

Report On
“Impact of Training on Employees in BIGO Service Holding Pte. Ltd.”

By

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

BRAC Business School

BRAC University

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BIGO

Internship Report on

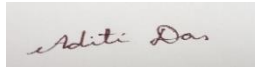
“Impact of training on employees in BIGO Service Holding Pte. Ltd.”

Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:



Student Full Name: Aditi Das

Student ID : 17104233

Supervisor's Full Name & Signature:



Supervisor Full Name: Md. Moniruzzaman

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Institution: BIGO Service Holding Pte. Ltd.

Letter of Transmittal

June 10, 2021

To,

Md. Shamim Ahmed

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report

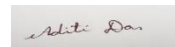
Dear Sir,

It is a great pleasure for me to be able to submit the internship report to you that I have prepared from my experience of working as an intern with BIGO Service Holding Pte. Ltd. under the Training and Development Department for 12 weeks for the internship program.

I feel fortunate to be able to work in a multi-national company like BIGO Service Holding Pte. Ltd. I have given my skills, time and hard work to prepare this internship report. I followed my supervisors' instruction and tried to meet all the requirements of this course. This internship Program gave me the opportunity to relate my theoretical knowledge with the practical workplace which will surely help me in my future career.

I would like to thank you for providing me all the help and solved all my queries regarding the report writing and also for your support and guidance. I gave my best effort for the preparation of this report. I would be thankful if you find this report useful.. I will earnestly welcome any suggestion regarding my report.

Sincerely yours,



Aditi Das

17104233

BRAC Business School

Letter of Endorsement

The Internship report titled “**Impact of Training on Employees in BIGO Service Holding Pte. Ltd.**” has been submitted to BRAC Business School. For partial fulfillment of the requirement for the degree of Bachelor of Business Administration (BBA) of BRAC Business School, BRAC University.

The report is submitted on 10th June, 2021 by Aditi Das, ID: 17104233. The report has been successfully completed under the supervision and guidance of Md. Shamim Ahmed.

(Any opinion, suggestions made in this report are entirely of the author of the report. The university does not condone nor reject any of these opinions or suggestions.)

Md. Shamim Ahmed

Internship supervisor faculty

Lecturer

BRAC Business School

BRAC University

Acknowledgement

The Internship opportunity I had with BIGO Service Holding Pte. Ltd. was a 3 months long experience. It was a fruitful learning and practical experience for me which was very helpful for my professional development. I feel fortunate to have had the opportunity to work there and connected with so many employees. I would like to give my gratitude to all those people who helped me and guided me to prepare this internship report. With their help and guidance it has been possible for me to successfully complete this report.

First of all, I would like to express my sincere gratitude to my academic internship supervisor and faculty Md. Shamim Ahmed for helping me to choose a unique topic for this report. I am thankful to him for giving me a proper guidance and instructions throughout my internship program. I am thankful that whenever I asked him anything regarding the queries related to my report, he was always available and with his support, help and suggestions I prepared my report successfully.

Secondly, I would like to give my earnest thanks to my organizational supervisor Md. Moniruzzaman (Team Leader, BD Moderation, Training and Development Department) who helped me through out my internship journey. He supported me and also co-operated with me as an intern in their organization. He taught me all the tasks before asking me to do anything. He provided his valuable time and cooperate with me. I am feeling privileged that he put his trust on me to handle different responsibilities. Moreover, he provided me all the information and study materials which helped me during my work as an intern and also during my report writing. I would like to thank all the fellow members of BIGO that I worked with. Though because of the pandemic, the company introduced “Work Form Home” system still we continued to work through online and we tried to stay connected. I feel lucky to get the opportunity to work with such amazing employees of BIGO.

Finally, I would like to convey my deepest gratitude to the Almighty God for his blessings. In this pandemic, throughout the three months I was in good health and being able to work every day and also I would like to thank my parents for supporting me. Because of them, my journey was really smooth and peaceful as an intern in BIGO.

Executive Summary

This Internship report is prepared to fulfill the requirements of Bachelor of Business Administration (BBA) program of BRAC University. After completing 12 weeks of internship program in Training and Development Department of BIGO Service Holding Pte. Ltd. I have prepared this report with my theoretical knowledge from the previous related courses and practical experience in the company. This report aims to show how the Training and Development Department of QA department in BIGO Service Holding Pte. Ltd. carries training and development programs, follows different procedures and practices that falls under Training and Development Department. Also about how the Training and Development is putting an impact on the employees of BIGO and their accuracy is increasing to meet the company standards.

In every organization Training and development plays an important role. it is an ongoing process for fruitful progress of any institute. In today's world the technological advancement is big focus point so the companies and employees need to adapt these new change in terms of knowledge, skills and abilities. Here, training plays an important role for any organization because it helps the employees to grow their level of knowledge, improve their skill required for a job. Providing training to the employees can help companies improve performance ad increase results in the workplace. Though the process is quite lengthy still the benefit from this investment is immense if it is consistent.

BIGO was founded in 2014 by David Li and Jason Hu. BIGO aims to empower a new generation of users with an exciting new social language where they can show their talent, discover new ideas and knowledge and stay connected in a positive and innovative online environment. BIGO is one of the most fastest-growing Singapore technology companies. At present BIGO has spread their branches in in all over the world which are supported by their teams who are working around the world. In Bangladesh BIGO started their journey on 2019 and the company has already achieved a milestone success.

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CHAPTER 1

INTRODUCTION

1.1 About Impact of training on employees

1.2 Origin of the report

1.3 Objective of the study

1.4 Methodology

1.5 Sampling Method

1.6 Sources of data collection

1.7 Scope of the Study

1.8 Limitation of the study

Chapter 1

INTRODUCTION

1.1 About Impact of training on employees:

In every organization Training and Development plays an important role. It is an ongoing process for fruitful progress of any institute. In today's world the technological advancement is a big focus point so the companies and employees need to adapt this new change in terms of knowledge, skills and abilities. Here, training plays an important role for any organization because it helps the employees to grow their level of knowledge, improve their skill required for a job. Providing training to the employees can help companies improve performance and increase results in the workplace. Though the process is quite lengthy still the benefit from this investment is immense if it is consistent.

1.2 Origin of the report:

This internship is the final course under BBA program, major in HRM under BRAC University. The topic of my report is “**Impact of Training on employees in BIGO Service Holding Pte. Ltd.**”. For this sake, I have accommodated my Internship Program with BIGO Service Holding Pte. Ltd and I have observed the work environment and worked as an intern in the company. Moreover, for the report writing purpose I had consultation meeting with my academic supervisor Md. Shamim Ahmed.

1.3 Objective of the study

The objective of the study is distinguished into two parts. These are mentioned below:

1.3.1: Primary Objective: The primary objective of preparing this report is to fulfill the requirement of my BBA program. The internship program carries four credit for internship and to relate the theoretical knowledge obtained from the coursework of the BBA program in the work area or corporate world.

1.3.2 Secondary Objective:

- ❖ To get familiar with the rules, policies, procedures, regulations and daily practices of BIGO related to the QA Department that contains the Training and Development Department.
- ❖ To relate the course learning, theoretical knowledge with the real life situations in the work environment.
- ❖ To review the existing training and development system, updates, strategies and practices that are followed and carried on.
- ❖ To recognize the shortcomings of BIGO by training and development practices in QA team.
- ❖ To see how the training procedure puts an impact on the employees and increases their accuracy.
- ❖ To suggest recommendations for effective improvement.

1.4 Methodology:

1.4.1 Type of Report

This report is exploratory in nature that focuses on qualitative analysis and description.

1.4.2: Population and Sample

The total number of BIGO Service Holding Pte. Ltd. The population covers 260 regular employees of BIGO. Sample size is 110.

1.5 Sampling Method:

Data has been gathered through interview, conversation and previous documentary evidences.

1.6 Sources of data collection:

Data has been gathered from Primary and Secondary Sources.

1.6.1 Primary Sources

- Information has been collected from working as an intern in the Training and Development Department of the QA Department at BIGO Service holding Pte. Ltd.

- From QA team leader and team members of the QA Department and the Trainer from the Training and Development Department of QA department has provided information with detailed structured data.
- The detailed structured data covered the information regarding the training and development process and rules and regulations of BIGO.

1.6.2 Secondary Sources

I collected the secondary data from different BIGO websites.

1.7 Scope of the Study:

The purpose of this report is to show how the Training and Development Department of QA department in BIGO Service Holding Pte. Ltd. carries training and development planning, different procedures and practices that falls under Training and Development Department. However, how the Training and Development is putting an impact on the employees of BIGO and how their accuracy is increasing to meet the company standards is the main focus of this report.

1.8 Limitation of the study:

I faced many difficulties while preparing the report writing, which has restricted the aim of the report. The limitations are:

- It was troublesome to collect the company related information because there was various restrictions in utilizing company's confidential information, duty, time etc. So I was not provided any in detail information.
- As the Corona pandemic is going on worldwide and the number of infected people by the virus has increased more than the previous year. So, BIGO has started "Work from Home" system. Because of that the access to a lot of information and the chance to deeply know about a corporate environment was impossible. For this reason there was lacking of practically experience.

However, even after facing all these limitations I tried to put my best effort to make my internship report as informative as possible.

CHAPTER 2

ORGANIZATION

2.1 Organizational Overview

2.2 Mission, Vision & Core Value

2.3: PRODUCTS OF BIGO

2.4: CORPORATE SOCIAL RESPONSIBILITIES

2.5 Commitment of BIGO

2.6 Initiative

2.7 Hierarchy of BIGO Service Holding Pte. Ltd.

Chapter 2

ORGANIZATION

2.1 Organizational Overview:

BIGO is an app based technological Multi-national Company, founded in 2014 by David Li and Jason Hu. BIGO is one of the most fastest-growing Singapore technology companies. BIGO has 6 R&D centers and more than 30 offices around the world. With nearly 400 million monthly active users in more than 150 countries, BIGO's video-based products and services have earned extensive popularity, with their Artificial Intelligence technology. BIGO focuses on empowering the new generation of users with an exciting new social language where they can show their talent, search new knowledge and ideas and stay connected in a fantastic and innovative online environment. The online safety is ensured by a real-time AI-powered content management system (CSM). This technology allows BIGO's team to separate inappropriate and illegal audio or visual contents based on localized sensitivities within only 60 seconds of detection. This functionality has an accuracy rate of 99% and can automatically review more than three hundred million data pockets per day. The CMS can detect 26 languages and its negative keyword library includes 200,000 words that are considered undeniable for the users.

BIGO has accomplished proprietary artificial intelligence and device learning that is mobilized into the application. BIGO localizes each component of the business, beginning from products, operations to advertising and marketing for every country we are in. Currently, the products and services of BIGO are in more than one hundred and fifty nations, supported by BIGO teams in over 30 places around the world. That includes Southeast Asian countries like Singapore (Head Quarter), Indonesia, Thailand, Vietnam, Malaysia; East Asian countries like Japan, South Korea; South Asian countries like India, Bangladesh, Pakistan; European countries like Russia, UK; Middle East Countries like Egypt, Jordan; and also in America.

From the very beginning the company started their operations till now for six years, BIGO's growth has been driven by the aim to offer artificial intelligence (AI) products and services that enhance connections among people. In 2020, BIGO Technology received the "SBR Technology Excellence Award" in the Internet/New Media category for its proprietary AI online content

management system (CSM) that enables automatic review and management of user-generated content. Not only that BIGO has also been recognized as the gold winner for Hot Company of the year- Artificial Intelligence in the 2020 IT World Awards.

With everyone's open-minded and cooperative nature, the ordinary people are doing extraordinary things. With the help of smart, hard-working and self-evolving talented people under the company, BIGO is developing with immense growth worldwide.

2.2 Mission, Vision & Core Value

2.2.1: Mission

BIGO has a mission of “connect the world and share beautiful moments.”

2.2.2: Vision

BIGO's vision is “to be a content platform inspiring one billion people's lives.”

2.2.3: Core Value:

BIGO's Core Value is “Live Your Passion, Get the World”. In BIGO, providing service is their first priority. BIGO always aims to provide high standard products and services to both internal and external users. They adopt to any changes and challenges of the customer demand and expectations. BIGO believes that today's best performance is tomorrow's baseline. They take their ownership and responsibilities seriously and serve the people aiming to reach their satisfaction. BIGO treats everyone as equals and builds an inclusive organization with strong belief in their team work and the company.

2.3: PRODUCTS OF BIGO:

There are eight apps running under BIGO around the whole world. This includes Bigo Live, Likee, Cube TV, Hello YO, imo etc. But in Bangladesh BIGO basically operates three apps, these are Bigo Live, Likee and imo.

2.3.1: BIGO LIVE App



It is a live streaming platform owned by BIGO Technology. It was launched on March, 2016 and right now BIGO LIVE is used by more than 400 million users and it is available in 200 languages. This app has amazing features like, any user can do live videos and can also watch entertaining live streams. Anyone can show their talents and receive virtual gifts from their supporters by doing live broadcast about their life moments. It also has the feature to filter out broadcasters from a certain country on the explore page.

Moreover, hosts who achieve some standard criteria can create their own online families. They can do live video chat and video call. They can have a personal online video chat where only two persons can communicate or connect group video chat or video calls with up to 9 online members via “Multi-guest Room”. Users are allowed to initiate a chat with people nearby or join new friend with the match up function. They can use several exciting video filters and stickers during broadcasters.

Users have the benefit to broadcast and watch live streams of popular games. For example, PUBG, League OF Legends, Free Fire, RoV, Fortnite, Call Of Duty, Dota 2, Hearthstone, Rules of Survival and many more games. Users of the apps can upload their pictures and short videos, add hashtags to their posts on bar when people often upload clips and screenshots of their live streams.

2.3.2: Likee App



Likee is a remarkable global short video production platform which allows users to easily create and customize videos using different realistic effects. This app encourages creativity and generates vibrant connections among users in all regions of the world. The app is now popular among the generation Z. In 2019 Likee’s monthly active users reached over 100 million globally. Now Likee has more than 600 million users. The app is available in more than 150 countries in more than 40 languages. Likee’s features include visual effects, including 4D Magic and Dynamic Stickers as

well as video shooting and editing. Recently, BIGO has included live streaming option in this app also.

2.3.3: imo App



imo is a free audio-visual calling and messaging software service. It has options of sending music, video, PDFs and other files along with various free stickers etc. It has facilities like group video and voice calls with up to 20 participants. imo app's developer claimed that the service is used by over 200 million users and over 50 million messages are sent through this app every day. Recently, BIGO has included live streaming option in imo as well.

2.4: CORPORATE SOCIAL RESPONSIBILITIES (CSR) OF BIGO Service Holding Pte. Ltd.:

Corporate social activities has become a standard business practice in this 21st century, which enhances the overall reputation of any company. A multinational company like BIGO also believes in the power of community and as a key technological member in the countries of operations, BIGO focuses to give back where possible. This is with the intention to groom our next generation of talents, encourages local technological advances among industries and to improve lives of people.

2.4.1: Social Wellbeing:

(i) Online Free Education: BIGO is actively contributing in creating a secure and reliable digital ecosystem that promotes upliftment of the underprivileged people, via its academic channel. In India, BIGO LIVE creates and promotes free online education channels with an effort to build a library of social education content. The goal is to create an equal opportunity for every users to have accessible language practice and multiple skill-trained session. The easy-to-access educational content fills the gap between users from different backgrounds by creating

opportunities in the field of education. By this initiative BIGO is standing beside the dedication to make better lives via not only entertainment but also education via online platform. The company has been working positively to impact the lives of its Indian users. The educational channel can be accessed for free all over India. Since then the channel has been recognized as a valuable resource for a large number of Indian subscribers who are learning soft skills. Through this BIGO as a group pledge to work for the betterment of the community at large.

(ii) Likee Creator Academy: This Creator Academy is inspired by the Indian government's Skill India Campaign. It is a special initiative of the platform to reach out to talented Likee users and to teach them about how to make their video-making skills flawless. The platform focuses on reaching out to users from under-privileged background to teach them with professional video making skills, thus helping them achieve their dreams.

2.5 Commitment Of:

2.5.1 Build the future: BIGO commits to develop the local market in tech and to incubate local talents with various strategies. BIGO priorities global talents and aims to build one leading tech team in each region. The company is willing to partner with academic institutions around the world to nurture talents. During June 2019, BIGO created the "BIGO EXCELLENCE SCHOLERSHIP" with the value of \$500,000 with Nanyang Technological University, particularly for the development of AI talents. BIGO has actively engage budding young talent through intensive practicum sessions and internships. The internship at BIGO is unique as they offer opportunity to visit any of the 20 offices around the world as part of the internship experience.

BIGO is also looking forward to increase the total number of ICT professionals in Singapore to around 500 by the end of 2022. BIGO also expects to hire 50 AI experts in its Jordan office.

2.6 Initiative:

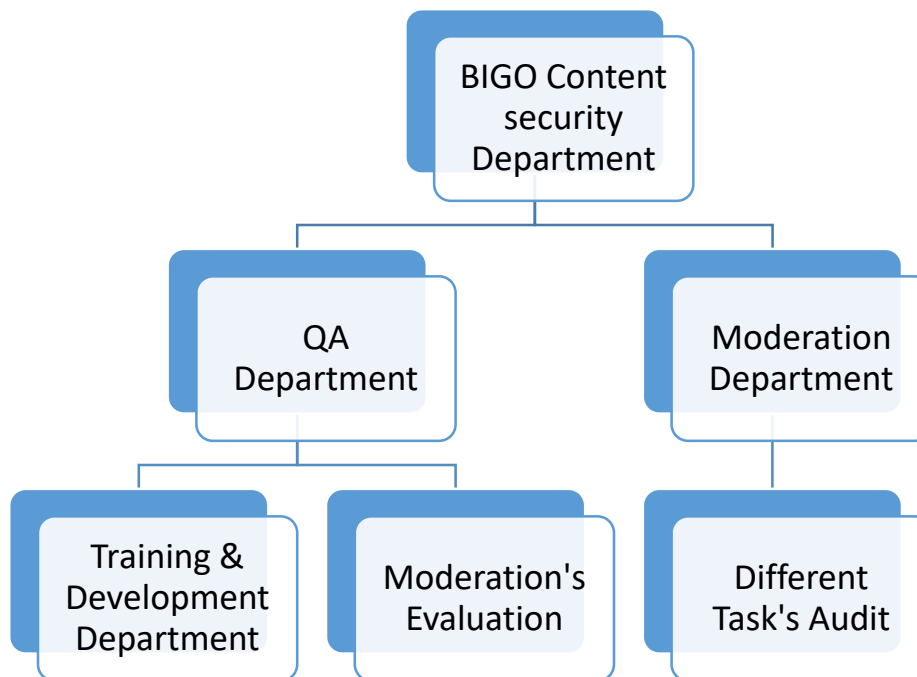
2.6.1: Enriching lives: In the Middle East, BIGO team successfully carried out a charity event where they presented orphan children with educational gifts and a cheque to the beneficiary organization. BIGO's intention is to invest in the youngsters so that they will become leaders of tomorrow.

2.6.2: Haze Free Jakarta: The launch of Plastic Bottle Filter and #HazeFreeJakarta kicks off Likee's initiatives aimed at raising awareness and take care of the Indonesian youth in amusing and attractive ways. Likee and local NGOs Saya Pilih Bumi, Eco transport.id and Tjiliwoeng held a social movement during Jakarta Car Free Day, encouraging people to participate in the efforts to combat plastic waste and air pollution.

2.6.3: Spreading love and hope: BIGO's giving culture is seen being extended to users as they are seen giving back to communities in their own time, living the BIGO culture of giving back through their own means.

2.7 Hierarchy of BIGO Service Holding Pte. Ltd.:

There are two Departments in BIGO. One is Operations Department and another in Content Security Department. I joined and worked as an intern under the Training and Development Department in the QA Department of the BIGO Content Security Department. So, a structure of the departments under Content Security Department and their tasks are described below:



BIGO Content Security Department: The three apps (BIGO LIVE, Likee, imo) that are used by the users and controlled by BIGO, requires a particular amount of privacy to maintain. Otherwise, people can pollute the social media platform with their illegal and vulgar content sharing. So, to keep the social media platform free and clean from all this wrong and illegal activities, BIGO Content Security Department works and maintains a secure and safe social media environment in these three apps mentioned above.

In this Content Security Department there are two departments named QA Department and Moderation Department.

Moderation Department: In the Content Security Department the root department that monitors and omits the basic illegal and violation based contents from the live platform is known as the Moderation Department. Moderation Department omits any type of violation and also sometimes blocks the user id account according to the “violation rules list” of the department when the users or live hosts commit any illegal activity. So, when the users are doing live streaming, this department watches and monitors each and every lives and moderates or audits them. In the moderation department there are 3 shifts and in each shift there are 32 people working and they are continuously monitoring all the live videos in the three apps (Bigo Live, Likee, imo). And each shift is 8 work hours on a daily basis. So, basically the apps are monitored for 24 hours every day continuously for 5 days a week. The employees that are working in shifts, they are divided in 4 equally groups who monitors this activities and there is also one team leader in each group so that the employees of each of the groups can work in a disciplined and cooperative manner. So, out of 4 groups, 3 groups has to be active on 3 different shifts while the 4th group gets 1 or 2 days of rest in a week, who has been previously monitoring for 8 hours in their shift continuously for 5 days. And when the 4th group returns any one group from the 3 active groups again gets 2 days of break. Like this the employees work in the moderation department by taking turns in different shifts and working 5 days weekly and getting 2 days of break.

Different Task’s Audit: In the Moderation Department the employees are asked to audit different tasks in the three apps (Bigo Live, Likee, imo). Within each app, there are different sectors for pictures, live streaming, voice sharing etc. For all these different sectors, different securities are provided by Bigo employees. For instance, Word monitoring, Live patrolling, Picture monitoring, Voice Patrolling etc. Suppose, if an user is making a voice sharing content where they are not providing any video or picture only voice is provided, then if they do any violation through their voice content like slanging, shouting and scolding with disrespectful talking, attacking someone using abusive language, moaning, sexual story sharing etc. then this is a type of voice violation. So for this reason voice patrolling is required. Similarly, if a user is not talking in the live video but showing their private body parts or do sexual gestures etc. then this are also behavioral violation. Another scenario can be, if someone is sharing pictures which are offensive, bloody or controversial then this is a picture related violation. For this reason the platform needs to be audited and should be provided punishment for the users or hosts who broke the rules while using the apps.

So, for providing punishment, BIGO Moderation team has a set of “Violation Categories” and “Punishment Rules” for all the different sectors of the different apps. And they provide punishment to the user accounts according to the provided rules. Sometimes they find new and unique crime related content on the live platform. Like, suicidal case, serious murderous content etc. for those situations they take instant actions to block those contents from getting showed to the viewers.

QA Department: QA Department stands for Quality Assurance Department, it assures that the moderation team is doing their job properly and checks if any employee is taking wrong step for a particular violation. There are different classifications in the punishment categories for different violations, the punishments are classified as Class A punishment, Class B punishment, Special punishment etc. If the moderation team is providing wrong punishment for a particular violation then QA team identifies that mistake and asks the employee to rectify that mistake. There are review agents in the QA Department for reviewing the works of the moderation team. After reviewing their work, the QA team figures out how much accuracy did the employees achieved in the moderation team. After checking everything if the QA department comes to a conclusion that the moderation team members have achieved 99% accuracy in their work then it is known as the ‘Standard Accuracy’.

In QA Department there is Training and Development Department who also does Moderation Evaluation of the trained employees.

Training and Development Department: Under QA Department there is a Training and Development Department that gives training to the employees of the Moderation Department before they start working for the Moderation Department. The training and development department teaches and trains the employees about all the rules and regulations and how they need to moderate and audit the social platform. Moreover, what kind of rules the users should follow and if the users of the apps break any rules and do any illegal activity then what type of actions should be taken; are taught by the trainer of the Training and Development Department.

As it is mentioned earlier that there are four groups of employees in the moderation department that works in 3 shifts nonstop for 5 days a week. So, QA department arranges 2 days weekly training program for the employees of the moderation department.

Apart from that, the employees who have successfully completed their training in the training and development department before and are working in the moderation department now, if those employee's quality decreases below 99% accuracy according to their weekly or monthly performance report then that means they got lacking in their performance and they require to again go through extra training for few days under the training and development Department. Also when there is update in the rules and regulations then the training and development department arranges training sessions for the employees.

Moderation's Evaluation: After giving training to the trainees and employees, they have to seat for the assessment tests. In the assessment tests, the confusions or previous mistakes or in the last month the mistakes that the employees made roughly or maximum times; those things are given in the assessment tests to find out whether the employees have finally understood everything from the very core level during the training sessions. For example, the employees are given confusing case studies in the tests to see how they understand and describe the way they have to handle such situations in reality so that the accuracy does not get hampered. After the assessment test is taken, the test scripts are checked and marked by the training and development department, to see how much the employees have learned and how much marks they have earned in the test. By this way, the training and development department identifies how much sincere the employees are with their work and whether they seriously understood everything or whether their past mistakes were just accidental cases.

CHAPTER 3

JOB DESCRIPTION

3.1 Job Nature and Description

3.2 Theory of Training and Development

3.2.1 Training Cycle

3.2.2 Practice of the Training cycle in BIGO

3.3 Benefits of BIGO employees through the training implementation

3.4 Training on Conflict Resolution

3.4.1 Practicing Training on Conflict Resolution in BIGO

Chapter 3:

JOB DESCRIPTION

3.1 Job Nature and Description:

In BIGO the Moderation Department monitors and omits all illegal and inappropriate contents from the live platform and according to the “violation rules list”, they give punishment to the user id account that commits any illegal activity. For example, Some people who does live streaming or do live videos, sometimes they share their personal information like phone numbers, address or some people even commit illegal activities like prostitution, pornography, drugs and gambling, terrorism, violence, bloodiness, abusive behavior and talking or sharing vulgar contents etc. Basically the activities that are illegal and against the law system of the country, if those categories of contents get visible and shared in the live session then this contents are not acceptable by our society or government. In each shift, the 32 people that are working, they are split into smaller groups that works for different tasks for different apps and they continuously monitor all the live videos in the three apps. After that, the QA Department rechecks and reviews the performance of the employees under Moderation Department. For this purpose, there are review agents who check 40% to 60% work or sometimes 100% work of the moderation team to find out the accuracy of the moderation department teams. For instance, whether the employees are checking the live videos carefully and identifying all the wrong and illegal activities and punishing the users properly or not and whether the employees are attentively working or not etc. Another situation can be, if the moderation team gave a user Class A punishment when they should Give Class B punishment to the user account according to the rule book then this is not matching the requirements of the security. So, QA department reviews the audit tasks and identifies this type of mistakes. All this things are checked by QA department members. Then, they discusses whether the employees have any lack of accuracy in their performance and needs to go through the training procedure to increase their accuracy. Sometimes, there are updates in the rules and regulations for Moderation Department to monitor new online activities and to take instant actions for unique activities. For that purpose also the moderation team has to go through training process to learn about new rules for new problems.

So, here the Training and Development Department gives training to the employees of the Moderation Department. They teach and train the employees about how they need to moderate and audit the social media platform according to the rules of the moderation category and give accurate punishment to any particular user account. All these things are taught to them through providing training by the training and development team in the QA department.

As we described earlier in the description of the hierarchy that there are 4 teams in the moderation department that works in 3 shifts nonstop for 5 days a week. So, QA department arranges 2 days weekly training program for the employees of the moderation department. And based on the employee's everyday performance, the training and development team prepares a weekly report and their report is being checked to identify their work mistake percentage, achievements after providing training, their understanding and improvement regarding their work etc. Moreover, within the weekly work the mistakes that they made and based on their personal confusion regarding the training procedure that the employees faced those are also clarified by the training team. After giving them training the training and development department evaluates them by taking exam and gives feedback based on their scripts. Thus, the accuracy gets increased among the employees of the Moderation Department. When the employees maintain 99% of work accuracy then it is a "Standard Accuracy".

The tasks which I have done during my four month internship are described below:

- **Build effective communication with the training participants:** Our participants are the Moderators of the moderation Department. When the QA Department arranges a training session, I am responsible to notify the trainees through email and also I give a group notice in "Dingtalk" app for specific business trainees. So that everyone will know about the upcoming training session and anyone can also tell us if they have problems to attend the session on that time and we can also upload the recorded session in the group. It is mentioned in the notice that which team and which app's training session will be conducted. After informing everyone I also give reminder notice to the trainees' right before the day of the training session so that nobody would forget. By this we remain an effective communication with the participants. I also mentioned 4 team leaders to prepare their group members for the training session.

➤ **Giving Training through Online:** As in this pandemic the organizations and institutions are trying to maintain social distancing. So, in BIGO, employees are doing “Work from Home” system. So, for training sessions and meetings we follow an app named “Dingtalk” with this app more than 50 people can join for a training session at a time. The training is given to one group of moderators at a time. So, as we mentioned earlier that there are four groups in moderation team and each group has 32 people. So in each group the employees who have low performance result are asked to join the training session. So, it is very easy to give training to those employees.

➤ **Preprinting training schedule:** When the training session is scheduled my duty is to inform one week earlier than the actual training session. So, as we are informing a week earlier, so the participants can note down their confusing cases and queries regarding any understanding in the rules and regulations. So that they can ask about those queries in the training sessions. Even QA team also gathers all the unique cases to teach the participants how they can take action on those situations. . To prepare the training materials, training department first checks all the wrong cases and wrong decisions made by the moderation team in the last month. I was asked to gather all those previous cases together, compile them and give it to the trainer right before the day of the training session. The trainer solves those cases and discusses about the solutions with the participants in the training sessions. So both QA team and Moderator participants gather their problems and confusing cases and prepare a PPT slide to show through screen sharing in the training session. Like this, when everyone discuss about their problems and share their slides through screen sharing then all the participants learn together.

In this way, all team become updated and learn how to work efficiently. The training aids/ materials are prepared earlier. That is how, maximum mistakes or any common mistakes that is often done by the moderators, those problems would get solved. I managed to gather all these cases with my supervisor and categorize them accordingly. Then “solved problems” are uploaded by me for the moderation team to get updated through learning them.

- **To make available the Training aids/ materials:** As the company is following “Work from Home” system so for training aids the participants must have internet connection, headphones, personal computer or laptop and the “Dingtalk” app in their server.
- **Design and prepare training module:** My responsibility was to prepare training manuals, informative PowerPoint slides for trainees, questionnaires and other support materials. As it an online based system so I had to share the training related information and module through online.
- **Worked as a CO-facilitator:** When all the arrangements are prepared, the session begins with a warm welcoming from the Quality Assurance team leader and QA team members. The trainer and QA members discuss about each and everything regarding the training procedure. The moderators who are the participants can also tell their queries and confusions and clear out the problems with the trainers help. My work included to identify whether all participants are present in the session or if anyone is absent, I was also asked to record the training session so that I can upload the recorded video later in the group so that anyone can watch the session again for better understanding.
- **Contribute to the evaluation of training:** After the training session ends, a post training assessment test is carried out in the closing session. My responsibility included preparing a Google form with questionnaire and the participants are asked to answer questions. The form contains questions regarding what they learned in the training session, visual Aids like pictures to identify violation or problems, multiple choice questions and also the monthly wrong confusing case mistakes are also included in the questionnaire to see how the participants solve the cases and how much they learned. Later I had to check the Google forms of the participants and discuss with the trainer about how much accuracy has increased.
- **Preparing training report:** After the assessment test is taken and the answers are checked a training report is prepared regarding the before training accuracy and after training accuracy is compared to see the ratio of increase in accuracy. It was my duty to compile and finalize the training reports for each training sessions. In Total, I have prepared four

reports for the training sessions that took place under my observation. The training reports are prepared after thorough script checking and marking. After that, the training reports were prepared where all the information gets compiled within 3-4 pages showing their compared result of before and after training session and the ratio of their accuracy. After getting the report the trainer again identifies if any participant is still below standard accuracy or whether any participant is still facing difficulties to understand any rules and regulation in the moderation department.

- **Filling of associated documents:** During the training session I remain as a host in the “Dingtalk” app my role was to record the whole training session and also maintain a systematic session. In that training session if the QA team gives any update, or there is any informative document shared to the participants and the things that are discussed in the session etc. I upload all the new rules updates, discussion and informative shared materials and recorded sessions in different groups under BIGO. So, that every moderator would get notified and also those who missed the session can take notes and learn through watching the recorded training session.

3.2 Theory of Training and Development:

Training and Development plays a vital role to develop the employee’s knowledge, skill and attitude. Training has massive significance for the prosperity of most of the organizations. Core competencies and expertise give the organizations an advantage over their competitors and training plays a crucial part in developing and strengthening these competencies. The advancement of technology demands the employees to update their knowledge, skill, abilities and technical expertise. Training not only helps employees do their work properly but also the benefits of training may extend throughout a person’s career and help to develop that person for future responsibilities.

3.2.1 Training Cycle:

Stage 1: Identification of training needs:

A Training Needs Assessment is the method of identifying performance requirements. It measures the "gap" between standard performances that is required and the existing performance of the employees. This primary stage of the training cycle shows if there is any training need. For example, where employees lack skills, knowledge, and ability to perform their jobs. There are various ways to identify them.

Stage 2: Design of Training:

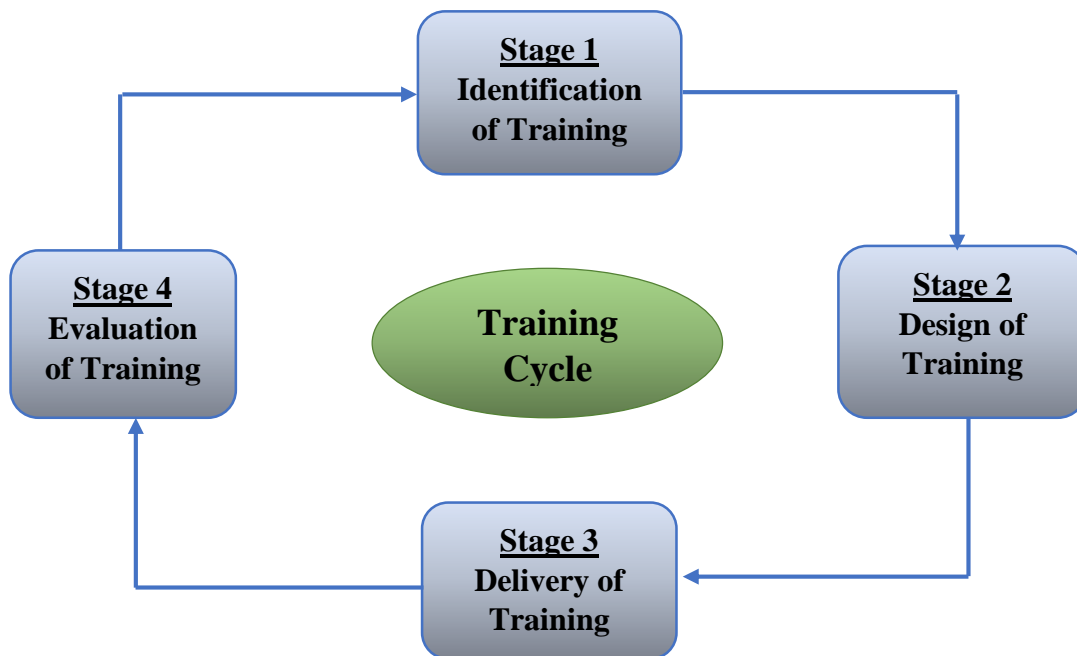
After identifying the training needs, in the second stage we do planning and design the training. We design the training in a way that it would be done in a systematic way. It focuses on deciding the adequate techniques, content, materials, facilities and trainer. Techniques of providing training are nothing but different methods of training. Training content is all about developing customized, simple and quality content. Materials include manuals, PowerPoint presentations and audio-visual aids, etc. Moreover, deciding whether to arrange an On-the Job training or an Off-the Job training.

Stage 3: Delivery of Training:

The delivery of training program includes essential parts. For instance, the choice of trainers and the physical environment with a focus on achieving the training objective. The choice of trainers can be made from within the organization or externally invited. Contrariwise, a well physical set up will leave a delightful taste on the minds of the learners who experience the learnings from a trainer. But the main purpose of delivering a training to the employees is to provide all the information in the simplest way so that the all levels of employees can develop their knowledge, skills and attitude equally.

Stage 4: Evaluation of Training:

It is a process of analyzing the effectiveness and impact of the program on the employees. To measure the contentment of the trainees with the training program. And also to measure how much the participants have learned. For this written test, performance test, simulation test etc. are taken by the companies.



3.2.2 Practice of the Training Theories at BIGO Service Holding Pte. Ltd.

BIGO Service Holding Pte. Ltd. is a multinational company that is situated in Dhaka, Bangladesh. The Organization mainly focuses on maintaining a healthy and safe social media environment for all three apps (Bigo Live, imo and Likee). For this the company employees are working 24/7. With everyone's open-minded and cooperation nature, the ordinary employees are doing extraordinary things. With the help of smart, hard-working and self-motivated talented people under the company, BIGO is developing with immense growth worldwide.

Training is one of the most vital part for developing the employees' knowledge, skill and attitude. Every organization has to have a training and development department. BIGO also has a department named QA Department under which there is a Training and Development Department. I joined on 15 February, 2021 and worked as an Intern till 14 May 2021 in the training and development department. During my four months internship, I participated in several Training

Programs for different apps under BIGO. After participating those entire training programs, I can successfully relate the theories with my real life experience at BIGO.

Stage 1:

Training needs assessment at BIGO: The QA head also known as the reporting boss, is the line manager who is from China. The QA Department's first task is to check and review the accuracy of the employee's monthly performance. After that, a training needs analysis will allow them to demonstrate the extent of training needed. For example, the employees in BIGO should maintain an accuracy of 99% but if they have 90% accuracy so that means that the gap is 9%. When the moderators makes continuous mistakes in their work then it gets identified in the system by checking their performance growth report that is when the QA team finds out their gap of performance. For instance, if they need to upgrade their work standard, if they lack of knowledge, skills or attitude of work etc. is identified by their performance report and after finding out the moderators can learn and upgrade themselves and increase their accuracy of performance by attending training sessions.

Following criteria are used in selecting an employee for training priority list:

- The needs for additional knowledge and skills for the employees of the moderation department to improve their accuracy through training.
- Precedency is given to gaining skills and knowledge rather than achieving grades or degrees.
- The existing and new employee's performance, level of each individual's expertise and potential for their development.
- Individuals are considered against each identified training priority area.

Tool and techniques for training need assessment

- ❖ Task analysis
- ❖ Questionnaires
- ❖ Observation-Meeting, attendance, proactive participation
- ❖ Self-Analysis
- ❖ Interviewing
- ❖ Performance appraisal

Stage 2:

Design of Training at BIGO:

The employee Training program is design in a systematic online process through the “Dingtalk” app. The training program is designed in a way so that all the four teams get adequate training sessions in each week. So that the participants can get all the solution to their confusing cases and also all of them would get upgraded with the new rules and terms regarding their work. The night shift members are also asked to attend training before the night shift starts because the Training and Development Department does not work in the night shift. The training sessions are recorded and uploaded in online groups under BIGO so that every employee can learn the things taught in the training session. So either the night shift employees have to attend the training sessions earlier or they have to go through the recorded sessions that are uploaded in the online group’s page. The participants or employees who are watching the training sessions live or recorded version can clarify their queries if they want by writing it in the online booth or the next day by asking the trainer directly.

Stage 3

Delivery of Training at BIGO:

The training is provided in a way that it is easy to understand for all levels of employees regardless of their knowledge, skills and attitude. The timing of delivering the training is also an important factor. So, for example, a shift’s work starts from 7 am to 3 pm and another shift is from 3 pm to 11 pm. So the training session can be help on 3 pm so that a group of employees who finished their shift at 3 pm and another group who is about to start their work at 3 pm both can join the session and can get training either in the very beginning of their work or after finishing their shift so that it would be easier for the participants to attend the session without hampering their daily work in the middle. This is how the training is delivered to all the groups of moderation team in a systematic way.

➤ On-The-Job Training:

In BIGO 90% training is On-The-Job Training. That means the training is provided in a way that the employees who are working in their shifts they are taking the training session during their working hours and it is done in a way so that the employee’s work does not get hampered but they learn the things they need to know through training and also continue their everyday work.

➤ **Off-The Job Training:**

This is not highly followed in BIGO but in emergency situation or very poor performer need this off the job training. Also for the new employees they follow this training method.

Stage 4:

Evaluation of Training

After giving training, the assessment test is taken and the scripts are checks and marks. After publishing the result of the test, a report is prepared to see the situation between before providing training how was the condition of the employees and after providing training how much they improved and gained accuracy. For this purpose an assessment test is taken in a Google form. That form contains questions regarding what they learned in the training session, visual aids like pictures to identify violation or problems, multiple choice questions and also the monthly wrong confusing case mistakes are also included in the questionnaire to see how the participants solve the cases and how much they learned. So, after comparing the result of the employees we decide and discuss whether the training was effective, evaluate the learning programs or whether the training session covered all the problems and mistakes of the employees and in the session the solutions to the problems and confusions of the employees were clarified etc. This is known as evaluation of training.

3.3 BENEFITS OF BIGO EMPLOYEES THROUGH THE TRAINING IMPLEMENTATION

In today's world the technological advancement is big focus point so the companies and employees need to adapt these new change in terms of knowledge, skills and abilities. Here, training plays an important role for any organization because it helps the employees to grow their level of knowledge, improve their skill required for a job. Providing training to the employees can help companies improve performance and increase results in the workplace. Though the process is time consuming still the benefit from this investment is immense if it is consistent.

Benefits of Training for BIGO:

❖ To accomplish a high level of performance within the organization:

There is a fixed standard accuracy for the performance of the employees of BIGO. To achieve that standard accuracy the training is provided to the employees. When the employees get the training and achieve the level of accuracy then this is a benefit for the company. Because during training process, the employees are taught everything in detail and they are given all the information and all the rules and regulations are explained that what are the things that an employee have to follow to achieve the accuracy. So, when the employees follow the instruction of the training they can achieve their goal.

❖ To link individual employee's objectives with the organizational strategy:

Individual objectives will be connected to department or unit work plans and strategies. The involvement of all employees through their stated objectives, is key to success of the company. For example, if the employees are required to work for 8 hours every day and they have to complete at least 100 task. So an employee can plan to increase their capability and think of completing more than 100 task in 8 hours. When an employee's objective is to increase the accuracy then it is matching with the organizational strategy. Because an organization is getting more benefits from the employees who are working more, here is no loss. If the employees work in this manner and stays in a safe zone by working more rather than putting the company in danger then it is showing the link of individual employee's objectives with the organizational strategy.

❖ To increase work team dialogue and feedback:

When the training is given to the employees, the training and development department can get updated about the employee performance on a weekly basis. The training and development department can tell the moderators which mistakes they have been making, what are the things they need to be careful so that they would not make the same mistake again, what are the things that a moderator needs to clarify. So on regular basis when the moderators are observed, then the moderators will rectify their mistakes and their performance will increase and the supervisors will also find out why any employee is making any mistake or their performance is getting poor, the supervisors will identify their weakness and make the employees improve themselves. Sometimes

the employees have to do self-analyze to see whether they can do things by themselves or if they need to learn through training. So after giving those employees a proper training and also after evaluating them the training department improves them. So after providing training there is a clarification that how much the employees need to improve and how much capabilities they have.

3.4 Training on Conflict Resolution

- **Reduce employee turnover:**

The conflicts or confusions that arises among the employees this problems can get solved after giving a proper training. For example, when an employee is continuously giving a low performance and cannot increase their performance by themselves, if they keep this conflicts and confusions to themselves then there would be no improvement but if they remain in a constant training process then there is no scope for them to degrade their performance level. So, when the employees improve their performance then their turnover rate decreases.

- **Condense absenteeism:**

When the conflict arises the employees may be under immense stress. They might get demotivated to work and continue to stay absent in work. So, when they are under continuous observation their confusions are cleared and the conflicts are solved through training. So the employees would not find excuses to stay absent. So regular attendance would be ensured.

- **Reduce wastage of resources:**

When the employees are in continuous training and the performance is observed it reduced the turnover rate. When the turnover get is low then the new recruitment work load is also low, because when there is new employees joining, they have to go through several recruitment process and also to make the new employees get equal knowledge, skill and attitude their training process is also very lengthy and all this processes are quite time consuming. So when the existing employees are given training and remain under observation then it reduces the wastage or extra time and work load.

- **Trim down fall in performance:**

One of the crucial outcome of conflict is fall in performance. Conflicts between supervisor and employees; team leader and team members etc. can be the prime reason of fall in performance. So this training can help the staff to resolve their conflict which helps them to work in harmony.

3.4.1 Practicing Training on Conflict Resolution in BIGO:

In BIGO the QA team leader are practicing weekly training session so that's why their turnover rate is near about 0. For this reason, only for emergency purpose employees might take leave but absenteeism is very low. Furthermore, as the turnover rate is low in BIGO so it is helping to reduce wastage of resources. Existing employees does not need too much time to understand the new or updated rules. So, time and resources are utilized efficiently. Everyone is working in harmony.

Chapter 4

4.1 Two Charts

4.2 Findings

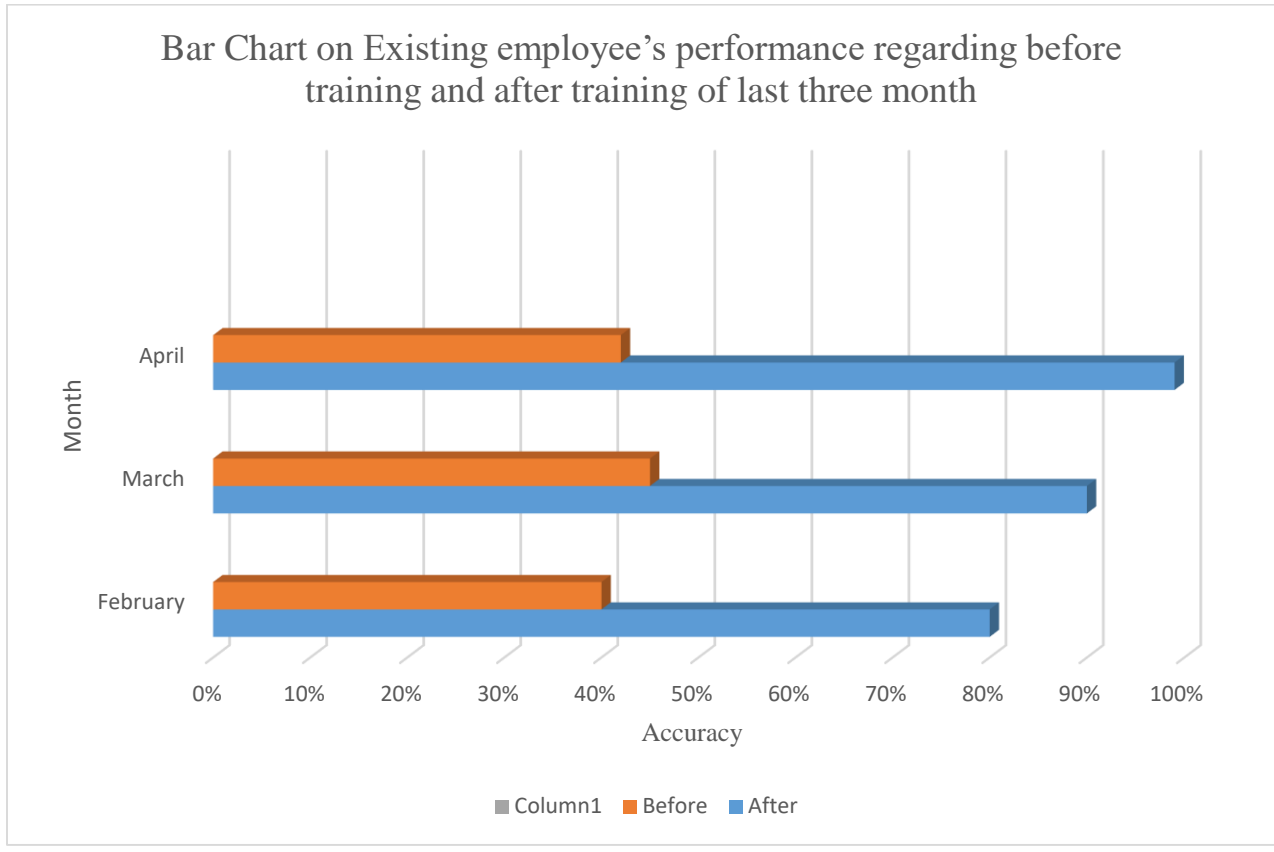
CHAPTER 4

TWO CHARTS:

Existing employee's (20 employees) performance regarding before training and after training of last three month:

ID No	Name	February, March & April 2021 (Before Training)			February, March & April 2021 (After Training)		
		Check Count	Audited No	Accuracy	Check Count	Audited No	Accuracy
2844	kawsar Ahmmed Shihab	4038	43	93%	10870	88	97%
2845	Md.Moniruzzaman	3815	41	91%	8720	97	96%
2846	Mehsam Hussain	15794	45	88%	18654	82	98%
3062	Mohammad Humayun	13500	43	90%	15970	87	94%
3063	Sazid al mehdi	4000	55	78%	7890	91	92%
3128	Al Amin Hossain	3949	43	82%	8200	94	91%
3129	MD. Amirul Hassan	3670	46	87%	8765	89	92%
3130	Hafizur Rahman	2999	41	67%	9210	83	89%
3377	MD.ROKON UDDIN ADOR	2972	48	76%	7986	67	69%
3378	MOHAMMAD SAIFUL ALAM	19186	45	72%	19853	93	82%
3379	MD. Lokman Hakim	14720	42	69%	17213	81	88%
3380	Md. Zahidul Islam	1670	32	74%	8792	54	57%
3437	Jonaed Hossain	34661	43	71%	7653	87	92%
3438	Neehad Umar	13839	48	84%	15320	94	95%
3439	Md. Ashab Annur Islam	3670	46	81%	7543	84	98%
3509	Rafiq Mahmud Rahat	3928	39	78%	7238	88	86%
4748	Md. Miraj Ahmed	10208	49	81%	13654	84	99%
4853	Zahidul Islam	13839	41	86%	16379	79	96%
4818	Saadman Lasker	3949	49	79%	8432	91	87%

BAR CHART:



In the BAR chart above we can see that, during February some employees' accuracy of performance was 40% in average but after providing training their accuracy developed and reached to 80%.

After that, in March some employees' accuracy of performance was 45% in average but after providing training their accuracy increased to 90%.

During April some employees' accuracy of performance was 42% in average but after providing training their accuracy grew to 99%.

Therefore, we can see that the training sessions in BIGO was helpful for the employees to develop their accuracy and performance level.

Findings

1. Less opportunities in On the Job Training sessions:

In On-the job training the facilities and opportunities are limited because in On-the Job training process, the employees' have to do their work and training together in the same time. Every day the employees have to work for 8 hours in the shift and they are required to do a specific number of tasks within the time which is fixed for everyone. They have to observe more than 1000 live streams which is a time consuming task. So, in On-the Job training system, the employees have to both attend training sessions and complete their tasks within the work hours which is a huge pressure. So, they cannot give their full concentration in the training session because they keep thinking and worries about when they would finish this huge number of tasks. So they think about somehow finish the session and go back to work. Now, in this on the job training the employees face a hassle. Training session are for clarifying problems and get introduced with the updated rules and procedure and review the problems and give proper solution. But the work load is so high that employees think of finishing the training session without any delay and go back to their work.

2. Time and resource limitations:

The time that is arranged for training session it is already notified one week earlier so that everyone can be prepared. But if someone somehow becomes sick just one or two days before the session or if few employees are seeking leave for their personal reasons on that very day. That hampers the session because there is time limitation. This session would be taken without them even though those employees could not attend. And there can be resource limitations as well. For example, the training session is prepared and all employees are also ready to join and learn but as the sessions are given through online so electricity problem or network problem can take place and hamper the session. For example, if the session has started and someone has shared screen and talking about their problems, if any employee faces network or electricity problems during the training session then the employee would suffer. So, resource limitation is also there.

3. Absenteeism:

Though the training session are recorded and uploaded in the online group for everyone's benefit and absent employees has the facility to even ask anything below the recorded video in comment section still there remains lacking. When an employee is absent during the training session. They miss an entire group discussion. In the training session, everyone has the facility to share their screen one after another and discuss their problems with the trainer and clarify their confusions by this all the employees can clarify similar confusions. But if the absent employees are ask about any problem. Then the other employees are not having the group discussion to clarify the same confusion like the absent employee has. It somehow creates a gap in learning.

4. Miscommunication/ Information gap:

During the training session there is some major updates, those who have night shift duty, they might get tired after the night shift and they could not join the training session in the morning. Now if the next three days are off days for the night shift employees. These three days are creating information gap for those employees. When they come back after the break they might get puzzled about the updated rules and they may face a confusion to work and also update themselves and also manage the works that were pending before the break which is not possible for them to do alone. Their accuracy gets hampered by this.

5. More focus on KPI:

KPI stands for "Key Performance Indicator". If an employee gives the best performance for consecutive three months and his/her accuracy stays high and overall he/she follows every criteria then that employee's KPI increases. That employee would ultimately get increment or promotion or bonus in the future. Now this can hamper the goal of the training session because the employees focus more on increasing KPI anyhow rather than focusing on the training sessions to learn the updates and rules and regulations, learn to increase their knowledge and skills for work.

6. Number of trainees:

As it is a weekly training session and mostly On the job training program so the training sessions are kept short like an hour or something. If there is a high number of trainees, attending the training session, they all cannot show their problems one by one because it is time consuming. In the training sessions the employees and trainer have a discussion to find out the solutions to the problems together and they discuss and argue on their different opinions during the session. But when the number of trainees are high then too many people can have too many opinions, the conversation ultimately gets lengthy and time consuming. When there is too many confusing cases then it becomes impossible to discuss all the things within one training session. So the effectiveness is also not long-lasting.

CHAPTER 5

5.1 RECOMMENDATIONS

5.2 CONCLUSION

Chapter 5

Recommendations

❖ **Additional convenience for On-the job training and Off-the job training shall be provided:**

It would be better if the company arranges Off-the Job training. If they were doing Off-the Job training then they would be fully concentrated in their training only and can focus on increasing their knowledge and skill of their work without worrying about their work load and time limit. However, if BIGO has to keep On the Job training then they should keep flexibility for the employees. Right now, the employees have to follow a very tight schedule, they have to complete their tasks within the time. But if there is adequate flexibility so that they can attend the training sessions properly, learn properly and apply their knowledge and skill properly.

❖ **Need to select suitable time for majority of the trainees:**

The training team should discuss the time of the training session with the trainees so that the trainees can inform beforehand about their future emergencies or possibilities of taking leaves in the future and can confirm a suitable time. Even though the training team cannot decide the session time based on every employees opinion but at least they should select a suitable time considering the majority of the trainees' approval. In that way absenteeism issues and time problems can be managed.

❖ **Reducing absenteeism by giving rewards/ punishment:**

The company can recommend rewards to reduce absenteeism or introduce punishment for those who intend to give more absent. For example, the company has a system where they find out the best employee of the month. That employee gets an increment or promotion later on if he/she keeps the high performance for the consecutive three months. The company can recommend a reward like a monthly bonus for those who comes every day in the office and does not give any absent. This can encourage the employees to stay punctual, attentive and present. Similar way, the company can also

introduce punishments for the absent employees like those who gives absent, 15% more work would be added to their daily task. This would make the employees stay attentive to their daily work and do not miss their work.

❖ **Full fill the requirement**

As one team gets break while other teams stay active. So they can send the updated to the team leader. Or the night shift members can be given Off-the Job training by giving them training on the off days when they have breaks and do not have work load. The company can recommend rewards for the night shift to join training in the morning training session or on their off days for their extra time involvement. By this they would get encouraged to join the session on time.

❖ **Need to focus on learning**

The company can arrange different programs for the employees like competitions, quizzes and case study sessions so that the trainer and team leaders would know whether the employees know all the major things in the rules and updates. By this the employees would focus on learning and understanding everything in the training session and use that knowledge during the competitions and case solving programs. Like this they will not only focus on KPI increase but also increase their skills and knowledge and implement their knowledge and skills in their work.

❖ **Solutions before training session**

The training session time should not be so limited to finish within an hour or so. As the training sessions take place once in a week so until all the trainees have clarified their confusions and discussed about their queries and cases the training session should continue.

CONCLUSION

BIGO is a multi-national Company, which was founded in 2014 by David Li and Jason Hu. The company's vision to become a content platform that encourage one billion people's lives, BIGO aims to empower a new generation of users with an exciting new social language where they can show their talent, discover new ideas and knowledge and stay connected in a positive and innovative online environment.

BIGO is one of the most fastest-growing Singapore technology companies. At present BIGO has spread their branches in in all over the world which are supported by their teams who are working around the world. In Bangladesh BIGO started their journey on 2019. With just three apps- Bigo Live, imo and Likee, the company has achieved a milestone success.

Now these apps are getting popularity among the young generation people. With the employees' 24/7 hard work and cooperation, they have kept the social media platform clean for these apps and they are continuously maintaining the high performance. BIGO is determined to bring a connection in the world and making everyone enable to share their amazing memories.

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