibility will drive the employee to implement his skill, and recognition for his work or achievements will motivate him to work harder.

## **My Project:**

Each and every organization has different departments. To run an organization, it needs the support from another department. HR department and the administration department is the core of the organization. For running a business, its Human Resource Management helps the organization with its knowledge of how human capital affects authoritative achievement. With the assistance of expertise, leaders are managing HR strategic management takes an interest in corporate important decision making. HR department is the department where it mainly focuses on the prosperity of the employees. It plays a fundamental part in Banglalink Digital Communications Ltd. This division is the focal point of the affiliation. In this research project, I will focus on the approaches of Banglalink Digital Communications Ltd. Additionally, the completion level of the representatives with adoration to the workers prosperity strategies of Banglalink. HR division constantly supports the workers welfare strategies and dependably deals with the concern of representatives. On the off chance if any worker is baffled with their activity it is the commitment of the association and for being the center of the association the HR division is to help their representative improvement, job advancement and physical prosperity. To increase the employee satisfaction and for the wellbeing of Banglalink the employees of the organization is making new policies and it is continually trying to develop and as well as retain them and diminish the turnover rate. The principle goal of this research is to call attention to the employee satisfaction level regarding the prosperity and wellbeing policies of the organization. For this report, I have conducted a survey and gathered some information from the employees of Banglalink. My survey questions were the employee satisfaction level regarding the food quality, day care, the leave policy, working environment, turnover rate of the employee and so on.

## **Observation:**

It was a great opportunity for me to work in an organization like Banglalink. In spite of the fact that I worked as an intern yet when I worked there I felt like that I am a permanent employee of Banglalink. This is conceivable just for the entire representative of Banglalink. Their conduct is so well to all. Besides all the team members were very friendly and helpful so I confronted less issues while doing work with the diverse team amid my internship period. So, it is quite tough for

me to bring out issues I was faced. But there were few challenges that hampered my task a bit. The main problem I confronted that is transportation system of Banglalink for the interns. They are not providing transportations service for the interns. As I was an intern sometimes I had to work late and work outdoor, so it creates problem. Though I confronted little problem regarding transportation, I suggest Banglalink authority to concentrate more on the transportation facilities for the interns. So, they can complete their task peacefully and on time. It will expand the work efficiency.

### **Objective of the project:**

For this report, the major objective is to point out the employee satisfaction level in regard to the benefit policies of Banglalink. As I already discussed earlier about employee satisfaction. Indeed, I did a survey and took some information about employee satisfaction and their role in the organization. I already gave a concise analysis with respect to employee satisfaction level. I attempted my best to discover the satisfaction policy. The major purpose of this project is:

- Identify the Human Resource Policies
- What is the employee satisfaction level according to the organizations policy

### **Problem statement**

For this project, the main work was to identify the satisfaction level of employee according to the wellbeing policy of Banglalink.

### **Limitations:**

The exploration is confined in a few criteria, for instance, administration exercises, the earth, cafeteria administrations, workplace, preparing, consistence, leave arrangements and so on. This is done amid the year and there are some requirements which are given underneath:

- The data of the organization were confidential to the point that it was difficult for me to some extent to gather the data about the organization. The association couldn't give enough information since it was exceptionally confidential.
- The day and age of this examination were insufficient for me. I could not get enough time for the examination so the data I found through my investigation was not adequate. This is the impediment.
- The focus on my exploration was restricted because I was expected to work a great deal amid my entry level position report so I did not get enough time for preparing my report.
- Lastly, the significant confinement was the number of member. As it is exceptionally private so the representatives were not permitted to give all the data and information of the organization. Therefore, I did not get any assistance from them yet they endeavored to give me the data's. That was the huge limitation of my exploration.

## **Significance of the study**

For the betterment and the advancement of the organization as well as for the students this study is extremely important and enough. This research can be utilized and used in Human Resource Management department and furthermore the administration department of the organization. Through this research report the organization can take decisions and can get some idea regarding employee satisfaction. With the help of this research they can discover the lacking's and can try to fulfill the gap. Therefore, this research will be helpful for the organization for its future accomplishments and achievements.

## **Methodology**

As I mentioned earlier that this research is significant for the organizations betterment and advancement. So, my primary focus is to identify the employee satisfaction level regarding their welfare policy. With this topic, I tried my level best to do the survey. I made some survey questions and gave it to the employees of Banglalink who is currently working at the headquarter named Tigers Den. They helped me a lot and answered those questions and helped me complete

the survey. So, it makes my project more authentic and legitimate. With the help of the answers to the questions and information I made this project. There were two data collection and gathering and they are:

- Primary Data
- Secondary Data

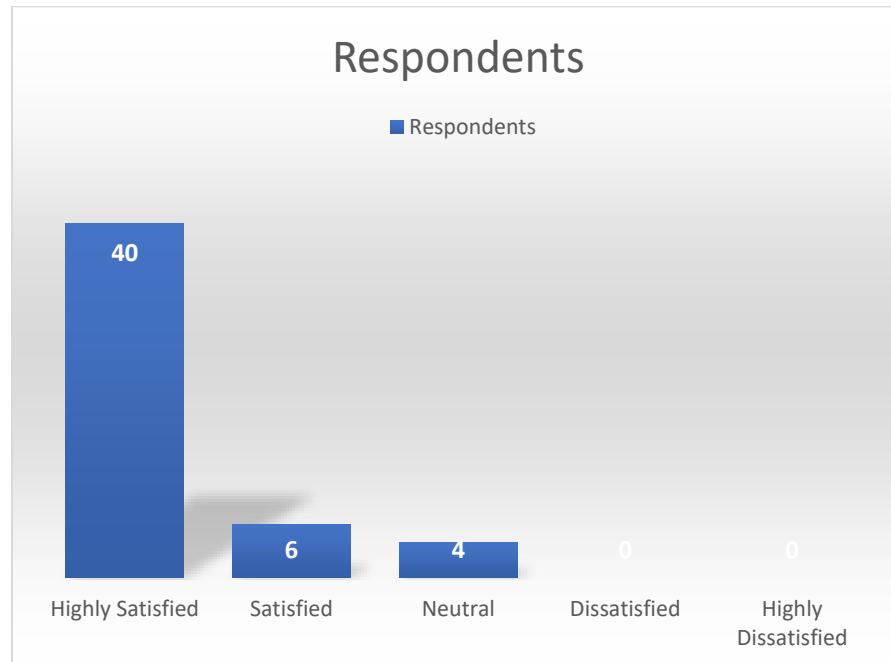
**Primary Data:** All the information I gathered is from the primary data.

**Secondary Data:** Collecting data and information from annual report, webpage etc.

## **Findings and analysis:**

My primary responsibility was to do the survey and try finding out the employee job satisfaction level of Banglalink. For my survey, I chose 50 employees and asked them some questions that I made considering their job satisfaction. Through this survey I got some authentic information and became acquainted with how many employees are actually satisfied with the welfare policy and furthermore got to know how many employees are disappointed with the welfare policies. Below I prepared some chart that is indicating how many employees are satisfied and dissatisfied with the services provided:

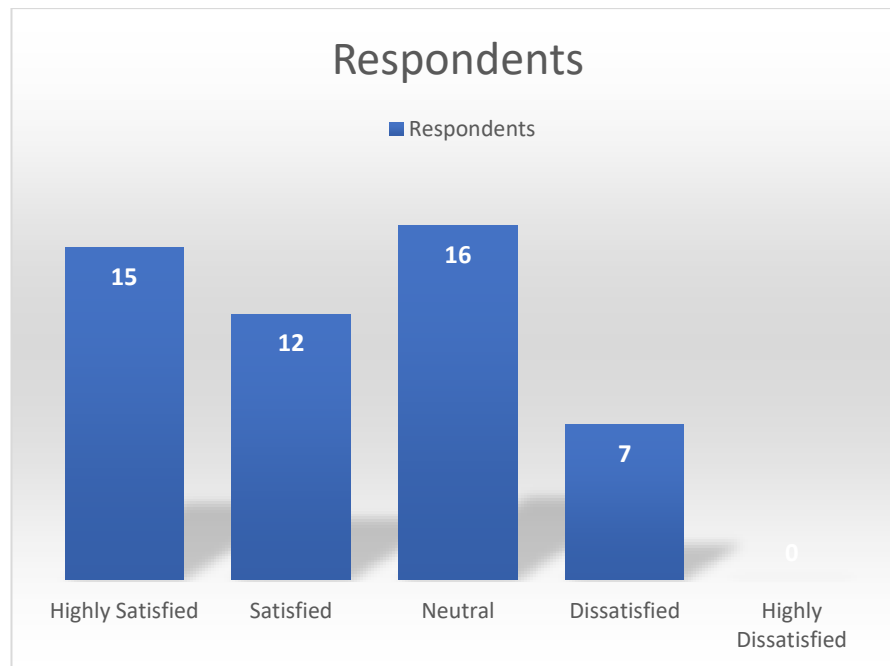
## 1. Working environment of Tiger's Den?



From the survey, I got to know that 40 of the employees are highly satisfied with the current work environment. Therefore, we can say that the current working environment of Banglalink is very good. Employees are happy to have such work environment like Banglalink.

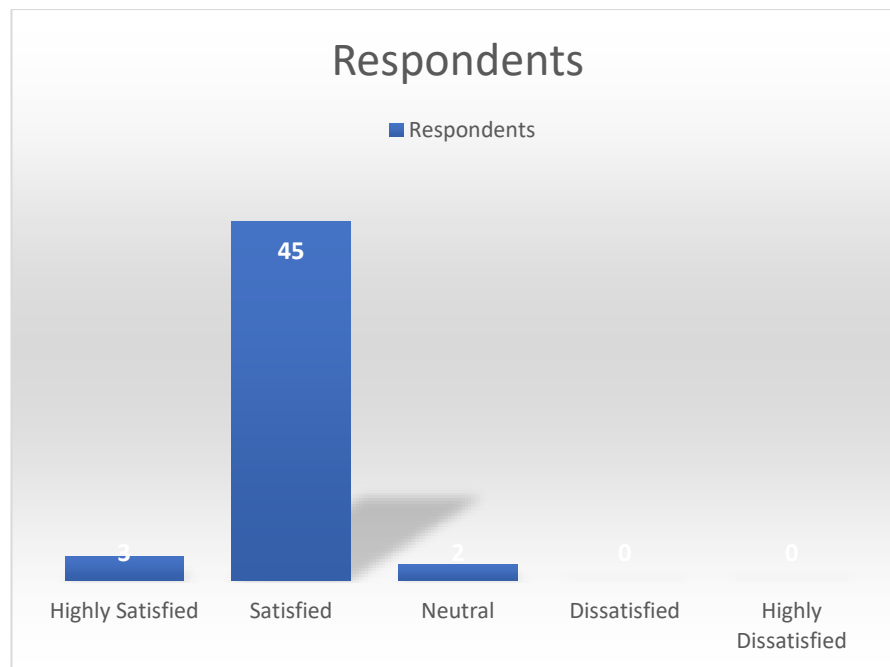


## 2. My work gives me a feeling of personal accomplishment.



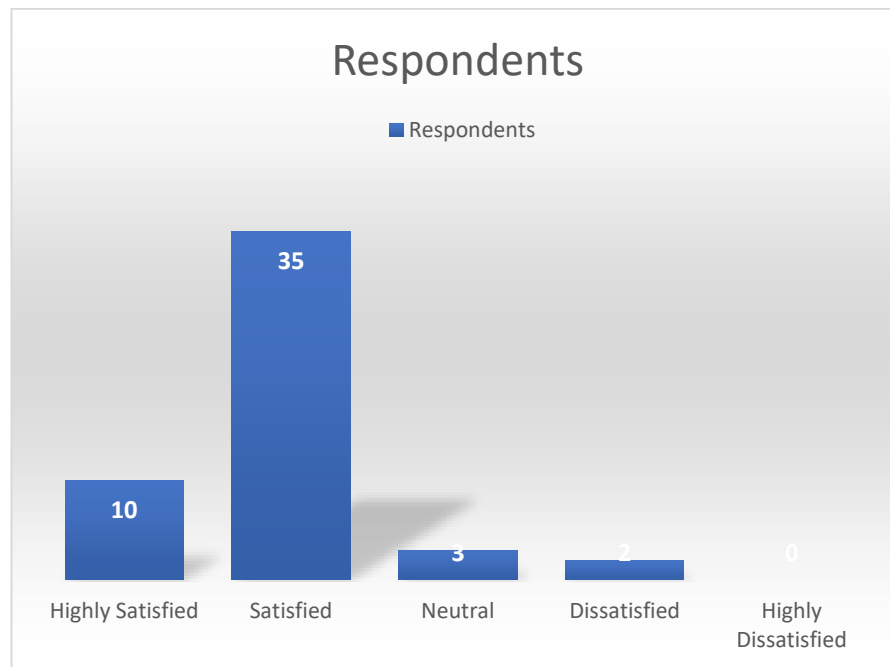
From the survey, I got to know that out of 50 respondents 15 employees are highly satisfied and feels that their work gives them a feeling of personal accomplishment, 12 of them are satisfied, 16 employees were neutral and 7 were dissatisfied.

### 3. Are you satisfied with the transportation facility?



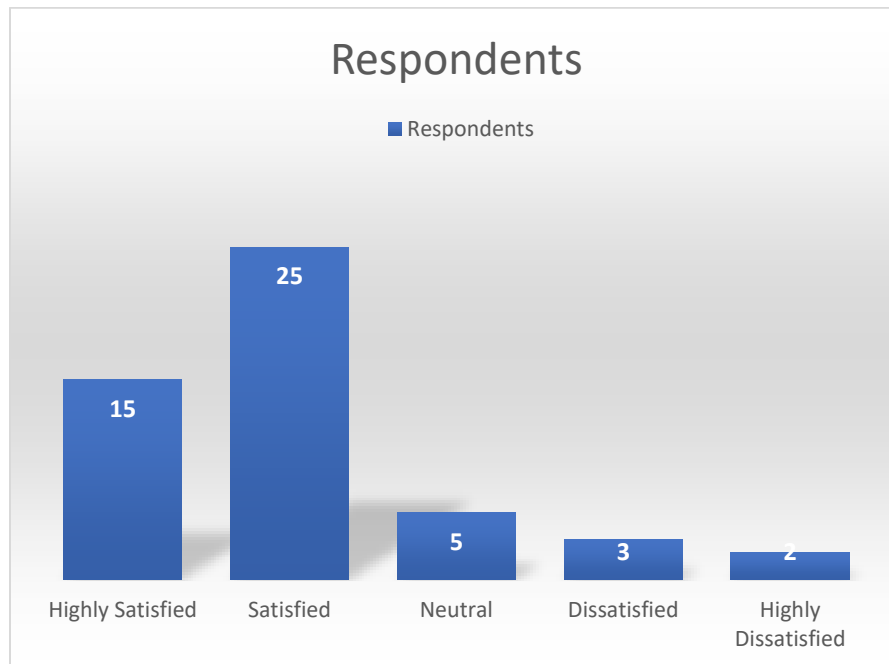
The survey shows that the employees of Banglalink are very much satisfied with their transportation facility. Out of 50 respondents 45 respondents are satisfied with the transportation facility and only 2 employees were neutral with their decision.

#### 4. Satisfaction level of the cafeteria service-



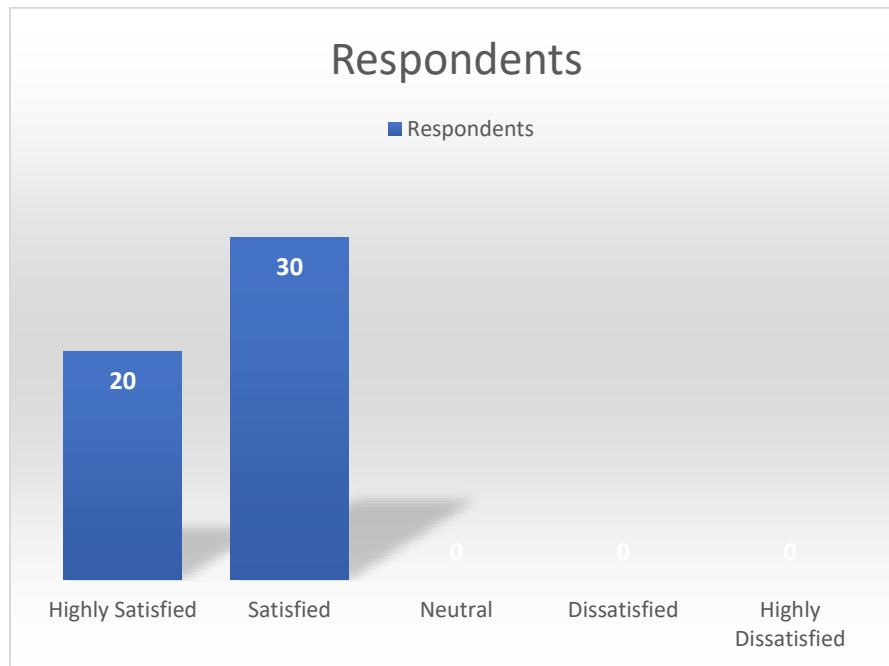
From the survey, I got to know that the employees of Banglalink are satisfied with their cafeteria service. Only 2 employees were dissatisfied with the cafeteria services.

### 5. Satisfaction level regarding medical facilities:



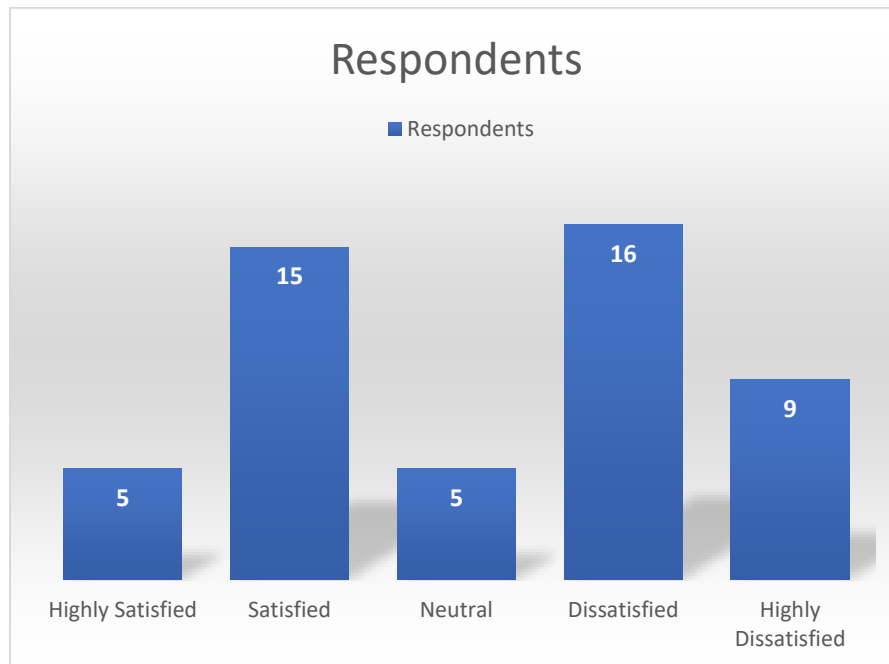
From the survey, it was seen that out of 50 respondents 25 employees were satisfied with the medical facilities receiving from Banglalink, 5 of the employees were neutral with their answer, 3 were dissatisfied and 2 of the employees were highly dissatisfied with the medical facilities.

## 6. Satisfaction level of daycare facilities?



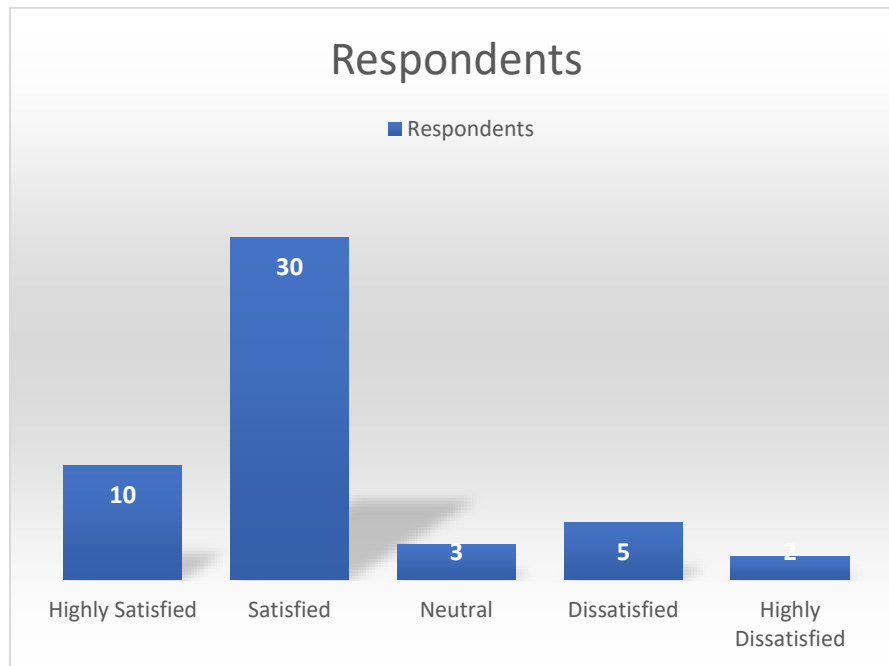
From the survey, it can be seen that most of the employees of Banglalink is happy with the daycare facilities. While doing the survey they said that they feel rest assured leaving their children in the daycare. They can work smoothly and peacefully, and they do not have to worry for their children.

### 7. Are you satisfied with the training given by Banglalink?



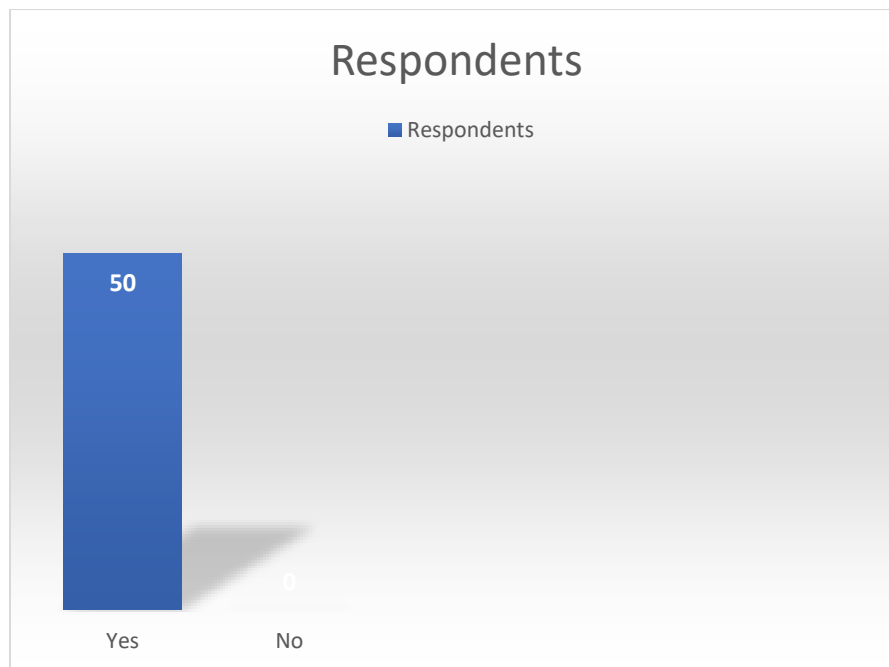
An organization should give training to their employees so that they can develop their working skills. Here we can see that there are various types of answers. Out of 50 respondents 5 respondents are highly satisfied with the training given by Banglalink, 15 employees are satisfied, 5 were neutral, 16 employees were not satisfied with their training and 9 of them were highly dissatisfied with the training that they were receiving from their workplace.

## 8. Satisfaction level of leave policy:



From the survey, we can see that 30 respondents out of 50 were satisfied with the leave policy. 10 of the respondents were highly satisfied, 3 were neutral, 5 employees were dissatisfied and 2 of them were highly dissatisfied with the leave policy of the company.

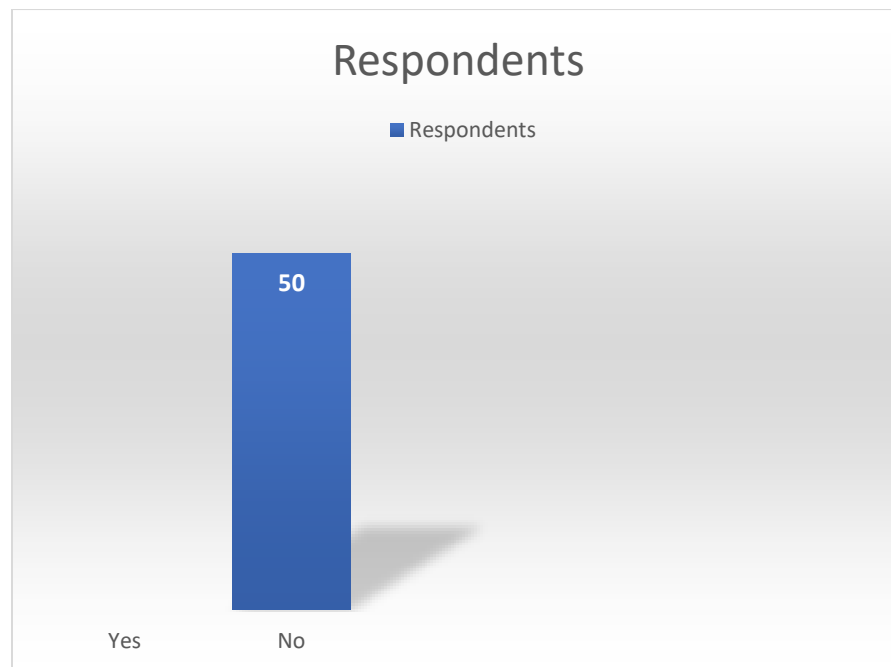
### 9. Does Banglalink provide maternity leave?



Here the survey clearly shows that Banglalink is providing maternity leave to their employees and the employees are very much happy with it.

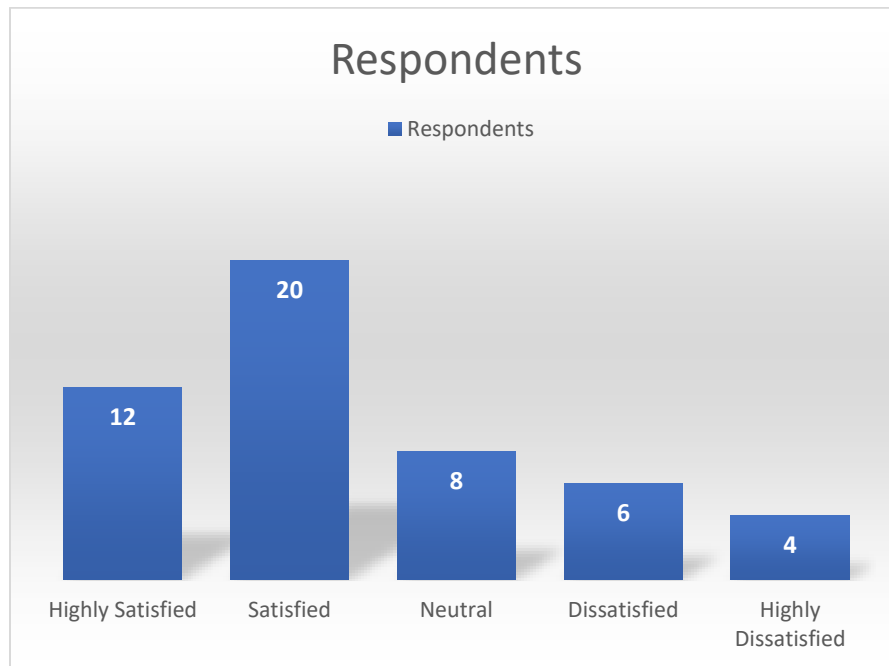


### 10. Gender discrimination at Banglalink:



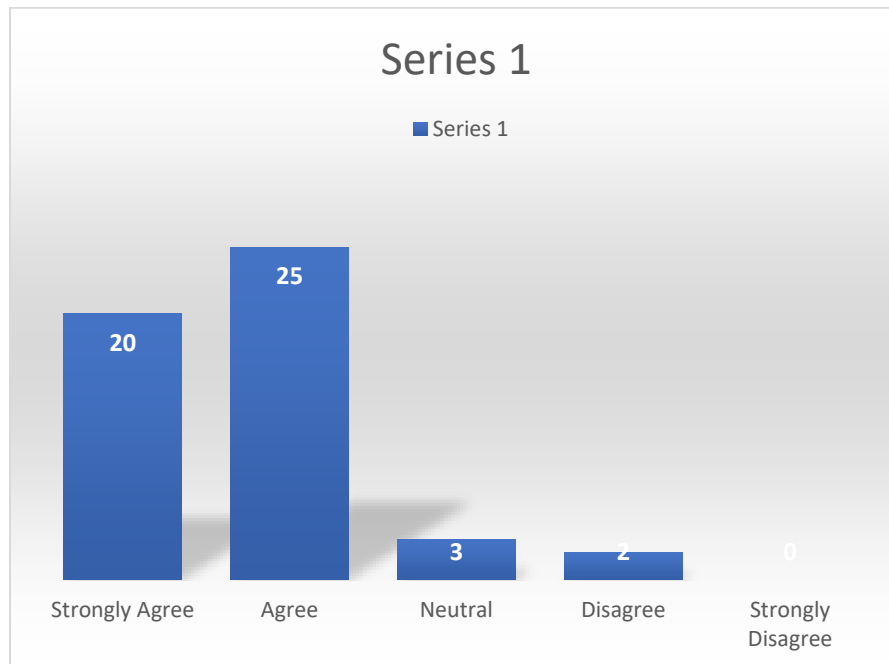
Gender discrimination is an important issue but from this survey we got to know that in Banglalink there is no gender discrimination. Employees have good environment to do their task frequently. The female employees even said that they are getting help from their male coworkers. It is a great achievement for Banglalink and a tremendous success story for Banglalink that they don't support gender discrimination in their organization.

### 11. Satisfaction level of working hours:



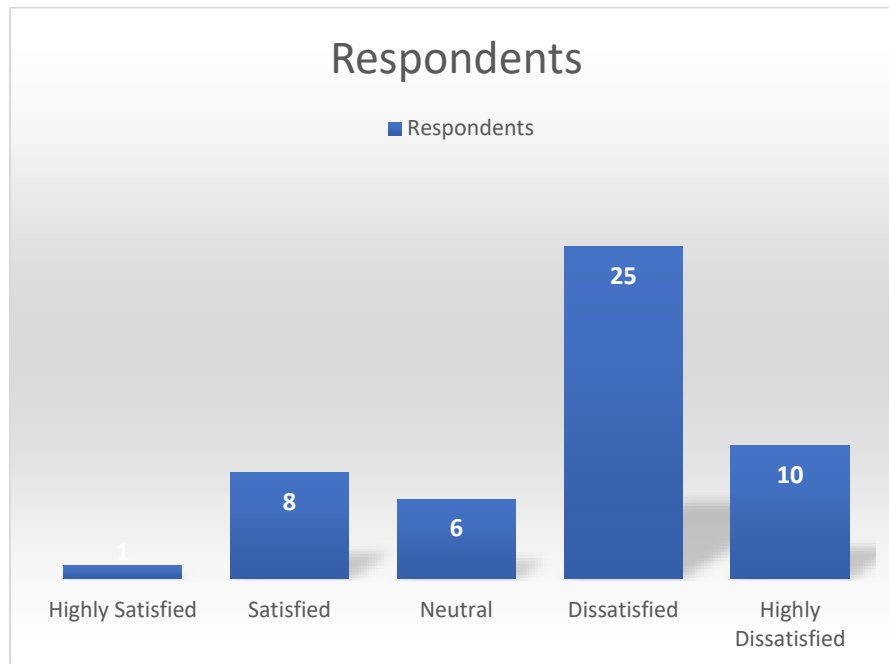
The survey clearly shows that the employees of Banglalink are happy with their working hours as 20 of the respondents out of 50 were satisfied. Only 6 employees were dissatisfied with the working hour of the company and 4 were highly dissatisfied.

## 12. My job makes good use of my skills and abilities.



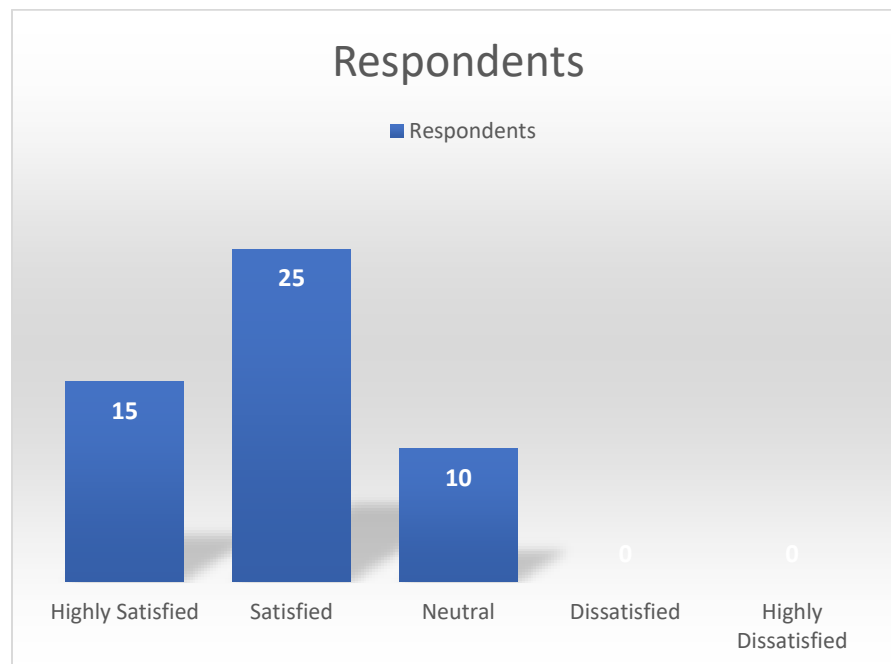
From the survey, it is seen that the employees are happy that they are being able to use their skills and abilities in their job. 20 respondents strongly agree that their job makes good use of their skills and abilities and 25 respondents agree to it.

**13. How satisfied are you with the information you receive from the management on what is going on in your division?**



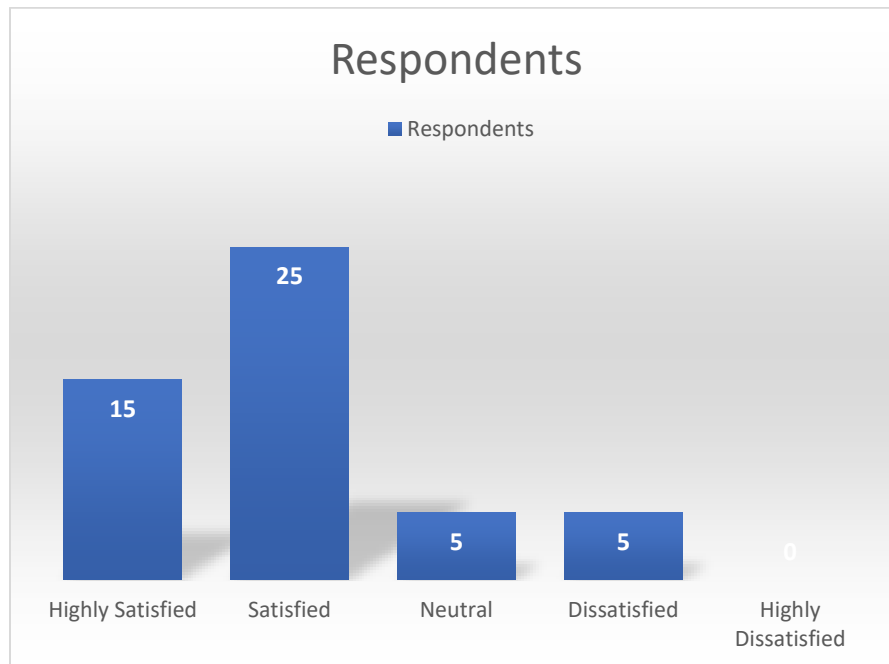
From the survey, we can see very clearly that the employees are not happy with the fact that they are not aware of what is going on in their division. They are not getting all the information's properly from the management.

#### 14. How satisfied are you with your involvement in decisions that affect your work?



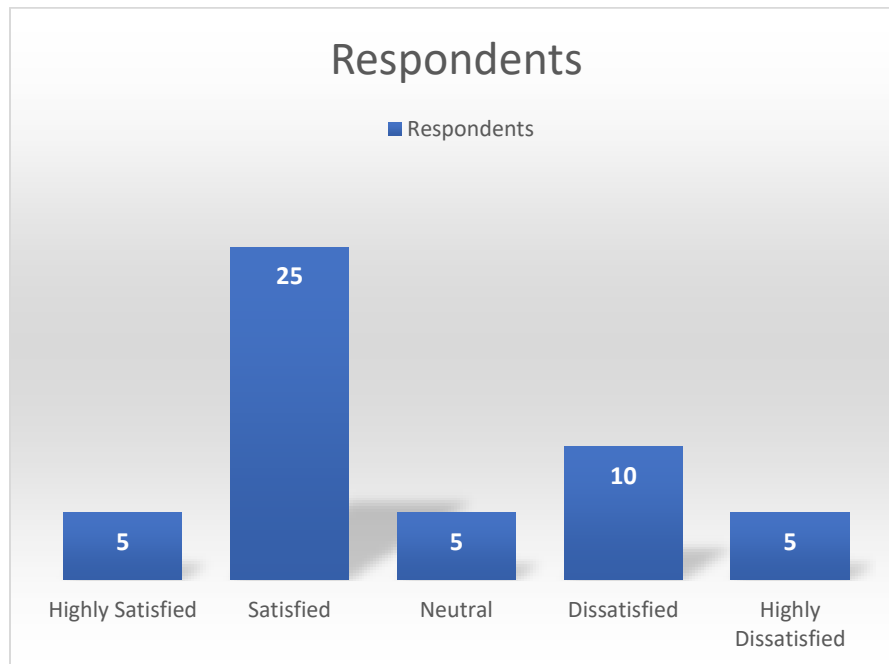
The survey shows that most of the employees are happy and satisfied with their involvement in decisions that affect their work.

**15. How satisfied are you with the payment system of Banglalink-**



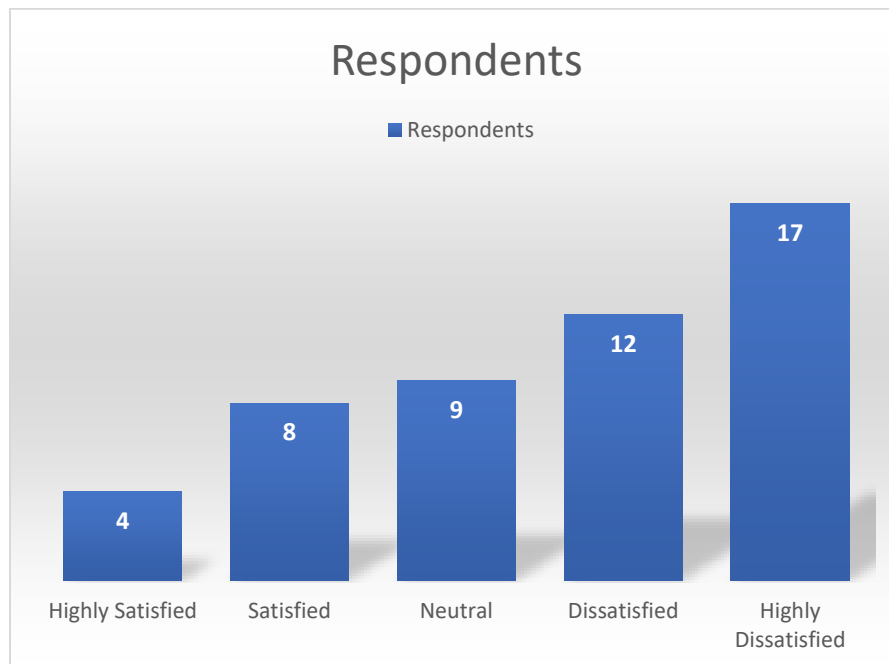
Employees are satisfied with the payment service. The survey result shows that higher rate of employee is happy with this payment service.

**16. How satisfied are you with the current rewards or promotion system of Banglalink?**



We can see that some respondents are highly dissatisfied, and some are highly satisfied but most of the respondents are satisfied and neutral.

**17. How satisfied are you with your opportunity to get a better job or position in this company?**



The survey, clearly shows that the employees are not happy with the matter that they do not get the opportunity to get a better job or position in the company. Out of 50 respondents 17 employees were highly dissatisfied, 12 were dissatisfied and only a few were satisfied or neutral.



## **Recommendation**

In Banglalink, they very much believe in continuous improvement.

For that to happen, they must set big goals. They should be willing to take big challenges, enormous difficulties regardless of whether they are not generally beyond any doubt that, they are going to achieve them. So, after doing that survey there are few recommendations that I would like to suggest, and they are as follows:

- Firstly, from the survey it has been discovered that the vast majority of the workers are not happy with the training that Banglalink is providing to its employees. Without training representative cannot improve and bring changes in their work. They may not get the idea where they have to progress. On the job training is extremely important for the representative to upgrade the satisfaction level and in addition there need to give off the job training to various departments. It will be improvement for the employees and as well as the organization. On the off chance that the worker shows signs of improvement because of training then they will be able to give the best execution towards their work therefore, the company will be benefitted. For the employees, it will be simple for them to give the best tasks and the company will approach and make the progress. Here Banglalink need to give better training tools and give adequate time on the job training. So, training is essential for the employee as well as for the organization.
- Secondly, the recommendation will be about working hour. Despite of the fact that the employees are happy with the working hour yet some workers especially the contractual employees face problems regarding the working time. Some employees need to work on weekends as well. Therefore, Banglalink ought to be more flexible regarding the working time.
- Employees are barely satisfied with the information they get from the management regarding what's going on in the company. They only get the information that are readily available to all. Banglalink should consider this fact and take step to properly disintegrate information.
- Employees at Banglalink are also barely satisfied with the future career opportunities in the company. They feel like there are very few options to get promotion. However,

different levels of increment are there. If the company wants to motivate their employees, they should consider some strategic plans regarding the career development of their employees

## **Conclusion**

In conclusion, we can state that Banglalink is a successful, very much looked after and well-maintained company. From the beginning of their journey the company precisely executed each of their constructed strategies which is why they could gain the second position in telecommunication industry within two years of operation in Bangladesh. Among their other conducts, Banglalink imposes special care to their Human Resources and Administration department. They believe in the valuation of human assets. Their exclusive practices make the company very attractive to the job seekers as well as the potential existing employees. Banglalink also believes in innovation. Their project Green Office will make a more sustainable workspace and company through this new and improved program. This project is creating employee awareness by focused group discussion, training and discussion, pictorial and other activities. The company does a good job in motivating their employees. As a result, the job satisfaction of most of the employees in Banglalink can said to be fairly high. However, along with the survey of job satisfaction of employees of the company, there were some analysis of some certain factors that amounts to decreasing the job satisfaction of employees. Therefore, some recommendation was provided to consider these problems that could give out potential solutions. Ultimately, the way Banglalink is conducting their work and business, it is evident enough to do well in the market.

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## **Appendix**

### **Survey Questionnaire**

**Employee satisfaction level regarding the employee welfare services of Banglalink Digital Communications Ltd.**

**1. Working environment of Tiger's Den?**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**2. My work gives me a feeling of personal accomplishment.**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**3. Are you satisfied with the transportation facility?**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**4. Satisfaction level of the cafeteria service-**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**5. Satisfaction level regarding medical facilities:**

- Highly Satisfied
- Satisfied

- Neutral
- Dissatisfied
- Highly Dissatisfied

**6. Satisfaction level of daycare facilities?**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**7. Are you satisfied with the training given by Banglalink?**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**8. Satisfaction level of leave policy:**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**9. Does Banglalink provide maternity leave?**

- Yes
- No

**10. Satisfaction level of working hours:**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**11. My job makes good use of my skills and abilities.**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**12. How satisfied are you with the information you receive from the management on what is going on in your division?**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**13. How satisfied are you with your involvement in decisions that affect your work?**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**14. How satisfied are you with the payment system of Banglalink-**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**15. How satisfied are you with the current rewards or promotion system of Banglalink?**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**16. How satisfied are you with your opportunity to get a better job or position in this company?**

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

**17. Do you want to add any suggestion regarding the wellbeing policies of Banglalink Digital Communications Ltd?**