



Inspiring Excellence

**Internship report on
Influence of Corporate and Regulatory Affairs Department on different
Marketing Schemes in Banglalink Digital Communications Ltd.**

Course Code: BUS400

Submitted to:

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**Influence of Corporate and Regulatory Affairs Department on
different Marketing Schemes in Banglalink Digital
Communications Ltd.**

banglalink™

August 30, 2018

Mahreen Mamoon

Assistant professor

BRAC Business School

BRAC University

Subject: **Submission of Internship Report.**

Dear Madam,

It is a great pleasure to present the internship report which is a requirement for the completion of both the BUS400 course and the BBA program in BRAC University. The topic I was assigned to work on was **“Influence of Corporate and Regulatory Affairs Department on different Marketing schemes in Banglalink Digital Communications Ltd.”** I have worked effortlessly to collect all the information related to the topic throughout this three months long journey with Banglalink. The whole experience has been really interesting and helped me to enhance my knowledge regarding the corporate culture’s value within myself.

With your enormous guidance and support I have successfully completed this internship report. I enjoyed preparing it and had a wonderful experience while working on it. I am hopeful that the report meets your expected standard and you will be enlightened properly about the organization. Your further clarification and kind assessment will be highly appreciated.

Sincerely,

Sanjida Ferdous

ID- 14104067

BRAC Business School

BRAC University

Letter of Endorsements by the Supervisor Faculty

This is to certify that Sanjida Ferdous, ID: 14104067, BBA Program, BRAC Business School, BRAC University has done this report on was **“Influence of Corporate and Regulatory Affairs Department on different Marketing schemes in Banglalink Digital Communications Ltd.”** for the purpose of completing BBA internship program. I accept this report as a final internship report.

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

Mahreen Mamoon

Assistant professor

BRAC Business School

BRAC University

Acknowledgement

This report includes my involvement with Banglalink throughout the three months long journey and brief description related to the assigned topic. Without the enormous support and guidance from several sources this report could not be completed. For this accomplishment firstly I am thankful towards Almighty Allah for giving me the capability to finish this report on time. Then I would like to thank my internship advisor Ms. Mahreen Mamoon, assistant professor of BRAC Business School. With the help of her constructive instructions the report was finished properly. The organization itself which is Banglalink Digital Communications Ltd. had a major influence in building this report. Lastly, I am indebted to my line manager Mustafa Kamal Masud, Regulatory Affairs Senior Manager of Banglalink. He has been supportive and encouraging towards every little effort or interest of mine throughout this journey. The whole Corporate and Regulatory Affairs team was really helpful and responsive towards any kind of queries I had for the completion of this report. I am really glad that everyone had that trust in me and gave the chance to show my potential responsibly.

Executive Summary

Banglalink Digital Communications Ltd. is one of the largest telecommunication operators in Bangladesh where my internship was completed successfully. The internship report is about “Influence of Corporate and Regulatory Affairs Department on different Marketing schemes in Banglalink Digital Communications Ltd.” This report includes the background of Banglalink and its activities including its history and the management team. Besides, the mission, vision and objectives of the organization are briefly focused too. Before highlighting the main topic, the report portrays a clear picture of the Corporate and Regulatory Affairs department where the six units and their activities are mentioned. The main purpose of this report was to create an understanding of the influence of Corporate and Regulatory Affairs department on the marketing activities. For this, the activities undertaken as an intern were explained meticulously. The responsibilities taken were linked with the topic which showed the relevance and impact of the academic knowledge and practical experience at Banglalink. Moreover, the whole report repeatedly talks about the culture and work environment of Banglalink which shows how it maintains good relationship with internal and external stakeholders. Lastly, the observations I had through the internship were discussed too which included some scopes and constraints. Some recommendations were also made for the constraints or difficulties faced in this journey based on the findings. All the information in the report were collected and presented through practical experiences, previous study and reports. Many information was collected by asking the employees directly while working as there was no previous report or study related to this topic. The team members throughout the journey were really helpful and co-operative because of which the report got a standard shape and was possible to prepare on time.

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PART- I (Organization Part)

About Banglalink



Banglalink Digital Communications Ltd. is the third largest mobile phone operators in Bangladesh, successfully increasing the customer base by providing a broad series of quality services through the 2G, 3G and 4G mobile networks.

Banglalink’s network brought more than 90% population of Bangladesh closer to each other and kept connected. Banglalink Digital Communications Ltd. started emerging in the fastest growing economy of Bangladesh’s market by following an innovative idea of introducing a low cost structured offers and services to the customers for the first time. The core strategy was very simple yet effective with a mission of “Bringing mobile telephony to the masses”, which eventually led Banglalink to influence the market. It began to offer pre-paid, post-paid, international roaming, information based, entertainment, data based, call management, and mobile financial services which ultimately resulted in establishing a widespread distribution in Bangladesh and a strong brand value within the customers.

Banglalink is vastly focused on some core values based on customer’s benefit and improvement through innovative and cost-efficient ways. Banglalink brought a positive change in the industry of telecommunication by engaging the customers completely and fulfilling their necessities through entrepreneurial and other activities. It aims to enable its customers to get the best out of the digital future and create a true digital ecosystem through providing products that suits the demands of customers. Banglalink focuses on investing in building an efficient and dependable network.

Banglalink ensures the equality among the employees and maintains an open work environment. The company strictly abides by the rules and regulations provided by the compliance department. Banglalink is now focused on to bring the digitalized ways of life to the entire customer base in order to to form a true Digital Bangladesh.

History

Banglalink is a Public Limited Company registered in Bangladesh under the Companies Act 1994. Banglalink started its journey initially as Sheba Telecom (Pvt.) Ltd. back in 1989, a Malaysian joint venture, which was registered and licensed to function in the rural areas of 199 upazilas of Bangladesh. With time Sheba Telecom (Pvt.) Ltd. got 15-year GSM license in November 1996 to extend itself to cellular mobile, radio telephone services within the whole nation.

Later it was completely owned by Orascom Telecom in 2004 which is an Egypt based company. Afterwards in February 2005, it was re-branded to Banglalink and brought a massive change in the telecom industry of Bangladesh. In March 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name. The company started growing so fast and made a mark in the telecommunication industry. Throughout the year of 2011, Veon (Formerly Vimpelcom Ltd.) purchased 51.92% shares of Orascom. In 2013, they changed their brand name to Banglalink Digital Communications Ltd.

The parent company of Banglalink is VEON which owns shares of Global Telecom Holding following a business combination in April 2011, between VEON ltd. Wind telecom s.p.a. VEON is a NASDAQ and Euronext Amsterdam-listed global provider of connectivity, with the ambition to lead the personal internet revolution for the 235 million+ customers it currently serves, and many others in the years to come. Telecom Ventures Limited, a fully owned subsidiary of Global Telecom Holding, owns more than 99% shares of Banglalink. It offers services to customers in 13 markets including Russia, Italy, Algeria, Pakistan, Uzbekistan, Kazakhstan, Ukraine, Bangladesh, Kyrgyzstan, Tajikistan, Armenia, Georgia, and Laos. VEON operates under the “Beeline”, “Kyivstar”, “WIND”, “Jazz”, “Banglalink”, and “Djezzy” brands (Banglalink, Banglalink.net, 2018).

The Tigers' Trail

2005	<ul style="list-style-type: none">• Banglalink Launched• Achieved 1 million customers
2007	<ul style="list-style-type: none">• Became the 2nd largest operator
2008	<ul style="list-style-type: none">• Achieved 10 million customer base
2012	<ul style="list-style-type: none">• Exceeded 25 million customers
2013	<ul style="list-style-type: none">• Launched 3G service
2014	<ul style="list-style-type: none">• Exceeded 30 million customers
2015	<ul style="list-style-type: none">• Exceeded 32 million customers

Source : (Banglalink, 2015)

Vision



Banglalink Digital Communications Ltd. aims to achieve the leading position by providing quality service. The company focuses on bringing the mass population of Bangladesh closer and connected. Moreover, their vision includes digitalizing the country and introducing new opportunities by fulfilling the needs of the people and improve the way of life.

Mission



The brand Banglalink follows their slogan in every initiative they take for the betterment of the people of Bangladesh. The slogan is “Start something new” by which the company focuses on improving the lifestyle by making it easier and convenient.

To sum up, the missions of Banglalink are-

- Following market segmentation in case of products and services
- Creating optimum shareholder value
- Ensuring benefits to customer in every stage of the service (Before, during and after sales)

Organizational Values



Banglalink Digital Communications Ltd. follows five core values in their functional activities. These values are connected and led towards the company’s vision and mission.

The values are:

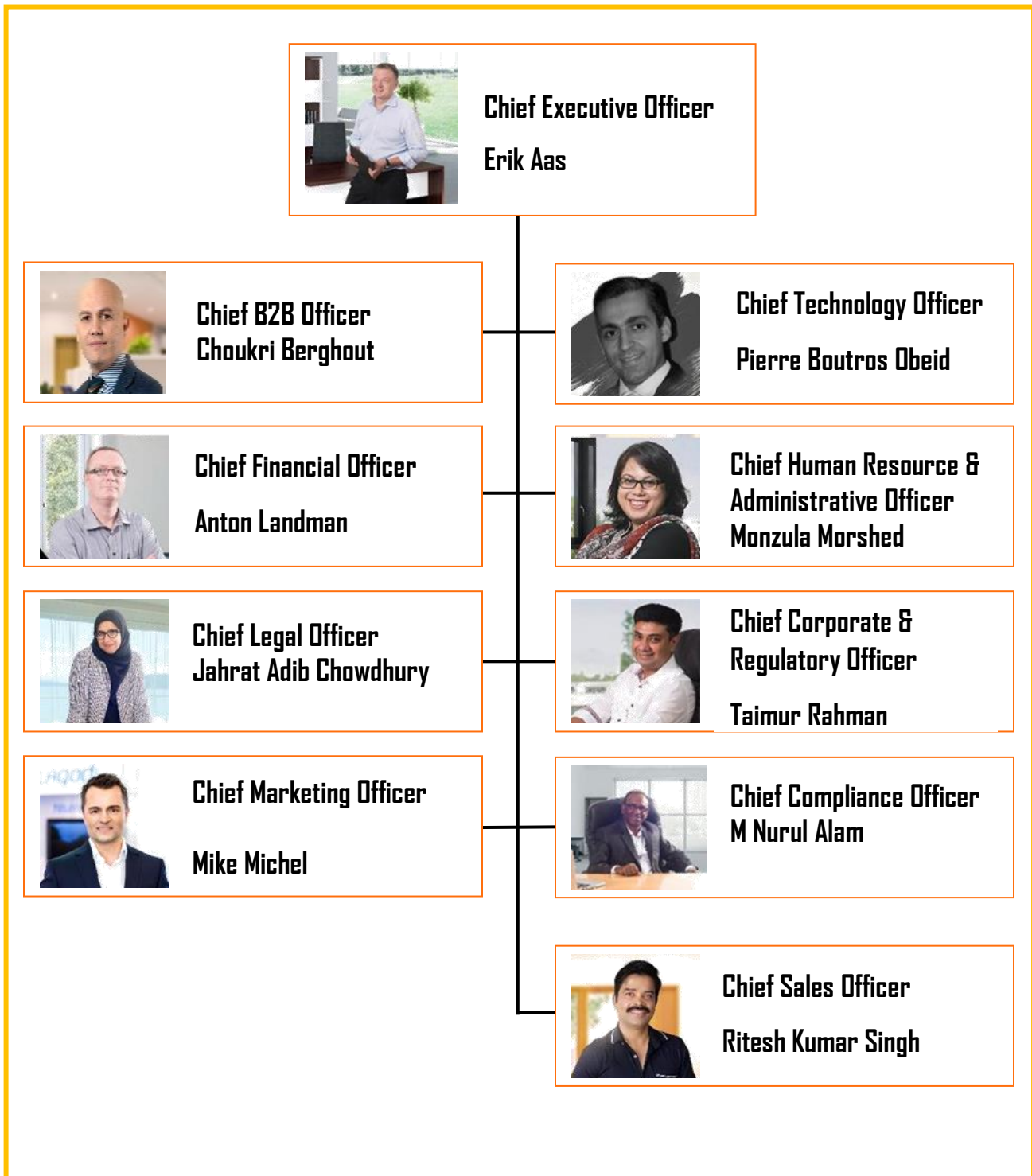
1. Collaborative
2. Innovative
3. Truthful
4. Entrepreneurial
5. Customer Obsessed



Collaborative 	<ul style="list-style-type: none"> - Teaming up to achieve goals - Believing in “Togetherness is strength”
Innovative 	<ul style="list-style-type: none"> - We are always looking for new ideas for digitalization - Excited about trying new things
Truthful 	<ul style="list-style-type: none"> - Respectful, Honest and Open minded towards each other for better connection - We fulfil our commitments and accept our faults
Entrepreneurial 	<ul style="list-style-type: none"> -We have ownership mentality and we are responsible - We consider our job as our own duty - We give our best to make it happen
Customer Obsessed 	<ul style="list-style-type: none"> - Customers are our top priority - We focus on the customer’s need and work on it

Banglalink Digital Communications Ltd.’s Core Values

The Management team of Banglalink



Source: (Banglalink Management Team, 2018)

Product and Services of Banglalink

Banglalink created a massive change in the industry by introducing convenient and quality services. The company brought a change by offering a greater range of services for all groups of customer according to their need. The highlighting segmented offers are:

Pre-Paid

- ❖ Banglalink Desh Ek Rate Darun



Source: (Banglalink, 2018)

Post-Paid

- ❖ Banglalink Inspire



Source: (Banglalink, 2018)

PROpaid

- ❖ PROpaid 222
- ❖ PROpaid 333



Source: (Banglalink, 2018)

Digital Services

Apart from the prepaid, postpaid and PROpaid services Banglalink also offers a wide range of digital services which are categorized into Fun & Entertainment, Lifestyle, Sports, Devotional, Health and Education, Messaging and Utility Services, News and Info Services, Mobile Financial Services etc. Among these most popular services are:

- ❖ Banglalink Local Radio
- ❖ Banglalink Megamind
- ❖ Call Block
- ❖ Music Station



Source: (Banglalink, 2018)

Offers

- ❖ Amar Offer
- ❖ Balance Transfers Offers
- ❖ Bundle and Voice Offers
- ❖ Digital Service Offers
- ❖ Internet Offers
- ❖ Priyojon Offers

- ❖ 4G Sim Upgrade
- ❖ eShop Offers
- ❖ Start-up Offers
- ❖ Mfs Offers
- ❖ Recharge Offers

Banglalink Internet

Banglalink has been bringing numerous internet offers for both Prepaid and Postpaid users.

For Prepaid users the offers are –

- ❖ Recharge Pack
- ❖ Social media Packs
- ❖ Standard Volume Pack

And for Post Paid users –

- ❖ Bill Cycle Based Pack
- ❖ Migrate Bill Cycle Based Pack
- ❖ Add-on Pack

Banglalink Internet also provides 3G and 4G network services. In 2014, BTRC (Bangladesh Telecommunication Regulatory Commission) declared that Banglalink's 3G data service is the fastest in Bangladesh. In 2018, Banglalink achieved another step of digitalization through introducing 4G mobile technology. Through this new service with a new set of exciting offers Banglalink aims to improve its quality of services and increase the level of satisfaction within the customers.



Source: (Telecom Offers, 2015)

Part- II (Project Part)

Introduction

Rationale

In a competitive industry like telecommunication, Banglalink Digital Communications Ltd. is growing faster and bringing change effectively in the market. Different departments and teams of the entire organization are responsible behind each success and failure. All the teams of Banglalink are interconnected with each other in many ways and working together towards the goal. The report contains a brief idea of the tasks, influence and importance of Corporate and Regulatory Affairs(CoRA) department in the organization. Moreover, it highlights the relation between Corporate and Regulatory Affairs department and the Marketing team's proposals.

Background

In this three months long internship I have observed the Corporate and Regulatory Affairs department's activities very closely while working. This organization has given me the chance to explore many new things through various responsibilities. The whole journey has reflected my learning very effectively in many ways. I have come to know about the significance of the department in the overall organization and the telecommunication industry. The department deals with the marketing offers and maintains relationship with the stakeholders and the government. This experience has mostly helped to shape my perspective towards the corporate culture. The organization basically focuses on to form an attitude within the interns by following the rules and regulations provided by the compliance. The multinational culture encourages and enriches the knowledge of the individuals to perform efficiently. While working here, I got a clear vision of how the telecommunication industry functions which made the internship more interesting. Banglalink opens the door of learning for the fresh graduates which is a great privilege in this important transition point of life. This internship report study will give everyone a clear understanding of the activities and influence of the Corporate and Regulatory Affairs department, like how it controls and co-operates with most of the core activities of the organization. The report mainly focuses on the influence of the department on the marketing offers.

Objectives of the Study

Broad/General Objective

The purpose of this internship report is to present how the Corporate and Regulatory Affairs department controls and handles the marketing offers in Banglalink Digital Communications Ltd. The main motive is to give a clear understanding about the overall department while focusing on the influences it has on the marketing schemes.

Specific Objectives

To be specific about the objectives apart from the general ones, the following points have been mostly highlighted in many parts of the report-

- Creating a broad perspective about the Corporate and Regulatory Affairs Department of Banglalink Digital Communications Ltd.
- Specifying the influences and importance of Corporate and Regulatory Affairs Department in various aspects.
- Understanding the relationship between Corporate and Regulatory Affairs Department's activities and marketing plans.
- Presenting the influence of the guidelines provided by Bangladesh Telecommunication Regulatory Commission (BTRC).

Literature Review

Before internet and other networks were introduced, Telecommunication blessed the world with a strong web of network to bring the people closer and keep them connected all the time no matter wherever they are. The telecommunication companies are providing this huge service throughout the world and making it a better place for living. Now the industry is emerging so fast and controlling almost every steps of the business world.

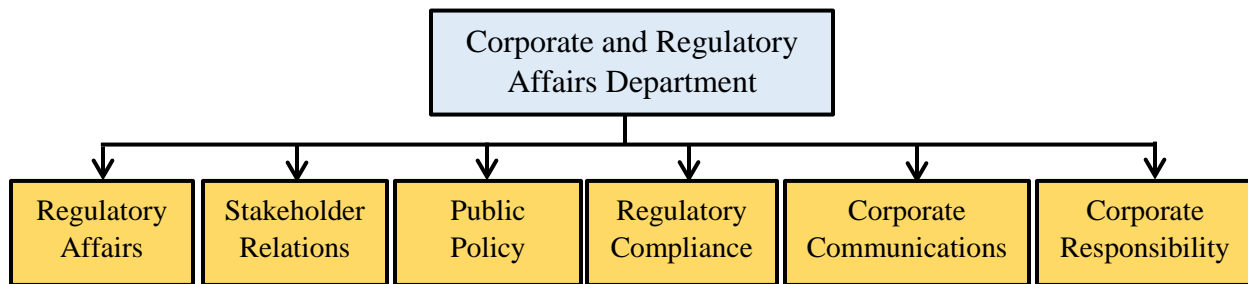
The telecom industry in Bangladesh is playing a vital role in digitalizing the whole country. The industry is growing within a healthy competition. The leading companies are trying to bring new changes every day by evolving their business models. As data is on the rise and voice based revenue showing a steady decline, the telecom operators to expanding to new territories. (The Daily Star, 2017). The companies are improving their departments and engaging them towards the revolution. Among these the Corporate and Regulatory Affairs department is mentioned in the topic of this report. Different industries like Pharmaceuticals, Medical devices, Energy, Banking, Telecom etc. have the Corporate and Regulatory Affairs department in the organization to deal with the laws and regulations provided by the government.

The Corporate and Regulatory Affairs (CoRA) department of Banglalink Digital Communications Ltd. plays a significant role in the core activities. According to Taimur Rahman, Chief Corporate & Regulatory Affairs Officer (CCRAO) at Banglalink, “Any business operating in any country needs to abide by the rules and regulations of that country. So basically, our job is to make sure that our business is in compliance with those regulations. Besides, we try to foresee what new regulations are coming in and find out what policies needs to be revised. Sometimes we assist & coordinate with regulatory bodies if any new policies/ regulations need to be added. We also deal with all our stakeholders and external media on behalf of the organization.” (Rahman, 2018)

The department is divided into several teams: Regulatory Affairs, Stakeholder Relations, Public Policy, Regulatory Compliance, Corporate Communications and Corporate Responsibility. I was a part of Regulatory Affairs team which operated with the Bangladesh Telecommunication Regulatory Commission (BTRC) directly for various marketing offer approvals through maintaining the given guidelines.

Brief Description about Corporate and Regulatory Affairs (CoRA)

As I was assigned in Corporate and Regulatory Department (CoRA), I would like to give a brief description of the department before mentioning the undertaken activities. The department is devoted to make sure that Banglalink is always following the Telecom regulations and laws of Bangladesh. Short and long term transactions with any external stakeholder and taking approvals from the government for the marketing offers are reviewed by regulatory affairs. The head of this department is Taimur Rahman, the Chief Corporate and Regulatory Affairs Officer (CCRAO) of Banglalink Digital Communications Ltd. The Corporate and Regulatory Affairs department has six units to maintain all the activities properly.



Units of Corporate and Regulatory Affairs Department

Regulatory Affairs

The Regulatory Affairs unit's main job is to work with BTRC. Taking approvals for various services by following the guidelines provided by BTRC is the core task of the team. This approval process is not so easy, the whole team needs to study and have proper knowledge of the policies and strictly abide by them to get the approval from BTRC.

Stakeholder Relations

Dealing with the stakeholders and maintaining a good connection with them is the team's main duty as Banglalink deals with different type stakeholders. This team has two sub divisions- Government relations and LEA (Legal Enforcement Agency). The Government Relations team are fully aware of the rules and regulations provided by the Government which are sometimes

really complicated to deal with. The Legal Enforcement Agency team observes and controls the crimes or unfair means done using Banglalink's service. It is connected to different law enforcement agencies.

Public Policy

The Public Policy team observes the change in the market and researches for making appropriate and suitable policies for Banglalink so that the company can fit in the market competition.

Corporate Responsibility

Corporate responsibility team is dedicated to the implementations of VEON's Corporate Responsibility (CR) strategy. This department ensures the awareness of the employees about the CR responsibilities through internal communications.

Regulatory Compliance

The regulatory compliance unit handles the audit activities within the organization. The audit function of the team mainly assures that Banglalink is following transparency while working with BTRC (Bangladesh Telecommunication Regulatory Commission). Basically the regulatory compliance team makes sure the company is abiding by the rules and required regulations.

Corporate Communication

The Corporate Communication team deals with the external medias. All the press conference related works, arranging the conferences and selecting the medias, the overall arrangement and controlling is done by this team.

Activities Undertaken

As an intern of the Corporate and Regulatory Affairs department, I have got the chance to experience and learn many new things closely within this three months long program. Besides that, I have learned to adapt with this new environment and culture easily with the help of my seniors and fellow interns. The experience and knowledge I have gathered from here will be discussed in this part of the report. The activities undertaken will be presented in three sections-

- **Work Related**

The journey with Banglalink started on 10th May,2018 under the Batch AIP 1801 (Advanced Internship Program). At the beginning of the internship, on the very first day I was introduced to every one of the department and the head of the teams. The first week was all about knowing each other, communicating with everyone and getting an idea of the activities of the department. On that week, I got to know how the department works while discussing with the employees from different teams of the department. Banglalink is a place for equality, which is the best part of working here, open work environment for everyone where there is no fixed desks or places to work, one can just sit anywhere, even beside the CEO of the company if they want to. Banglalink realizes the importance of their employees and ensures a comfortable work environment for them.

To be more specific, I was mainly assigned to work in the Regulatory Affairs unit of the department. The Regulatory Affairs unit is mainly responsible for the registration and documentation regarding marketing offers and other service authorization. It receives various service and offer requests from the marketing department which they are willing to propose to the customers like launching SMS Bundles, “RadioG App”, “Health Bundle” services, Holiday Roaming Campaign offers etc. Hundreds of offers are made and then regulatory affairs unit takes approval from BTRC (Bangladesh Telecommunication Regulatory Commission). BTRC controls the entire telecommunication industry in Bangladesh and they provide specific authorization rules and regulations regarding different issues and services of the telecommunication companies. The approval process includes an application mentioning the proposal specifically, then it is signed by the senior manager of the unit. Afterwards, the signed application is scanned and then submitted through the online forms provided by BTRC in the website. The size of the scanned files is set to a limit of 5 megabyte or else larger files more than 5 megabytes cannot be

submitted. Then an application receipt number is given after the submission which is recorded as well and this number can be used to search the document in future and see the current status of the application for approval. Each and every type of service that is going to be introduced by the telecommunication company must go through this approval process. Without taking approvals from BTRC, the company will not be able release these offers. I was supervised to follow the whole process of approval very carefully and record the related documents both in form of hard and soft copies. The soft copies are saved in the archive and all the hard copies are stored in a highly secured room where all the confidential files are kept and only a few can have access to it. These files are stored in a very organized way according to the year, date and categories. I did these tasks throughout the internship along with other activities.

Later, I was engaged in the VTS (Vehicle Tracking Service) project, which Banglalink is planning to launch recently. The approval process for this service was not the same as the abovementioned regular offers. I had to work on the whole application process of VTS with my manager and team members. He guided me throughout the whole process as the format was different for this service. The format included a lot of legal and financial documents like certificates of incorporation, contact person's broad information, trade license, income tax papers, network diagram, financial statements and other yearly documents presentation. I had to find and organize all these documents sequentially with cover pages and titles according to the format. At first, I had to collect these existing documents, print them out as draft copy and send the whole file to the legal department for the approval. The legal department's approval was needed because this time the application file was prepared to get signed by the CEO of Banglalink Erik Aas, since it was not a regular approach and new for the company. The whole (Vehicle Tracking Service) VTS application file included many important documents, after the approval from legal department I had to make the final copy of the whole document making sure everything was according to the format. I had to put stamp seals on each paper and label them so that the CEO can easily understand where to give his initials and where to give his full signature. The application included a huge amount of documents, so I had to make sure the part of signing on each pages for the CEO was less complicated. When the whole application file was ready I was asked to take it to the CEO and get it signed. After all the documents got signed, the application was then set to get the approval from BTRC. This time it was not done online, the

senior managers had to go physically to BTRC with the documents. All the documents were prepared in three copies.

Another task was assigned to me in the first few days were to work with the list of districts related to Border BTS (Base Transceiver Station) for 4G network. There were total 109 sites where the towers were located. These were divided into owned and shared towers and named according to that. I had to categorize each of them and find them in the NOC (No objection Certificate) of BTRC to make sure these towers do exist and are being recorded. Another classification of the sites was done according to the border distances which were really complicated yet interesting.

On the second month, I was assigned in the part of company Digitalization. As Banglalink is planning to go digital, all the files are being transferred to the archive as soft copies. I had to find the files from the file room and scan them. Then the scanned data are saved and categorized in different years in the archive. This whole initiative is very much helpful for the organization and the country both.

Besides, my team head Mohammad Mukhlesur Rahman, assigned me to summarize the National Digital Policy of 2018. The policy was very recent and I had to read the full policy very carefully. Moreover, I had to put the summary into slides for better understanding within a short time. Then lastly I had to translate the whole policy, from Bengali to English which was the toughest job. Afterwards, I had to summarize other policies like Mobile Financial Services (MFS), Mobile Number Portability (MNP), Telecommunication Value Added Service (TVAS) etc.

- **Organization-wide**

Banglalink Digital Communications Ltd. has given me the opportunity to work with other teams of my department. It encouraged me to improve my skills through various works. I was privileged to work with the Stakeholders Relations team. I was assigned to find the selected power stations from different districts and locations in Bangladesh. I had to find them from a huge set of files and sort them in an organized form and then submit it to the team head.

Besides, I worked with the Regulatory Compliance team too. I was assigned to organize two interview sessions for the position of Audit Support- Commercial and Audit Support- Technical.

For this responsibility, I had to organize all the selected CVs and create a time slot for each candidate. According to the time slot I had to call the candidates for the interview. When the candidates arrived, I had to receive them from the office lobby and bring them to the selected interview room as everyone just cannot enter in the office without an ID card or Visitor Card. So I had to receive them. For this work, I was privileged to have a special ID card which could be used to bring people inside the office. After the interview sessions, I had to record the selected candidates name and call them to inform about the joining related information.

Moreover, I worked with the Corporate Responsibility team, I worked with the organizer team of Incubator 2.0. I was assigned to prepare the invitations according to the guest lists. I had to prepare it very carefully as the invitations were sent to the top management team of the BTRC (Bangladesh Telecommunication Regulatory Commission).

Other Relevant Activities

In this three months long internship program, I was engaged with many activities. Besides my main duties I performed other activities too which included –

1. Supporting other people of the organization in their activities.
2. Helping the HR (Human Resource) Department in organizing files of the remuneration forms.
3. Volunteering in many activities, seminars and press conferences like Ennovators.
4. Organizing documents regarding various projects like TVAS (Telecommunication Value Added Services).
5. Making good connections and creating a friendly relationship by adapting with the corporate environment.

Constraints/Challenges and Proposed Course of Action for Improvement

In any kind of work whether it is short term or long term, there will be observations, challenges and constraints. It is not necessary that every journey will be smooth and so was mine. The internship experience has given me a lot of chances to learn, overcome and improve.

▪ Observed in the Organization

I worked under the Corporate and Regulatory Affairs Department's Regulatory Affairs Unit. I got to observe the whole team and their activities very closely. The Corporate and Regulatory Affairs department maintains good connection with every department. The Regulatory Affairs team takes approval from the government according to the policy. The whole team deals with the marketing offers as all the offers are needed to be approved by BTRC (Bangladesh Telecommunication Regulatory Commission). Every day different offers are proposed by the individuals of marketing team, these offers are sent to Corporate and Regulatory Affairs (CoRA) for further approval from the government. All these offers need approval as there are certain set of rules and regulations in the telecommunication industry. These are set to maintain a standard of the service.

From my observation, the Corporate and Regulatory Affairs Department plays an important role in influencing the marketing schemes of the company. Marketing plans include various steps (Product, Price, Promotion, Place), and to continue the whole process first they need to propose the idea of the offer. Corporate and Regulatory Affairs department studies the current and updated policies provided by the government. The team is well aware of the guidelines and marketing team consults with the individuals to set the offer according to the guidelines. They fix the rates of the offers and set the limits by following the proper policy of BTRC. If the offer conflicts with any policy, then individuals from Corporate and Regulatory Affairs Department (CoRA) discusses with the marketing team and gives policy suggestions on relevant matters. From the price to promotion, all the activities need approval from the government and Corporate and Regulatory Affairs (CoRA) deals with it. Without the approvals, the offers cannot be proceeded and released to the customers. It's a big role of the department which is directly related to the core services of the company.

Without Corporate and Regulatory Affairs Department, the other departments of Banglalink cannot reach the government as only this department has the access towards it. Each and every service, promotional activity, offer and monthly reports are submitted to BTRC for keeping them up to date. The significance of the department lies in these core activities of the company which are not always visible or highlighted.

▪ **Academic Preparation**

This internship program has given me the practical experience which is totally different from the academic knowledge. Academic knowledge was limited within the lecture sheets and books but the practical experience trained me for the corporate culture and prepared me for the further future experiences through various situations and challenges.

- The first observation while joining Banglalink Digital Communications Ltd. was the mismatch between the academic background and the assigned department. My major was in Marketing and minor in Human Resource Management, so I expected to work on these sectors. But I was assigned in the Corporate and Regulatory Affairs department. At first, I was confused about the department as I had a very limited idea about it but later my perspective was changed with time and experiences. On the other hand, it was a bit difficult for me to relate its activities with my academic major while preparing this report.
- Communication was a big challenge throughout this internship. It was the most important thing but not everyone was willing to communicate. So I had to keep that in mind and communicate accordingly to collect the information.
- Not all the members of my team were aware of much information, so I had to go to specific employee and ask for the required information.
- Time constraint was there during this internship period as I was doing a full time job at Banglalink and I had to find time during the projects and works for preparing the report.

Lessons learned from the Internship Program

I have mentioned few times in this report about how effective and interesting the learning was for me. It helped me a lot to improve my potentials and increase my overall knowledge about the multinational culture. Without this practical experience it would not be possible to understand the real scenario through academic knowledge.

▪ Organization Based Affiliation

Through this internship report I have tried to create a clear picture of Corporate and Regulatory Affairs department of Banglalink Digital Communications Ltd. This report will help to realize about the influence of the department on the different marketing schemes which are not always visible. Apart from this, it can be used in motivating individuals and fixing the flaws within the organization.

Most of the people and organization do not realize the significance of Corporate and Regulatory Affairs department. I have highlighted the whole department and the core activities of the teams which will be helpful for the individuals to get motivated and have a good knowledge about it.

On the other hand, I have mentioned detail information about the connection between the marketing department and Corporate and Regulatory Affairs department. The procedures of the approvals and the constraints related to it will help the whole organization to realize the influence.

Lastly, from the constraints and recommendation part, the organization can improve the quality and focus on several issues which might help them to meet the expectations of the employees. The influence of Corporate and Regulatory Affairs department is everywhere within the organization. It plays a role as a bridge between several departments and the government. It keeps a good relation with the stakeholders through which the organization is highly benefitted. This report will further help the next batch of interns to get an idea of the whole department and become enthusiastic towards it.

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

University plays a major role throughout this internship program. As it is a part of the BBA Program, I had to complete this three months long internship which gave me a chance to implement the knowledge from my four years of academic experience. BRAC University has given me the chance to explore the corporate world and helped me to enhance my knowledge.

Though I was assigned in a department which was different from my major, I was able to implement many learnings from my university. The internship report shows my overall experience and how I connected my academic knowledge with my responsibilities. University has helped to build up myself for entering the corporate world through this short experience.

Concluding Statements

▪ Recapitulation

Banglalink Digital Communications Ltd. has given me a lifetime experience through the Advanced Internship Program. It has given me a great start of my career, which was undoubtedly effective and interesting. The whole experience will add a great value in my career. It has created a positive image about the telecommunication industry which really encouraged me to work in this sector in future. The successful completion of the program has added improved technical and interpersonal skills. This wonderful journey with full of interesting projects and responsibilities has made me capable of fulfilling duties through overcoming the challenges. I believe this short term experience will have a long term positive impact on me. My work experience with the Corporate and Regulatory Affairs department was really motivating, where I got to learn about totally new aspects like the relationship with stakeholders, connections with the government, influences on various department and the significance of the department etc. Lastly, it was a great experience for me to work here as an intern with some really skilled individuals and I am delighted to prepare this internship report successfully.

▪ **Recommendations**

To conclude this internship report, I have come with some recommendations or suggestions for the constraints I faced in this short term experience. I hope these recommendations will be helpful in future for further studies or improvements of the organizations.

- Firstly, the responsibilities within the interns were not equal. There were interns who had a lot of works to complete and on the other hand some interns had literally nothing to do most of the times. This inequality often created misperception within the interns, so this issue should be focused.
- The marketing department should learn about the policies too while creating the offers, which will help to reduce the conflicts with government policies.
- The interns are not treated as employees. They have a very limited access of information in many cases which sometimes troubled and demotivated them. So this should be brought under consideration and create scope for the interns.
- The technical support given by the company should be improved as in the slow and dysfunctional laptops which hampered many project works. So better models should be provided for the interns, which will contribute in better productivity without any inconvenience.

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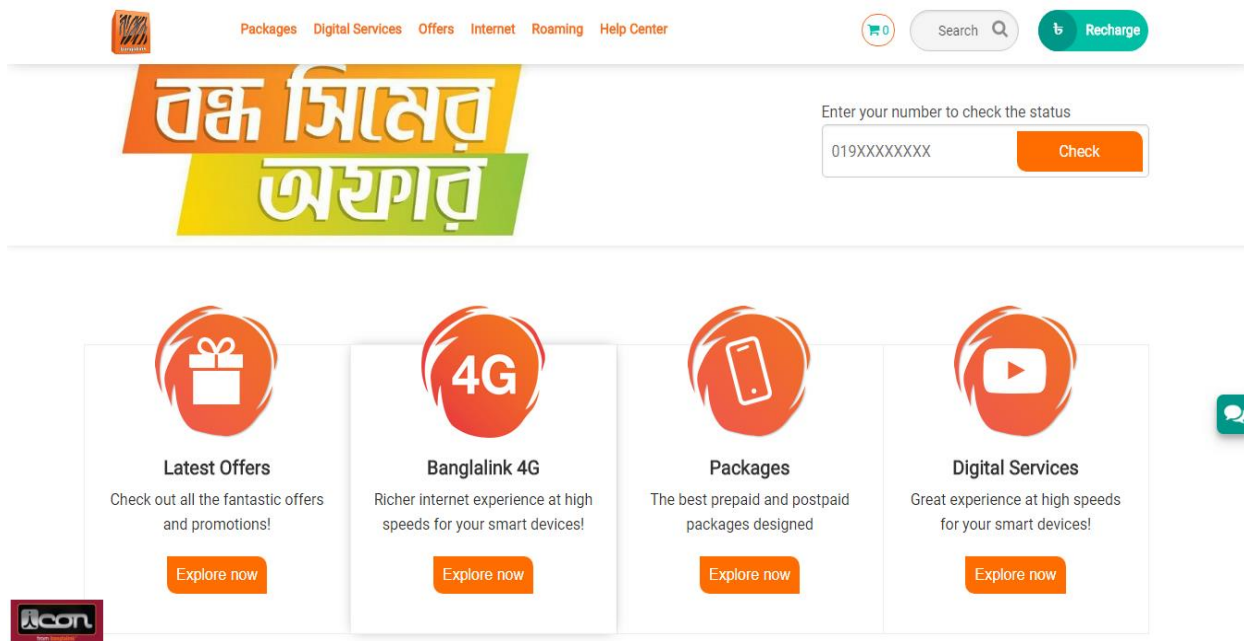
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Appendix-1

Banglalink Logo and Website



Source: (Banglalink, 2018)



Source: (Banglalink, 2018)

Appendix-2

Appointment Letter



INTERNSHIP AGREEMENT

This Agreement ("Agreement") is made on

BETWEEN:

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

AND

- (2) **Sanjida Ferdous**
65/B, West Raja Bazaar, Shere-Bangla Nagar, Dhaka 1215, Bangladesh.
("The Intern")

This agreement is subject to the following terms and conditions:

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


Banglalink Digital Communications Ltd.
Tigers' Den, House # 4 SW/5, Bir Uttam Mir Shawkat Sharak
Gulshan-1, Dhaka-1212, Bangladesh, Mobile: +88-091 1304121
www.banglalink.net



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

Signed Monzula Morshed Signed Saujida Ferdous
Monzula Morshed Intern's Name: Saujida Ferdous
Chief Human Resources & Administration Officer