

Report On

“Building a Banglalink Ecosystem to enhance self-development skills
among RMG workers”

By

Md. Sadid Abedin
ID# 15104058

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
August 2019

© 2019. BRAC University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Md. Sadid Abedin

15104058

Supervisor's Full Name & Signature:

Ms. Asheka Mahboob

Lecturer, BRAC Business School

BRA University

Letter of Transmittal

Asheka Mahboob

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Letter of Transmittal

Dear Ma'am,

I am very pleased to submit my Internship report on Banglalink Digital Communications Limited where I have got the privilege to work as an Intern in BTL Operations, Commercial Department. I have found topics to be quite interesting, beneficial & insightful. I have tried my level best to prepare an effective & creditable report.

The report contains brief but informative aspects of the company's profile, management and also, the activation I have worked from the very beginning.

In this report, I have gathered all information mostly based on Primary by personal observation and interviewing, secondary information sources such as company websites and other trust worthy internal sources. I would like to show my gratitude for your generous support and I appreciate the opportunity provided by you through assigning me to work in this thoughtful report.

Sincerely yours,

Md. Sadid Abedin

Student ID: 15104058

BRAC Business School

BRAC University

Date: August 16, 2019

Executive Summary

Banglalink Digital Communications Limited, a subsidiary of VEON, is one of leading Telecommunication Company of the country. It started its operation in 2005 and captured second highest market share and now is on the leaderboards according to sales data. Among all competitors, Banglalink has proved its successful stand in Telecommunication industry. In this report, first, I have discussed the company overview where I provided brief description of the company profile, management team and its relevant sectors. Later, I gave a general scenario of my activities throughout my internship period. Then I started the main part of the report where I showed how Banglalink is building an eco-system with an Activation Plan which consists training program on self-development skills for RMG workers of our country and try to give an overview on the benefits of this program. Self-development programs are very crucial for the RMG workers of our country as they are falling behind as underprivileged workers even though they are contributing a lot in the economic growth of the country. So, in this report I tried to give an overview on how Banglalink are taking this issue on account and helping the RMG workers to grow and develop.

Table of Contents

Declaration.....	ii
Letter of Transmittal	ii
Executive Summary	iii
Table of Contents	v
List of Acronyms	vi
Chapter 1 Organizational Overview	1
1.1 Parent Company	2
1.2 Banglalink Digital Communication Limited	2
1.3 Company Profile	3
1.4 Management Team.....	4
Chapter 2 Activities Done	5
Chapter 3 Origin of the Report	8
• Rationale of the study	8
• Objective of the study	9
• Scope	9
• Limitation	9
• Literature Review	10
• Methodology	11
Chapter 4 Brief Description of Workshop.....	11
• The Pilot Program	12
• Pre activities of the event	12
• Training Contents	14
Chapter 5 The Banglalink Eco-System.....	16
• Findings	18
Chapter 6 Recommendations and Conclusion	20
References.....	22

List of Acronyms

RMG	Ready Made Garment
BTRC	Bangladesh Telecommunication Regulatory Commission
CSR	Corporate Social Responsibilities
BSSPs	Banglalink Sales and Service Points

Chapter 1

Organizational Overview

1.1 Parent Company

VEON, formally known as **VimpelCom Ltd.**, is a multinational telecommunication service company. The company's headquarter is located in **Amsterdam, Netherlands**. It is the ninth largest mobile network operator in the world by number of subscribers with 241 million customers. VEON runs its main operations in the regions of **Asia, Africa** and **Europe**. More than half of the company's revenue comes from **Russia**.

VEON has many prominent brands which include **Beeline, Kyivstar, Djezzy, Jazz Pakistan, Banglalink** and others.

VEON has a vision of creating a better future for their customers, employees and communities. It provides essential communications and digital services to 210 million customers in ten countries which collectively have growing economics, populations and disposable incomes.

With the aim of developing more efficient support system, they are expanding their network infrastructure, rolling out new customer engagement platforms and using technology to improve the customer experience. Also, they are accelerating local-based digital services to improve access and engagement for all.

In order to maximize their shareholder returns, they are shifting to long term growth from capital investment by reducing operating cost in their developing markets.

With the vast operations and responsibilities, VEON is committed to the sustainability, safe operations and ethically while forecasting entrepreneurship and greater digital skills and literacy in the communities. Their value-based service works to gain trust by developing a

responsible and sustainable business that benefits the customers, employees, communities and shareholders.

1.2 Banglalink Digital Communications Limited

Banglalink was launched in February 2005, in Bangladesh which gained over 33.69 million subscribers over a decade. With the mission of “Bringing mobile telephony to the masses”, which was also the core strategy of Banglalink, it has successfully achieved its initial success and it has become a catalyst in making mobile phone an inexpensive choice for Bangladesh's customers.

Banglalink, exacerbated by incredible crucial standards, for example, Customer-obsessed, Entrepreneurial, Innovative, Collaborative and Truthful, is presently working steadily to acquaint the computerized world with each other client to make a genuine advanced Bangladesh, moving ceaselessly from the customary broadcast communications organization to an innovation organization.



Banglalink aims to provide their customers the best digital future and create a true digital ecosystem by providing services that suits the necessity of the customers. Also, it is focusing on the digitalization to upgrade the process of customer engagement, communication, operation (Internally & Externally) and offering services from traditional way to digital or online.

Over the years Banglalink has grown by providing innovative product and services targeting different market segments. It has improved its network quality aggressively. Also became successful by giving dedicated customer care, creating an extensive distribution reach across the country and establishing a strong brand that emotionally connected customers with Banglalink.

Banglalink's HQ has become the first certified Green Office by World Wide Fund (WWF) for nature in Bangladesh. It provides equal opportunities and also maintains zero tolerance for any non-compliance activity. Currently it is working hard to bring digital world to each and every customer to build a true digital Bangladesh.

Banglalink Digital Communications Limited is a completely possessed organization of Telecom Ventures Ltd. which is a 100% possessed backup of Global Telecom Holding. VEON possesses 51.9% portions of Global Telecom Holding following a business mix in April 2011, between VEON Ltd. furthermore, Wind Telecom S.P.A. VEON is a NASDAQ and Euronext Amsterdam-recorded worldwide supplier of availability, with the desire to lead the individual web unrest for the 235 million+ clients it at present serves, and numerous others in the years to come. It offers administrations to clients in 13 markets including Bangladesh, Pakistan, Tajikistan, Kazakhstan, Algeria, Armenia, Uzbekistan, Russia, Ukraine, Georgia, Italy, and Laos. VEON works under the "Kyivstar", "banglalink", "Direct path", "Djezzy", "WIND" and "Jazz" brands.

1.3 Company Profile

Parent company: VEON-Russia

Type: A Subsidiary company of VEON

Founded on: 2005

Headquarter: Tiger’s Den, House 4 (SW), Bir Uttam Mir Shawkat Sharak, Gulshan 1, Dhaka-1212, Bangladesh

Website: www.banglalink.net

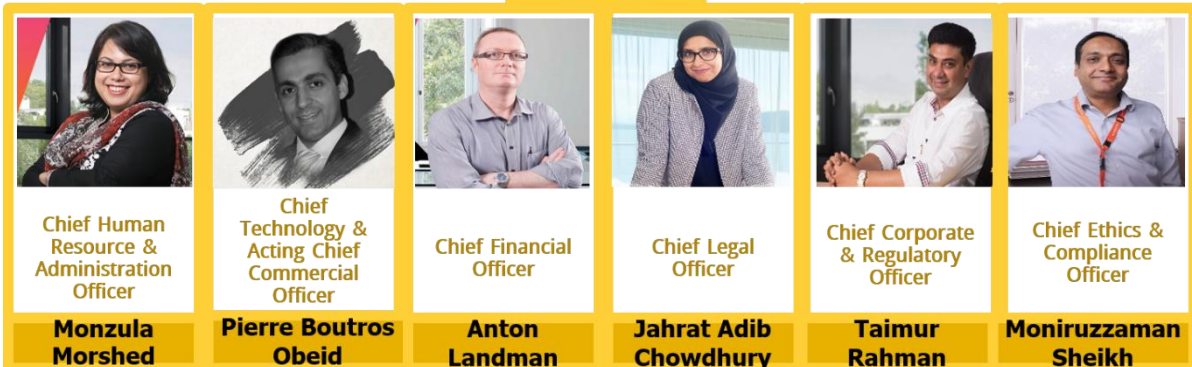
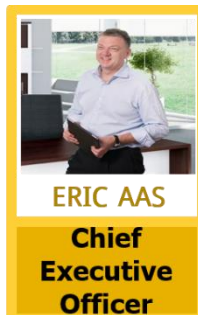
Industry: Telecommunication

Products: Mobile Telephony, EDGE, GSM, LTE, GPRS. Postpaid, Prepaid SIM cards

Mission: “Bringing mobile telephony to the masses”

Slogan: “start something new”.

1.4 Management Team

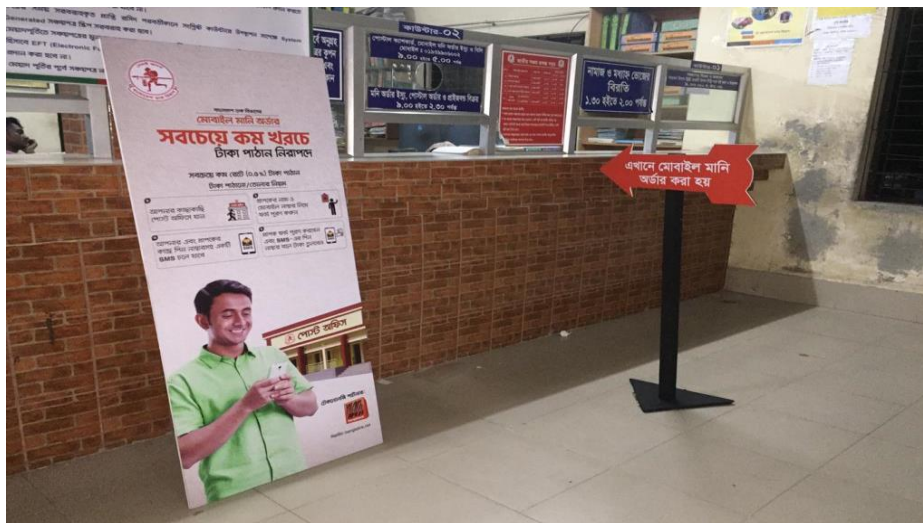


Chapter 2

Activities Done

I was in the BTL Operations team where they do all kinds of events, activations, campaigns, engagements of Banglalink. These activities are launched with the help of the partners of Banglalink. Those are the marketing agencies. In my tenure, I had to maintain the relationship between partners and Banglalink, keep communication, develop ideas for various events and activations, plan and help executing those events, activations and campaigns.

In these three months, I got to work in various activations, campaigns and events. Such as, Mobile Money Order activation by Banglalink with the collaboration of Bangladesh Post Office. This is a Government service where one can send money to someone at a very low cost and without any limit under smooth safety.



Then I worked in Quarterly sales competition of Banglalink- Jitbo Ebar, Jitbo Barbar. This was like a inter company competition where all the regional offices of Banglalink were given a

sales target to reach and after three months, the region with highest amount reached won the title with a trip to Bali, Indonesia.



Later came the Launching of Ennovators 3.0 – Banglalink’s flagship Digital Ideation Competition, a career building opportunity for young minds of Bangladesh which is still undergoing the registration round.



Also, a long-term project of Banglalink for the RMG workers of Bangladesh- Banglalink Sathi, where I worked from the very beginning to the first pilot project. This is a skill-development training program dedicated only for the garment workers of Bangladesh.



Lastly, Eid-UI-Adha special activation- “Eid eo Beshi Beshi Dorkar” which was done in more than 10 cattle markets during the Eid in all over the Bangladesh.



Chapter 3

Origin of the Report

This report is done for BUS400 – Internship, the final course of BRAC Business School. I was privileged enough to do my three months internship in one of the largest telecommunication company- Banglalink Digital Communications Limited. In this report, I am going to give a overview on how Banglalink is building an eco-system to enhance self-development skills among RMG workers.

Rationale of the study:

The core product and service of telecommunication companies are more or less same. All of them are providing sim cards, various voice, data, sms packages to their customers. The telecommunication market is a very small yet very competitive industry. So Banglalink always try to provide a little extra, try to do something new to get a competitive advantage in this industry.

All kinds of business now a days turning into digitalization. So Banglalink also set their goal to turn into a digital telecommunication company. They want to spread digital knowledge everywhere of this country. Building an eco-system with RMG workers is one of the most unique activation idea of Banglalink. They wanted to increase the self-development skills among the RMG workers through workshops and training program. Moreover, they want to build a long term relationship with the RMG workers and include them in the Banglalink eco-system. So this is a cumulative activity of branding and corporate social responsibility which Banglalink is going to build. This will allow both Banglalink and RMG workers get benefitted.

Objective of the study:

The objective of the study is to analyze how Banglalink is working with a vision to upgrade the skill, knowledge and lifestyle of RMG workers in Bangladesh for a mutual benefit and how this will enable them to build a long term eco system.

Scope:

As this study is based on the pilot project of Banglalink's RMG activation, this report will help Banglalink to understand the outcome of the pilot phase such as what kind of response they should expect, how they can invite more workers for the sessions, how the activation can be more fruitful by satisfying the RMG workers, what changes need to be brought in the main event, which topics are more important and how they can make the event more interesting for that people so that they actually try to get knowledge out of it and can utilize those knowledge to make a better decision making, lifestyle and upgrade their skills.

Limitations:

The limitation of the study was that the project was at pilot phase and the main project will start later. So this report is based on only one week of activities that was done for the pilot phase and the number of target people was very limited. This was done in only one location which was around Zirabo Bazar, Savar. Main activations might have different results than the pilot activation as that will be bigger, will cover so many areas and garments and the number of participants will be more.

Literature Review:

For today's world, developing own self is a very important criteria to be successful. The Bangladeshi government's vision is: "Skills development in Bangladesh will be recognized and supported by the government and industry as a coordinated and well-planned strategy for national and enterprise development." In a developing country like Bangladesh, self-development is one of the most inevitable ingredients for a country's economic growth. If we look into Tahsin Zahid's opinion in *The Economic Times* (Apr 29, 2014), he stated that for a country's enhancement of self-development, only government alone cannot ensure the development. It requires a joint effort by the government, private companies and NGOs to solve the issue. According to Mahreen Mamoon and Syed Saad Andaleeb in *The Daily Star* (February 25, 2017), as the country's economic growth needs a wide skill-based activity, skill development trainings and workshops are very essential for the labors otherwise they will be stuck in the process and will not get the chance to contribute accordingly. So, they need to be aware of the importance of self-development skills that will help them in the long run. Self-development skill is having the knowledge of better lifestyle, better decision making, good work life balance, having a healthy nutrition, developing a good future for children, etc. Digital literacy also now an important part of self-development skills. As per Morten Sjøby, (*Nordic Journal of Digital Literacy, 2006–2016, p. 4–7*), learning is a part of complex educational ecosystem where everyone must be aware of the technological trends that are going on. From the expert opinions of various scholars, we can understand the importance of self-development skill. This skill is very much needed for underprivileged people who have a very little education and do labor at a lower wage rate. It is very important for the underprivileged workers, especially in RMG sectors who are helping Bangladesh a lot to develop economically.

Methodology:

To complete this report, I collected information's from various sources. There are two types of sources from where the data are collected. Those are:-

Primary source: Primary source is quite important as it provides the real information from the experts. I collected information from my on sight supervisor, under whom I was working in this project. Also from the marketing agency, IMS- Integrated Marketing Services, who are the partners of Banglalink in this project provided me some information regarding the project details.

Secondary Source: The secondary source is as important as the primary source. I collected some information from Banglalink's website, VEON's website, some scholarly articles that are based on self-development skills and digital literacy and Wikipedia. For this qualitative research, these sources provided me a clear idea of the topic.

Chapter 4

Brief Description of Workshop

The Brief: Banglalink provided a brief to its partners of how the workshop should be. The brief was:

- Plan & Execute a Workshop for RMG Workers
- The workshop should have some topics which is effective to the RMG workers life
- A Pilot program needs to be completed by July, 2019
- Planned for July 26th
- Total RMG Workers to be invited 1000 where 70% Female & 30% Male Worker

- ❑ **600 guests** has to be ensured and **30 Sathi Apa** needs to be on boarded

Sathi Apa are those who will be the spokesperson of both Banglalink and RMG hubs. They will basically help Banglalink to maintain the eco-system that Banglalink want.

The Pilot Program:

The Pilot Program held on Friday, 26th July 2019 where-

- ❑ **1000** RMG workers were invited
- ❑ **847** RMG Workers came to the program
- ❑ Topics Selected for the program:
 - **Financial Plan**
 - **Health & Nutrition**
 - **Child Education**
 - **Safety & Security**
- ❑ **30 Sathi Apa** On boarded

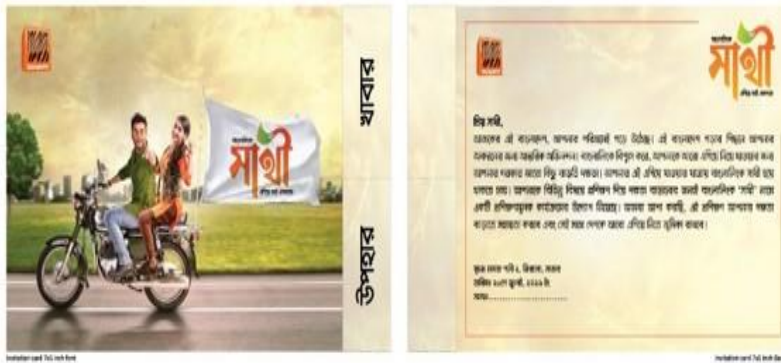
Pre-Activities of the event:

- ❑ Invitation Card designed along with gift & Food Coupon.
- ❑ Program was divided in 2 session
 - ❑ Session 01: 10:00 AM to 12:30 PM

❑ Session 02: 3:30 PM to 6:00 PM

❑ Total Invitation Card Distributed: 1000

❑ Reminder call to the guests



Trainers who provided training to the RMG Workers:

 <p>Abdus Sabur Capacity Building Specialist British Council, Bangladesh</p>	 <p>Israt Jahan Head of Nutrition BRB Hospital, Dhaka</p>	 <p>Md. Tanvir Bhuiyan Trainer, Teach for Bangladesh Free The Mind</p>	 <p>Nazma Parveen Instructor Bangladesh Taekwondo Foundation</p>
Financial Plan	Health & Nutrition	Child Education	Safety & Security

Training Contents:

- ❑ **Financial Plan:** The earning of a RMG worker in our country is not much. It is very difficult for them to maintain their day to day expenses properly. It is even more difficult for them to make some saving for lack of proper financial planning. So in this topic, the trainer gave the training on how the RMG workers can save some money from their earnings and how they can spend it properly. So that in future they can use their savings in case of emergency or invest that in a better way.
- ❑ **Health & Nutrition:** RMG workers do not have a sound knowledge regarding their health and they do not get proper nutrition. So the training was provided to let them know how they can stay healthy and fit. Also how they can get rid of minor illness like fever, diarrhea, headache, cut and burn, etc. Special part that was covered in this topic was Dengue. As it is a major issue in our country right now so the RMG workers needed a proper instruction of how they can stay away or recover from this viral fever. Moreover, a healthy food chart was provided to the RMG workers as well so that they can eat accordingly.
- ❑ **Child Education:** Child education is a very important thing in our country. There are lot of under privileged children in our country who do not get even the primary education. Among them, so many RMG workers' children are there who are falling behind for not getting education. Some of the parents do not feel the importance of it. So in this workshop, they were taught how important child education is and how their children can get proper education. Also they were trained on how they should behave and take care of their children. It is very important for them to spend quality time with their children so that they do not feel left alone and find inappropriate companions.

- ❑ **Safety and Security:** Safety and security is another very important thing that we need to be aware of in everyday life. Most of the RMG workers have to travel quite a lot from home to workplace. So safety issue is a big concern for them. So a training on self-defense was provided to the participants so that they can use small moves and techniques in case of emergency. Some easy steps were shown to them so that anyone can apply them.



- ❑ **Session on Digital Literacy:** Everything in this world is turning into digital day by day. Bangladesh is also developing in every sector digitally. To cope up with this fast growing world, digital literacy is very much important. Digital literacy is the ability to look for information with the help of internet on digital devices. According to Bangladesh Telecommunication Regulatory Commission (BTRC)'s website; the number of the country's total internet users is now **90.05** million only. For a developing

country like us Bangladesh, more and more people should become literate on this section as well.

In RMG sector, not so many people are well educated. Most of them do not have the idea of digital literacy and its importance. That is why a dedicated session was taken for the RMG workers in this workshop on how to use internet and how it can make their lives easier. Initially they were taught the process of creating Facebook account, how they can watch YouTube videos, learn various things and develop their skills, how they can search something on google, Wikipedia and get their desired information. Moreover, some emergency helpline numbers were provided to them such as 999 for safety and security, 16263 for health support, etc.

Chapter 5

The Banglalink Eco-system

When the initial mission of Banglalink, “Bringing mobile telephony to the masses” was a success, to improve customers’ engagement, communication and operation, digitalization has become the core target of Banglalink. Through BSSPs (Banglalink Sales and Service Points), they launched Digital Literacy Program across all the regions of the country. In this program, Banglalink provided special training on internet literacy. This first-of-its-kind program in Bangladesh has trained around 120,000 customers around the country. Almost 36,000 customers out of 85,000 non-internet users started using internet regularly. This signifies the impacts of the program.

This program opened a new dimension to the customers who learned about the necessity of using various platforms in internet such as Google, Facebook, Wikipedia, YouTube etc.

This was a big success for Banglalink. So now they are targeting the RMG workers to provide them dedicated service through workshops and training which will allow them to explore the other side of the world, make their lives better, lead a better life than before, and have a better career and happy life. All these things can be achieved just by the digital literacy and wise life choices.

The Eco-system Banglalink are trying to build will bring maximum number of RMG workers under one umbrella which not only will benefit those under privileged people but also Banglalink as they will be pushing those people to increase usage of Baglalink's services by providing them extra dedicated benefits. The connecting point between Banglalink and RMG workers will be the 'Sathi Apa' who will be selected based on their experiences, popularity and commitment among the RMG workers in the particular area.

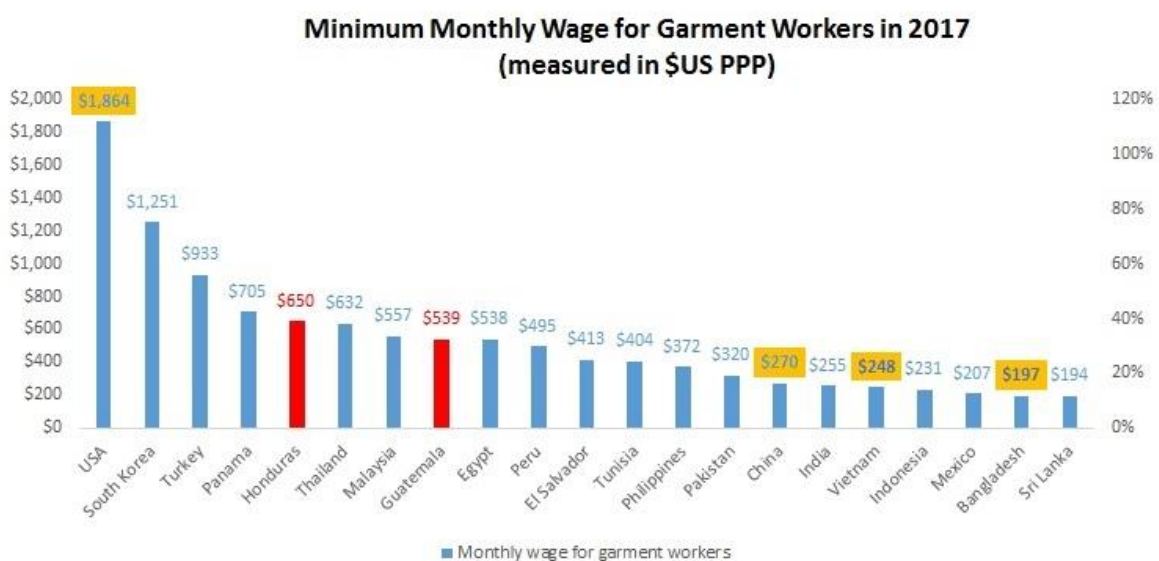


In every selected area, there will be total 30 Sathi Apa who will keep communication between two sides. They will basically fill the gap in between. Banglalink will reach the mass target through them and they will maintain the liaison for both sides.

No other company in telecommunication has done something like this for the RMG workers. If this Banglalink gets success in this program as well then definitely those underprivileged people get a boost up in their life and career. They will not feel underappreciated then and will be able to make a stand for themselves.

Findings:

We see so many CSR activities by the companies in Bangladesh. However, most of those are by donations or relief during disasters. Particularly for RMG workers, there are not much of social activities available. According to Textile Today: After China, Bangladesh is **the 2nd largest RMG exporter in the world having 6.5% global market share.** Yet, the RMG workers in Bangladesh are earning one of the lowest wage in the world.



Here is a comparison picture where we can see that Bangladeshi workers are earning the second lowest wage among the biggest RMG exporters in the world.

In Bangladesh, the wage rate for the garment workers is very low. Moreover, they are not getting that much of incentives and benefits at the workplace. The scope of their skill development that can boost up the RMG sector is also limited. After the pilot project of Banglalink's RMG activation, if the whole activation becomes successful then it can open a new window of opportunity for the workers. Things that the RMG workers should be able to do:

1. They will be able to save money from that little earning and plan properly for future investments and expenses.
2. They will be able to lead a healthy life for having a proper nutrition diet.
3. Basic medical knowledge will help them to get rid of small sudden diseases.
4. Their children will get an opportunity to have proper education which eventually will help the children to build a better future for themselves.
5. They will have a better work life balance so that they can give proper time and concentration to their children.
6. Ensuring safety and security is one big part of this workshop. If they can learn and utilize the safety instructions properly then they will not have to worry about their security that much because that will make them self-motivated and confident.
7. They will be able to cope up with the pace of digitalization of the country by having digital literacy. This will enable them not only just to socialize more, but also to learn new things and experience through digital platform.

In this eco system, both RMG workers and Banglalink will be benefitted. The way Banglalink will be benefitted are:

1. They want to have a fixed group of loyal customer among RMG workers. This eco system will ensure that.
2. By targeting the hubs, Banglalink will get more and more customers through this project.
3. With the help of Sathi Apas, Banglalink will be able to maintain a good relationship with the garment workers.
4. They will be able to provide various offers directly to the workers with the help of this eco-system.
5. They want to capture other non Banglalink users as well which they might get during this activation.

Chapter 6

Recommendations:

While working in Banglalink and being an integral part of the BTL operations team, I experienced few events and activations of them. Including this RMG activation. And the overall recommendations that I would suggest are given below:

1. Even though this is a three months long activation program, they should try to do at least one area based meeting per one or two months with the RMG workers to build their trust and know the story of how their lives has been changing since being a part of this eco-system.
2. If this project becomes successful, then Banglalink should start thinking about other under privileged workers of Bangladesh such as pharmaceuticals workers for similar project. This will help greater number of workers in Bangladesh to develop and be an integral part of Digital Bangladesh.

Conclusion:

The Government of Bangladesh aims to become a fully digitalized nation by 2021. If more companies like Banglalink can come forward to contribute in this dream project, help the society, the under privileged to learn and embrace digital literacy then the process will be much faster and more people of Bangladesh will be able to play role to build Digital Bangladesh. Moreover, with help of this kind of project of Banglalink, the whole nation will be benefited and develop in every sector. For a country's development, it is very important that its infrastructure, education, healthcare, financial condition, security, etc. are developed. These are the driving factors that help a country to develop and become sustainable. Banglalink is providing the RMG workers training on these sectors. If they can continue doing these then not only, they as a brand will grow, but also the telecommunication industry will keep growing as more people will tend to use telecommunication for greater good.

References

[1]	Veon Profile- Retrieved From: https://www.veon.com/
[2]	Banglalink Profile- Retrieved From: https://www.banglalink.net/
[3]	Digital Literacy- Retrieved From: https://www.banglalink.net/en/about-us/compliance-and-csr/cr-report
[4]	"BTRC: 90.05 million internet users in Bangladesh", <i>Dhaka Tribune</i> , September 21 st , 2018, Retrieved From: https://www.dhakatribune.com/technology/2018/09/21/btrc-90-05-million-internet-users-in-bangladesh
[5]	"Bangladesh remains 2nd largest RMG exporter accounting 6.5 percent market share", <i>Textile Today</i> , August 7, 2018: https://www.textiletoday.com.bd/bd-remains-2nd-largest-rmg-exporter-accounting-6-5-percent/
[6]	"Skill development: need of the hour, will be the defining element in India's growth story", <i>The Economic Times</i> , Apr 29, 2014. https://economictimes.indiatimes.com/opinion/et-commentary/skill-development-need-of-the-hour-will-be-the-defining-element-in-indias-growth-story/articleshow/34366712.cms