

Report On

“BRAC-Global Resource Mobilization and Partnership’s Silatech Project Impact on Young Entrepreneurs' Financial Inclusion & Skill Development”

By

Mahjabin Tishan Aurthi

ID- 19104175

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

BRAC Business School

BRAC University

March, 2024

Declaration

I hereby affirm that,

The internship report I've turned in is a distinctive work of writing I did while attending BRAC University.

Except as properly credited through accurate referencing, no content already published or created by a third party is included in the study.

Nothing in the report has been approved or submitted for credit towards any other degree or certificate from a university or other organisation.

I have proper acknowledgement to all original sources of help.

Student's Full Name & Signature:

MAHJABIN TISHAN AURTHI

19104175

Supervisor's Full Name & Signature:

Ms. Takmilla Tabassum

Lecturer, BRAC Business School,

BRAC University

Letter of Transmittal

Takmilla Tabassum

Lecturer,

BRAC Business School BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report - Development and Implementation of Silatech proposal of BRAC's Global Resource Mobilisation.

Ma'am,

I am glad to provide the Development and Implementation of the Silatech proposal for the BRAC Global Resource Mobilisation internship report. Based on my internship experience at BRAC, this report reflects my observations and suggestions for the Silatech project. This report stems from my internship at BRAC and offers insights and recommendations for enhancing the Silatech project. The paper also includes findings from a survey done among the beneficiaries of the Silatech project who are young entrepreneurs of Bangladesh BRAC office workers regarding their feedback and the frameworks of the project for better implementation and understanding. It emphasises the necessity of further education and training to boost comprehension for the effective performance and the beneficiaries as well as the better utilization of the resources. The report advises improving donor engagement, communication, and fundraising based on the research. It emphasises the value of ongoing process evaluation and modification to meet the project's needs.

I want to express my gratitude to my internship supervisor Takmilla Ma'am and the dedicated team at GRP (Global Resource Mobilisation and Partnership) for their invaluable assistance and support during my internship. I feel privileged to have completed this important project with your guidance. Your time and guidance are highly valued, and I am certain this study will contribute to BRAC's continuous efforts to enhance global resource mobilization.

Sincerely,

Mahjabin Tishan Aurthi

ID:19104175

BRAC Business School.

Acknowledgment

I sincerely express gratitude to Takmilla Tabassum for the guidance and direction she has provided during my internship. I am thrilled to accomplish my internship report through the application the concept of Silatech concept for BRAC's global resource mobilization. Your constructive guidance and criticism helped me for my report execution. I highly appreciate the constructive support that I received from the GRP (Global Resource Mobilization and Partnership). For providing me with their knowledge to finish my internship, they exposed me to the real world of work, which improved my comprehension and learning of the project., I also gained exposure to the real workplace, for my better understanding and learning of the project. This exposure not only facilitated a deeper understanding of the project but also broadened my perspective by involving me in implementation beyond my role in proposal development.

I am grateful for the dynamic workplace environment surrounded by talented professionals and interns, a great aspiration of the internship journey. Finally, I want to thank my family and friends for their constant support and inspiration during my internship.

I value the invaluable opportunities and experiences you provided me throughout my internship.

Yours sincerely,

BRAC Business School.

Executive Summary

This research looks at how BRAC develops and implements a proposal and executes its global resource mobilisation efforts by implementing a framework and designing the project according to the needs of the beneficiaries. This study showcases the proper utilization of resources and creation of a logical framework for better implementation of the project and to get the most out of the project.

I employed both primary and secondary sources to accomplish this goal and effectively complete the research project. I tried to come up with a reasonable questionnaire that would also serve the goals of the research. In the course of my research, I've learned a lot of information about financial inclusion, the difficulties faced by young business owners, and potential ways to improve the project's execution, such as expanding the project's reach and involving more people in financial inclusion education while assisting our nation's youth entrepreneurs. In particular, this research has improved the project's implementation and helped identify problems.

In addition, by eliminating the need for manual data compilation from several sources, the skill development and microfinance teams have been able to identify problems faster and with less time and effort. BRAC faces challenges in delivering the training for skill development and financial inclusion, despite its best efforts. Moreover, the provision of skill-based training and financial education to the intended audiences has been found to provide considerable obstacles in the execution of project initiatives. Additional variables and outcomes should also be included in the report.

The results of the survey given to the BRAC office engaged employees of different departments and the beneficiaries of this project show the knowledge sharing and experience of different levels. Even though many respondents show some degree of proficiency, it could be necessary to increase comprehension overall through additional training and adjustments

This study shows how Improved communication, fundraising efforts, and donor involvement in project development and implementation. To respond to changing stakeholder needs, regular process evaluation and adaptation are crucial. It is important to consider the survey's limitations, particularly the small sample size and any potential response bias. Future surveys aim to use more representative samples and concentrate on response bias.

Finally, implementing a strategy can maximise BRAC's mobilisation of worldwide resources. BRAC may improve donor connections and be more effective in mobilizing resources by putting a priority on the improvement of the target population, relatable training, and easy loan access.

Non-Disclosure Agreement

This agreement is made and entered into by and between BRAC and the undersigned student at Brac University

Student's Full Name & Signature:

MAHJABIN TISHAN AURTHI

19104175

On-Site Supervisor's Full Name & Signature

SHAHRIAR KHAN JAHIN

Manager of BRAC Global Resource and Partnership

Appreciation letter BRAC

14th August, 2023

Subject: Letter of Appreciation

This is to certify that Mahjabin Tishan Aurthi has completed an internship with the Global Resource Mobilisation and Partnerships (GRP) Department at BRAC during the period of 14 May to 18 August. During this period, she was reportable to me.

As a part of her internship, Sumaiya has assisted in preparing various fundraising reports of the development programs of BRAC and coordinated with relevant stakeholders to understand the status quo of the developing grant proposals. She has also assisted in several donor mapping and creating an organizational repository for submitted proposals. In addition, she has also supported the logistics of several meetings/workshops, updating the donor/partner contact list, note taking, and conducting desk research for fundraising opportunities.

Mahjabin Tishan Aurthi is very passionate and a quick learner. She is also able to work independently with minimal supervision. She is a reliable team member and able to work in a multi-cultural team.

I wish her all the best in his future endeavors.

Sincerely,

Shahriar Khan Jahin

Manager

Global Resource Mobilisation and Partnerships (GRP), BRAC

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GRP	Global Resource Mobilisation and Partnerships	
BEP	BRAC Education Programme	
BISD	BRAC Institute of Skills Development	
FO	Field Organiser	
OoSC	Out-of-School Children	
PA	Programme Assistant	
VO	Village Organisation	
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LIST OF ACRONYMS

Chapter 1

Overview of Internship

1.1 Student Information

- Name: Mahjabin Tishan Aurthi
- ID: 19104175
- Program: Bachelor of Business Administration
- Major/Specialization: Marketing; Minor: Computer Information Management.

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

- Period: 3 Months (14/05/2022 - 14/08/2023)
- Company Name: BRAC
- Department/Division: Resource Mobilization
- Position: Intern
- Address: Gulshan-01

1.2.2 Internship Company Supervisor's Information

- Name of Supervisor: Shariar Khan Jahin
- Position: Manager

1.2.3 Job Scope

Description of the Program/Entity

The Global Resource Mobilisation and Partnerships (GRP) department was initially founded in 2017 to collaborate with regional teams, country offices, and BRAC affiliates in designing high-quality programs, mobilising resources, enhancing the quality of the programme implementation, growing partner/donor networks, and developing a stronger knowledge partner. Not only BRAC but also BRAC International, BRAC Affiliates (BRAC USA and BRAC UK), and BRAC are supported in their fundraising and proposal development efforts by GRP.

Arranging weekly meetings-

One of the primary responsibilities I had to perform for the team during my internship was setting up the weekly meetings with the team. Additionally, I was in charge of scheduling meetings with the project's internal and external partners. To do this, I had to stay in constant communication with them to arrange their calendars and follow the schedule.

Updating contact database on CRM

One of my main responsibilities as an intern was to maintain and update a donor contact database with more than 1500 contacts, I updated the data all the time. This was essential in supporting new business development unit initiatives and coordinating the use of the Customer Relationship Management (CRM) system. This has strengthened my organizational skills and CRM, which helped management of business relationships and communication.

Backend proposal development

I actively took participation in the back-end grant proposal. Detailed preparation, research, and coordination were required to produce comprehensive and convincing recommendations. I also generated strategies for donor engagement and fundraising campaigns. This has given me hands-on experience improved my project management skills .

Coordinating with Internal and external stakeholders

My job involved engaging with various external and internal stakeholders and promoting efficient the communication. I made sure that different departments were working collaborate manner for the maximum productivity and project achievement. I spoke with vendors, clients, and partners to build a strong bond and promote efficient project management.

Infographic and Newsletter design

Making visually attractive and educational infographics with Canva and Adobe Illustrator was another key role. I handled the blend data visualization and creativity to present difficult information. This skill set has been very informative in terms of improving communication. I have worked on more complex images produced using Adobe Illustrator as well as more approachable Canva designs, demonstrating my versatility in visual communication.

Arranging the meeting reports

I was assigned to be in charge of organizing the team's weekly meetings and creating thorough reports that summarized our progress. I also oversaw the documentation of internal stakeholders' contributions, making sure that it was in line with the project's objectives. At the same time, I produced in-depth reports that highlighted project outcomes and milestones for external stakeholders. This role improved my communication and project management abilities, allowing for clear and effective information exchange both inside and outside the team.

Project/Unit Description

The Resource Mobilisation & Unit of GRP primarily facilitates programme creation and proposal development undertaken across all BRAC programs. Additionally, the unit is also responsible for the database management of (potential & current) funding sources for fundraising, producing reports for various stakeholders, and collaborating with the focal points from all the programmes and departments to develop/design successful proposals and

programs. The goal of the internship includes the learning objectives To assist the Senior Programme Manager(s) with day-to-day programme/proposal development efforts, update databases, and maintain continuous communication with internal and external stakeholders.

1.3.1 Contribution of the Student

On 13th May, 2023 I joined BRAC GRP-Global resource mobilization unit as an intern in their resource mobilization department that handles all the backend Grant proposal development. I was under the manager of BRAC GRP, Shahriar Khan Jahin, who was my supervisor throughout my tenure.

In order to understand how their team works I got plenty of help from my supervisor and also all the colleagues. During my internship, I was responsible for setting up weekly meetings, updating a donor contact database, and coordinating with internal and external partners. I also contributed to the development of a back-end grant proposal, enhancing my CRM and organizational skills. I coordinated with internal and external stakeholders, promoting efficient communication and teamwork. Creating visually attractive infographics using Canva and Adobe Illustrator with data visualization. Completed due diligence documents for TikTok and the Intercontinental Hotel Group, ensuring legal aspect. This has improved my knowledge and attention to detail, while forming effective relationships. Organizing weekly meetings, creating and summarizing report and highlighting project outcomes for external stakeholders for another key role. Overall, my communication and project management skill improved throughout my internship.

1.3.2 Student benefits

Practical experience

My internship acquired mw with the experience in database management, maintaining and updating over 1500 donor contacts, fostering effective communication and relationship management. Back-end development of grant proposals for three distinct projects, refining my project management and research skills.

Additionally, I demonstrated proficiency in creating visually engaging infographics using Canva and Adobe Illustrator, enhancing my communication strategies. Coordinating with internal and external stakeholders, I honed my interpersonal and negotiation skills, contributing to successful collaboration. Lastly, organising and documenting weekly team meetings and stakeholder reports improved my project management and communication abilities, ensuring transparent information flow within and outside the team.

Skill development

My research and project management skills were honed through the back-end work on grant bids for three projects. My ability to create infographics with Canva and Adobe Illustrator improved my ability to communicate visually. My ability to interact with people and negotiate better came from coordinating with a variety of parties. Last but not least, planning

and recording weekly meetings improved my communication and project management abilities and promoted open communication among the team.

Networking and Personal growth

My professional network grew significantly as a result of the internship, which introduced me to a variety of stakeholders and business experts. This experience helped me grow personally since it gave me an understanding of different positions and viewpoints within the company. During the internship, I was exposed to a dynamic work environment that broadened my knowledge and skill set and promoted overall professional and personal development.

1.3 Internship Outcome:

1.3.1 Student's contribution to the company

- The opportunity to contribute to various projects and initiatives at BRAC as an intern has enriched my knowledge of the organization's mission of empowering communities and mitigating poverty. I have worked on research projects at BRAC examining how microfinance initiatives affect young entrepreneurship in rural communities all over Bangladesh. This research helped me to build a better understanding of the barriers that young entrepreneurs have in obtaining financial services and the role that skill-building training and microfinance can play in establishing and growing their businesses.
- Getting the field-level exposure and the implementation directly with the communications team and the media campaigns team that aim for engaging stakeholders and awareness raising of BRAC's activities
- My digital marketing knowledge has improved through this experience, and I now am well informed of the effectiveness of communicating to reach the organizational goals.
- Another highlighting point active participation of development of professional workshops.
- These seminars have taught me to gain new and valuable skills and knowledge, building a strong pillar for my future profession besides giving me valuable insights about the organization's culture and beliefs.

Overall, my time spent as a BRAC intern has been immensely impactful in building my knowledge and I am thankful for the chance to have helped with some of the organization's impactful work. The knowledge and abilities I have acquired throughout my time here, in my opinion, will be useful as I work towards my professional objectives and try to have a positive impact on the world.

1.3.3 Problems/Difficulties (faced during the internship period)

My internship journey at BRAC was smooth and insightful for me. Despite this, I came across some difficulties as it was my first exposure to a real workplace and to be working in an institute like BRAC there was a difficult time adapting to the work culture and the immense work pressure. Understanding the organizational structure and the collaboration with all the 17 programs of BRAC was a bit overwhelming at first. However, with the time and the support of my supervisor and other colleagues, I was able to build a strong

understanding of the process and procedures. As an Intern, I had to collaborate with different projects and meetings which was a bit challenging for me. Other than that, I encountered multiple tasks and assignments simultaneously, which was daunting at times. However, on the bright side, it helped me learn multi-tasking and time management and give my best efforts. Through this internship, I was able to improve my skills and explore my capabilities by coming out of my comfort zone.

1.3.4 Recommendations

As a former intern, my recommendation for BRAC is to have a bunch of interns at a time rather than in a scattered way, which will help in communication. Secondly, as BRAC has 17 programs and each of the programs is connected and uniquely handles different parts of a project, an ice-breaking session is a must for smooth understanding. Next, a department-based orientation must be provided to understand the responsibilities for further introduction and to connect more with the organization. Arranging regular gatherings or activities involving staff from several departments, job shadowing, or cross-functional initiatives can help to build networks inside the organization, find their best interest and find out how the organisation functions. Finally providing intern aid and routine feedback to ensure a smooth experience. Regular feedback will showcase its dedication to fostering the development of its interns and assist it in discovering any problems or opportunities for improvement in the internship program. Overall, the implementation of the abovementioned ideas will help the organization to provide an impactful experience for future interns

Chapter 2

Organizational overview



2.1 Introduction

Bangladesh Rural Advancement Committee, widely known as BRAC is a non-governmental development organization that was founded in Bangladesh in 1972. It is one of the largest development organizations in the world, engaging across diverse sectors such as health, education, agriculture, and microfinance. With the vision of helping with relief and recovery activities after the Bangladesh Liberation War, BRAC was established. However, it quickly broadened its focus to address the underlying factors contributing to rural poverty and inequality. The goal of BRAC is to ensure a better life by giving them the equipment, information, and resources they require in their circumstances. The work of BRAC endeavors to make positive changes in millions of beneficiaries throughout Asia, Africa, and the Caribbean, earning it widespread recognition and prestigiously awarded the Conrad N. Hilton Humanitarian Prize highlighting the innovation and impact.

2.2 Overview of BRAC

Mission

BRAC is continuously working to overcome poverty, illiteracy, disease, and social injustice to ensure the empowerment of the people and the communities. The intervention to achieve

large-scale, positive changes through economic and social programs can also enable both women and men to realize their true potential.

Vision

A world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

Integrity: Ethical behavior is the foremost factor for all of its operations at BRAC. One of the most important norms of the organization is openness and dedication to the highest of integrity and the employees at BRAC uphold and spread these values overall the company.

Innovation: Innovation and adopting new ideas are BRAC's biggest commitment and strategies to

Eliminate the social and economic difficulties. This entails creating innovative initiatives and solutions to enhance already existing ones. To accomplish its objectives BRAC supports experimentation and accept measured risks.

Inclusiveness: BRAC is committed to inclusivity and ensuring everyone's access regardless of their background or situation. Reaching out to marginalized communities and giving them a voice in decision-making processes.

Effectiveness A high priority of BRAC is efficiency and tangible outcomes for producing quantifiable results. To monitor and analyze the programs, evidence to guide decision-making, and continuously improving its operations to make sure it is accomplishing its objectives as efficiently and effectively as possible. It is a high-performing company with a strong impact on the serving population.

2.3 Management Practices

2.3.1 Leadership Style:

BRAC is known for the approach on projects focusing on rural communities' empowerment through visionary participative management, leadership, and grassroots engagement, characterized by a strong emphasis on grassroots engagement.:

Visionary Leadership: Visionary leaders with a strong dedication to social development and poverty alleviation have guided BRAC. The leaders of the company usually establish a clear vision and mission statement that directs the organization's activities toward long-term objectives.

Participatory Management: BRAC incorporates staff members in decision-making procedures and honours their opinions. This collaborative approach stimulates creativity and teamwork while cultivating a sense of ownership among the employees.

Adaptability: Managing various difficult situation is one of the core activities of BRAC works in a variety of difficult situations. The leadership approach involves flexibility and willingness to modify.

Community Engagement: One of the most important factors for Brett is to get involved in the local community level. The leadership approach engages the understanding of the goals of the people.

Results-Oriented: BRAC is renowned for prioritizing the achievements and the results in the quantitative method and making a positive impact in the leadership style.

2.3.2 Human resource planning process:

Human resource department of BRAC has a structured management process.

Starting from the recruitment process to compensation, training and incentive methods are described below.

Recruitment Process:

- Identification of Vacancies: Assess the need for new hiring in light of organizational development, reorganization, and employee turnover.
- Job Summary and Analysis: Specify the obligations and roles of the open positions.
- Promoting and Publishing: Use a variety of platforms, such as the BRAC career official website, job boards like LinkedIn, bdjobs, and social media platforms like BRAC career official page, to publicize employment opportunities both internally and outside.
- Review of Applications: Candidates are shortlisted by screening and reviewing applications.
- Interviews: To evaluate candidates' abilities, credentials, and cultural fit, do interviews
- Choosing and Presenting: Make employment offers to the most qualified applicants.
- Upon boarding: Orient and onboard new employees to ensure their seamless integration within the company.

System of pay: Create a transparent compensation system that is explicit and based on job duties, responsibilities, and industry standards. Find out about extra advantages including health insurance, retirement programs, bonuses, and other rewards. To guarantee correct and timely payment, implement payroll systems that are efficient.

The goal of the pay scheme is to inspire, engage, and keep workers.

The organization offers a good-looking pay to its employees, which would be considered the ideal industry standard pay. Moreover, the organization increases their employee's salary on a yearly basis, and the increment is 40% on their basic salary.

Training and Development: Evaluate the knowledge and abilities needed for the positions you have now and in the future.

BRAC provides number of trainings to the employees and the interns for the betterment of the employees to build the better understanding of few areas like Instructional Plans:

Create and implement training initiatives, such as technical, leadership, and soft skill training, to meet recognized needs.

Professional Growth:

By offering mentorship, work rotations, and advancement programs, you may help people grow in their professions.

Appraisal method:

- Performance Objectives & Goals: Clear description of each employee's objectives and performance expectations is established. Based on performance and targets met, a performance bonus equal to 40% of the salary is awarded.
- Regular Evaluation: Frequent meetings for performance evaluation to go over accomplishments, progress, and potential improvement areas is organized.
- Annual Evaluation of Performance: Conduct a thorough yearly performance evaluation to evaluate overall contributions and match personal aspirations with company goals. Based on performance and targets met, a performance bonus equal to 40% of the salary is awarded
- Acknowledgment and Benefits: BRAC acknowledge and honour exceptional work of the employee with a variety of methods, such performance bonuses, promotions, or other rewards such as certification is provided as well.

BRAC is one of the biggest non-governmental organizations in the world, it utilizes various of management techniques for maintaining the functionality and efficiency of its operations. BRAC places a strong emphasis on adaptability and responsiveness to local conditions, empowering its offices to tailor approaches for diverse environments. The organization fosters innovation, prioritizing problem-solving and introducing pioneering initiatives like the BRAC Microfinance program. This culture of innovation has been established. Consequently, the Organizations have significantly impacted the development sector and have taken on a role as a template for other businesses.

2.4 BRAC's Marketing Techniques

BRAC does not do traditional consumer marketing for its services or products. To promote its programs and services to the communities it serves it participates in outreach and communication projects. A few of the marketing strategies used by BRAC are the ones listed below:

Community participation: By engaging communities through meetings, events, and door-to-door outreach BRAC promotes its programs and services. By employing this tactic, the institution may win over the locals' trust and adapt its programs to suit their unique needs.

Branding and visibility: With the easy recognition of BRAC's logo and familiarity with the brand, BRAC gets the edge in community trust and support. BRAC's logo and brand are familiar all over the world and are easily recognizable because of its website and social media presence BRAC ensures a strong online presence.

2.4.1 Field Visit Experience and Learnings

Intervention in focus: Promise Laksham

I had the privilege to witness one of the running projects Promise in Laksham Poroshova, at the field level which is a distinctive intervention approach that provides returnee migrants with entrepreneurship training. As soon as we arrived, the BRAC field officers briefed us on the special characteristics of this type. Then, two alumni of Promise Laksham presented their enterprises to us. The first company we went to was started by three migrant returnees with varied skill sets. They combined their skills and launched a single store with three departments: stationary, mobile accessories, and photocopying. We were delighted while speaking with the entrepreneurs and that is when we discovered the training's success of three months, the importance of seasoned mentoring, and the current vital advice they receive. We then visited a different business, a convenience store managed by a 40-year-old returning immigrant with the aspiration of expanding his enterprise in the future. We were generally pleased with the Promise idea and the opportunities it provides returning migrants to pick up new skills and start successful businesses. It was encouraging to see how the training and coaching had improved the entrepreneurs' lives and businesses.

2.5.1 Accounting Practices:

Due to the microfinance program and other anti-poverty activities of BRAC, it has enabled a continuous solid financial return in recent years. BRAC, a huge and complex organisation that operates across numerous industries and regions, has developed an advanced accounting system to manage its financial operations. Using a centralized accounting system, the financial aspects of all of the organization's activities and projects are monitored, followed, and analyzed.

One of the main accounting techniques used by BRAC is the use of computerized accounting systems to manage its financial operations. Errors are less likely to occur and financial reports are issued on schedule because of the organization's ability to analyze vast volumes of financial data quickly and accurately.

To monitor the costs of its programs and initiatives and ensure efficient resource use BRAC utilizes cost accounting. Performance measurements and indicators evaluate the effectiveness of financial management processes.

BRAC's top priority are transparency and accountability with employees to the company's Code of Conduct. Regular assessments identify areas for improvement and ensure compliance with laws and regulations. The company's accounting procedures are thorough and well-developed, ensuring proper, transparent, and effective handling of its financial resources.

2.5 Financial Performance

This report examines the financial condition of BRAC's saving plans and the customized financial education that this organization is providing in the rural areas to improve the social

economic condition. This study also examines the financial methods that this organization is using in the financial landscape of the end of the prospective of Bangladesh this also accesses the impact of the community level and the economic development of the com gender equality and the poverty reduction this also identifies the large scale challenges that the organization is facing and provide suggestion accordingly.

Through an examination of BRAC's financial programs, this study aims to identify the difficulties encountered in carrying out such large-scale projects, taking into account aspects such as regulatory frameworks, sustainability, scalability, and Bangladesh's socioeconomic dynamics.

The thesis will also try to suggest possible improvements and tactics for next financial inclusion initiatives, with the goal of maximising impact and sustainability.

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To monitor the costs of its programs and initiatives and ensure efficient resource use BRAC utilizes cost accounting. Performance measurements and indicators evaluate the effectiveness of financial management processes.

BRAC's top most priorities are transparency and accountability, with employees adhering to the company's Code of Conduct. Regular identification of improvement and ensure compliance with laws and regulations. They have a well-developed accounting procedure Which ensures the transparent financial resources.

2.5 Financial Performance

The global focus on financial inclusion in the context of reducing poverty and empowering marginalised populations has attracted a lot of attention in the last few decades. Leading this effort has been BRAC, one of the biggest and most influential non-governmental organizations in the world, especially when it comes to financial services. In order to better understand BRAC's financial endeavors, this thesis will examine their tactics, effects, difficulties, and transformative role in improving Bangladesh's financial landscape.

BRAC offer a range of financial inclusion services such as microfinance insurance and financial education services this study identifies Brax the financial method that Barack is using and the impact on the economic development and the gender equity and the property alleviation.

The analysis aims to identify the large-scale project challenges and the regulatory framework and this scalability of disorganization and suggest the improvement for the future financial sustainability. this study aims to identify the

Shortcoming that BRAC has encountered while executing the large-scale projects, taking into account aspects like frameworks, sustainability, scalability in the dynamic of Bangladesh's socioeconomic aspects. The thesis will also try to highlight the possible improvements and tactics that are require for next financial inclusion initiatives, with the goal of maximising impact and sustainability.

The major accounting technique used by Brad is the computerized accounting system for managing all the financial operations that all the programs are running so by doing that they are minimizing the number of errors in the financial report that can occur this fast the volume of the final organization's ability of data analysis and data management while maintain high accuracy level.

The topmost priority in accounting practices of BRAC is transparency and accountability regular assessment order better implementation the company's accounting procedure are well developed and transparent and effective.

2.5.1 Ratio Analysis

BRAC
Statement of Financial Position Converted to USD
As at 30 June 2022
(Not part of audited financial statements)

Figures in million

Particulars	2022		2021	
	BDT	USD	BDT	USD
Current assets				
Biological assets	51	1	42	1
Inventories	6,746	72	7,023	84
Grants and accounts receivable	4,398	47	4,047	48
Microfinance loans	309,551	3,311	271,869	3,238
Advance, deposits and prepayments	14,402	154	13,447	160
Investments in securities and others	40,456	433	30,636	365
Cash and cash equivalents	6,406	69	17,359	207
Total current assets	382,009	4,086	344,424	4,103
Current liabilities				
Liabilities for expenses and materials	29,631	317	22,234	265
Bank overdrafts	6,193	66	169	2
Term loans	24,859	266	36,009	429
Zero coupon bond	1,413	15	-	-
Members' savings deposits	71,741	767	71,613	853
Grants received in advance	2,767	30	2,359	28
Loan loss provision	21,943	235	21,033	251
Provision for taxation	6,505	70	6,433	77
Total current liabilities	165,052	1,765	159,851	1,904

In 2021:

Current Holdings: \$348,379 million BDT

Present Debts: 127,912 million BDT
Ratio of Currents = 2.72

By 2022:

Currently Held Assets: \$376,010,000,000
Present Debts: 164,052 million BDT
Ratio of Current = 2.29

Particulars	2020		2019	
	BDT	USD	BDT	USD
Assets				
Cash and bank balances	31,723,785,710	377,889,050	24,032,522,474	286,271,858
Advance, deposits and prepayments	12,042,695,631	143,450,812	10,720,793,501	127,704,509
Inventories	6,254,983,552	74,508,440	6,099,099,677	72,651,574
Grants and accounts receivable	2,821,240,342	33,606,198	3,334,745,791	39,722,999
Microfinance loans	286,777,136,804	3,416,046,895	243,987,950,556	2,906,348,428
Motor cycle loans	64,433,780	767,526	85,192,350	1,014,799
Investments in securities and others	867,600,000	10,334,723	2,207,430,874	26,294,591
Investments in related undertakings	33,805,655,505	402,687,975	31,297,956,474	372,816,635
Property, plant and equipment	20,092,511,943	239,339,034	19,274,246,460	229,591,977
Intangible assets	153,518,231	1,828,686	112,407,916	1,338,986
Total assets	394,603,561,498	4,700,459,339	341,152,346,073	4,063,756,356
Liabilities and net assets				
Liabilities				
Liabilities for expenses and materials	18,460,033,518	219,893,193	13,897,568,153	165,545,779
Bank overdrafts	31,262,811,054	372,397,988	27,893,463,383	332,262,816
Term loans	48,211,122,990	574,283,776	44,532,426,404	530,463,686
Members' savings deposits	128,895,985,387	1,535,389,939	97,006,031,994	1,155,521,525
Grants received in advance	2,931,581,039	34,920,560	2,112,020,638	25,158,078
Deferred grant income	1,348,868,871	16,067,527	694,027,199	8,267,149
Other long term liabilities	17,208,622,473	204,986,569	17,070,707,618	203,343,748
Provision for taxation	5,551,898,106	66,133,390	4,560,746,075	54,326,934
Total Liabilities	253,870,923,438	3,024,072,941	207,766,991,465	2,474,889,714
Net assets				
Unrestricted	140,251,056,318	1,670,649,867	132,903,772,867	1,583,130,112
Temporarily restricted	481,581,742	5,736,531	481,581,742	5,736,531
	140,732,638,060	1,676,386,397	133,385,354,609	1,588,866,642
Total liabilities and net assets	394,603,561,498	4,700,459,339	341,152,346,073	4,063,756,356

In 2020:

Current Holdings: \$394,603 million BDT
Present Debts: 253,870 million BDT
Ratio of Currents = 1.55

The current ratio calculates how much short-term assets can be used to pay for short-term liabilities. BRAC can readily pay off its short-term debts because it has more current assets

than current liabilities, even though the ratio decreased from 2021 to 2022. Both ratios are over 1. The situation remained the same in the year 2020.

Acid-test ratio, or quick ratio:

This ratio presents a more cautious picture of liquidity by excluding inventories from current assets.

In 2021:

Quick Ratio is equal to (BDT 127,912 million / BDT 348,379 million - BDT 7,023 million).

Quick Ratio in 2022: 2.43

(BDT 376,010 million - BDT 6,746 million) / BDT 164,052 million is the quick ratio.

2.21 is the quick ratio.

In 2020:

BDT 388,348,577,946 / BDT 253,840,923,438 is the quick ratio.

1.52 is the quick ratio.

Even after subtracting inventory, the quick ratio decreased but is still comfortably above 1, showing that BRAC has enough liquid assets to meet its short-term liabilities.

Debt Analysis and Leverage: Debt-to-Equity Ratio

This ratio calculates how much debt, in relation to the value of shareholders' equity, is utilised to finance the company's assets.

In 2020:

Liabilities totaling BDT 253,840,923,438

Equity held by shareholders: Not given

In 2021:

Liabilities totaling BDT 250,507 million

Equity held by shareholders: Not given in 2022

In 2022

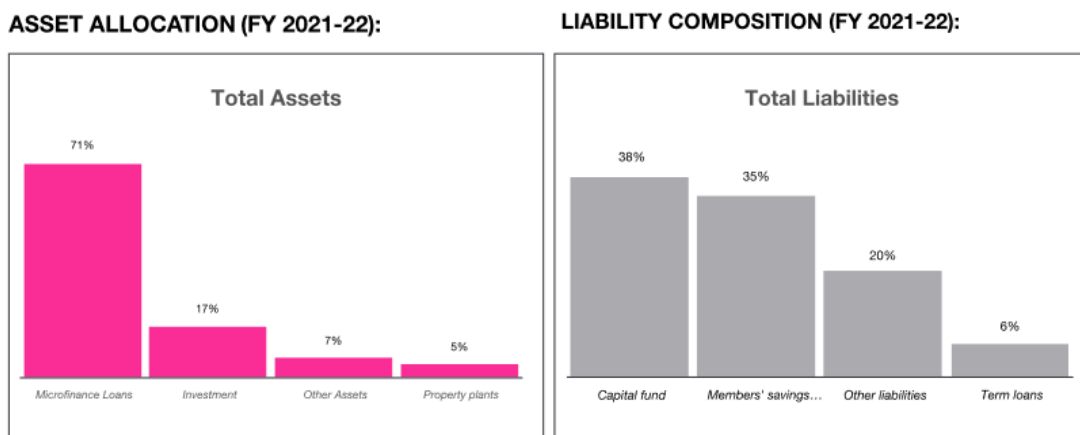
Liabilities totaling BDT 299,356 million

Equity held by shareholders: Not given

Accurately calculating the debt-to-equity ratio is not possible without the shareholders' equity amount. The current and quick ratios demonstrate that BRAC has a solid liquidity position, indicating that it can easily cover its short-term obligations. Nevertheless, additional examination necessitates the shareholders' equity figure in order to precisely assess the leverage and long-term debt position.

The debt-to-assets ratio for BRAC grew from around 60.91% in 2019 to about 64.35% in 2020, suggesting that a larger percentage of assets were financed by debt. In a similar vein, the debt-to-equity ratio jumped from roughly 155.76% in 2019 to 180.53% in 2020, indicating a greater reliance on debt funding than equity. These patterns suggest that debt obligations may carry a higher financial risk, and they emphasize how crucial it is to keep an eye on BRAC's leverage levels in order to preserve its long-term financial viability.

This is a comprehensive financial analysis based on the data of revenue profit and equity and other financial parameters provided by the year book of BRAC.



Liquidity ratio analysis, the current ratio of BRAC and the acid test ratio has discrete decrease from 2021 to 2022 from 2.72 2.29 indicating balance shift of current asset and liabilities. The marginal decrease of percentage can be identified of liquid acid asset and short-term obligation for the further investigation we need to identify the root cause such as the financial plan adjustment. In-depth research into operational modifications or outside factors may yield insightful information about this downward tendency, assisting in the formulation of wise decisions for maintaining a strong liquidity position going forward.

Working Capital analysis:

A key financial indicator of a business's operational effectiveness and short-term financial stability is working capital. It shows how much money is available for regular business operations and whether a company can pay its short-term debt with its short-term assets. With current assets of BDT 348,379 million and current liabilities of BDT 127,912 million, BRAC demonstrated a strong working capital position in 2021, with a healthy working capital of BDT 220,467 million. This excess working capital shows that the company can easily meet its short-term obligations. But in 2022, current liabilities also increased to BDT 164,052 million, while current assets expanded to BDT 376,010 million. As a result, working capital was somewhat lower at BDT 211,958 million.

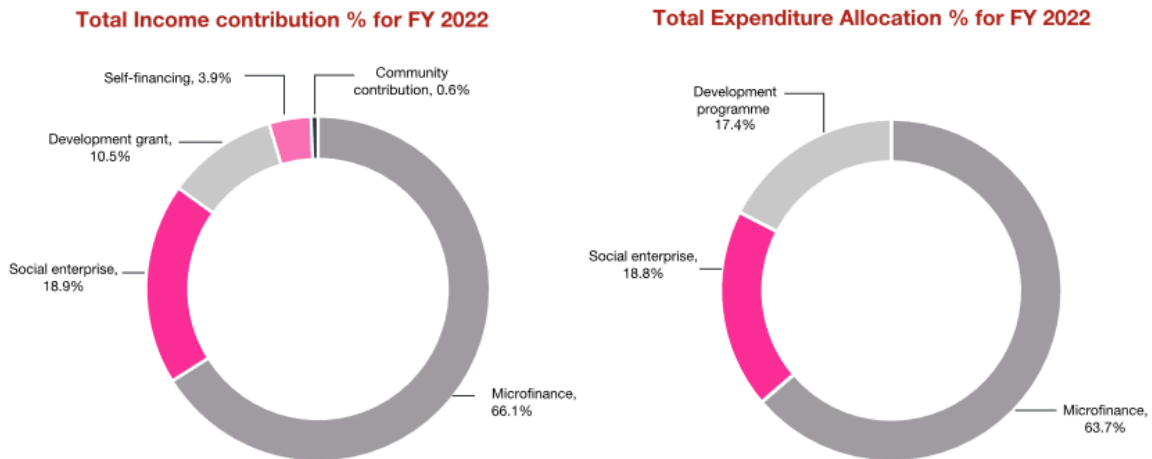
From roughly BDT 133.39 billion in 2019 to roughly BDT 140.73 billion in 2020, BRAC's working capital grew. This increase in working capital suggests that, in comparison to the prior year, BRAC had greater liquidity in 2020 to meet its short-term obligations. Positive working capital shows that the business can meet the short-term financial obligation obligations but the current St. assets and the liabilities provide deeper understanding to find out the liquidity and the operation efficiency of BRAC.

Compared to 2021 and 2:02 two the capital has declined. BRAC it's still maintaining the balance between its current assets and liabilities, which indicates the management operating requirements, paying the short-term obligations, and handling the daily costs without funding dependency. Continuing operations, make investment in the strategy building strategic, and weather unforeseen changes in the financial landscape all the programs are smoothly running because of the excess working capital they have.

If they face a decrease in the working capital, they might also have to change their business operating system and the business cycle in A and built a different strategy and strategy building short Cummings that they have to adapt with to make up with the decreasing capital for maintaining the proper cash flow the company needs to analyse the capital trend and inventories and accounts receivables and general as resource allocation for running the operations smoothly.

In order to maintain a strong working capital position, the improved receivables collection, expedite inventory management, optimized cash conversion cycle, short-term financing options chart should be ensured by BRAC. For reducing the risk of future cash flow difficulties liquidity and operational requirements should be ensured and seize growth possibilities, these initiatives can support working capital

For handling the short term obligations working capital trend can provide important information on BRAC's financial flexibility. For maintaining and constant economic environment BRAC need to strengthen the organization's resilience. BRAC needs to constantly monitor and build up the strategic adjustment for maintaining and constant economic environment for the organization for running its program and the project smoothly



Debt to asset ratio:

A key metric factor for analyzing the financial health of any company is analyzing the debt-to-asset ratio which provides information on leverage and risk management practices. BRAC's debt-to-asset ratio can be more accurately analyzed for 2022 with total assets of BDT 438,127 million, comparing to BDT 400,160 million in 2021.

The required total liabilities amount for 2021 was not supplied, making it impossible to determine the debt-to-asset ratio for that year. By 2022, however, the calculation is possible with BDT 299,356 million in total liabilities.

In 2020, BRAC's Debt-to-Asset ratio was roughly 64.35%, up from approximately 60.91% in 2019. This suggests that compared to 2019, a larger percentage of BRAC's assets were financed by debt in 2020. While a larger debt-to-asset ratio could indicate higher leverage-related financial risk, it's important to interpret this ratio in light of the surrounding circumstances and industry benchmarks.

In 2022:

Liabilities totaling BDT 299,356 million

Assets totaling BDT 438,127 million

Total Liabilities (BDT 299,356 million) divided by Total Assets (BDT 438,127 million) yields the debt-to-asset ratio for 2022, which is almost 0.68.

With a debt-to-asset ratio of 0.68, it may be inferred that approximately 68% of BRAC's assets are funded by debt. This ratio shows how much the company depends on borrowed

money to maintain its asset base. A smaller percentage usually denotes a more cautious financing strategy, which could lead to increased solvency and decreased financial risk.

In contrast, it is difficult to do a clear trend comparison between the debt-to-asset ratios of the two years in the absence of the total liabilities figure for 2021. Nonetheless, BRAC's leverage position for 2022 is revealed by the ratio of 0.68 for that year.

Gaining insight into the trajectory of this ratio over a number of years in addition to industry norms would provide a thorough understanding of the organisation's risk appetite, risk management practices, and financial stability. Furthermore, putting changes in the ratio in the context of the business's strategic goals and the state of the economy would shed more light on the causes of variations in leverage.

In conclusion, BRAC's debt-to-asset ratio for 2022, which is 0.68, shows that a sizable amount of assets are financed by debt. In order to guide educated decision-making and future financial planning, stakeholders must be able to assess the organisation's risk exposure, financial strength, and leverage tactics.

2.5.2 Horizontal Analysis

Gross Profit Margin

The amount of income left over after operating expenses are paid is known as the surplus margin, which is determined by deducting all expenses from all income and expressing the result as a percentage of total income. These percentages show how well BRAC manages its operations and resources to create excess for advancing its non-profit goals, even though they are not exactly equal to the gross profit margin of for-profit companies.

Since BRAC does not disclose its revenue, we will substitute the net income for the profit margin. The percentage of income that surpasses the cost of products sold is known as the gross profit margin. This report is based on the data that was provided:

In comparison to the prior year, BRAC's gross profit margin increased significantly by about 406.68%, suggesting a significant rise in profitability. This steep increase points to possible improvements in operational performance and strategic resource allocation as well as better efficiency in controlling production costs in relation to revenue. This significant increase highlights BRAC's capacity to make more money from its core operations, either as a result of advantageous market conditions or skillfully implemented cost-control measures that

promote overall financial stability and growth. For the further analyze this we can assess the pattern of financial efficiency and the operation sustainability.

The minor decline in the surplus margin from 2021 to 2022 may imply slight changes in income generating or expenditure control measures. A number of years should be examined of BRAC's operation

The surplus margin is a crucial key indicator factor for BRAC as it helps maintaining and generating the excess revenue from the total income.

Operating profit margin

For an organization like BRAC analyzing the profit margin can be difficult however evaluating their operating efficiency ratio or program efficiency can access their resource management. Brac operation profit marketing increased 8.16% in 2020 indicating improved efficiency and profitability despite the significant loss in 2019 Brax turned over ratio demonstrate the effect ductility and strategy changes and long-term profitability and expansion due to the market shift.

The ratio is calculated by dividing the surplus revenue by the total income indicating the percentage of the revenue allocated to organizational goals and administrative costs and deducting the operating cost.

The efficiency of the operating ratio and the administrative course showed the total amount of income it decreased slightly between the year 2021 to 2022 which indicates a lower efficiency and money into surplus for the project and the program this can they useful indicator for the break official operational effectiveness and resource capital capacity division.

ROA

Return on Assets (ROA) for BRAC increased significantly from roughly 5.09% in 2019 to roughly 22.29% in 2020, indicating a notable improvement in profitability in relation to its total assets. This notable growth demonstrates BRAC's efficacy in allocating its resources for maximum financial performance and value generation. It also shows improved efficiency in using assets to produce profits. The significant increase in ROA highlights BRAC's improved

standing in providing shareholders with positive returns and securing its long-term financial viability and expansion opportunities.

The surplus to asset ratio measures the surplus generation with the ratio of 3.8% into 2021 and it gradually dropped to 3.37% which indicates the less efficient surplus. This indicates the financial sustainability and efficiency for nonprofit organization a steady or improving trend indicates the successful asset management.

The ratio provide us the knowledge about how BRAC is maintaining the financial sustainability while maintaining the efficiency of its organizational operations even if it differs from a conventional ROA of the for the profit help the company a steady improvement trend is scene over numerous years for the successful management of the surplus the achieving the financial sustainability in pursuing the objective.

Accounting practices

Getting an accurate picture of the financial operations organizations like BRAC accrual basis for accounting records they often use the statement of income statement and expenditure statement to find the net profit and expenditure. The statement outlines the expenditures and the earning also the net profit for the specific timeline with the aim of generating the surplus and the operations objectives.

Forming managing the specific initiative and the goals nonprofit organizations are funds that track the accounts and manage finances. For different activities different funds are assigned each has their own records this are insured accountability and transparency in cash allocation they generate the extensive financial statement and reports for providing the stakeholders with a clear understanding how the funds are being used to achieve the objective of the project

The accounting and financial reporting guidelines set forth by the appropriate regulatory agencies must be followed by nonprofit organisations. For instance, in Bangladesh, adherence to the Financial Reporting Act and other relevant regulations may be required by the regulatory framework.

Strict budgeting procedures are followed by nonprofit organizations like BRAC. An organization's ability to satisfy its financial responsibilities, plan for future operations, and distribute resources effectively are all aided by its annual budget.

Independent auditors may do external audits on nonprofit organisations to verify that they are adhering to legal obligations, accounting standards, and good financial stewardship. The organisation's transparency and trustworthiness are enhanced by audit reports. Utilizing the income and the expenditure statement is frequently utilized in the nonprofit organization for the business profit and the income statement the statement of the organizations earning and the expenditure and the net profit is given in the following time period of 2019-2022 one

rather than earning the goal is creating the surplus to support the organizational operations and achieving the objective and the mission.

2.6 Operations Management and Information System Practices

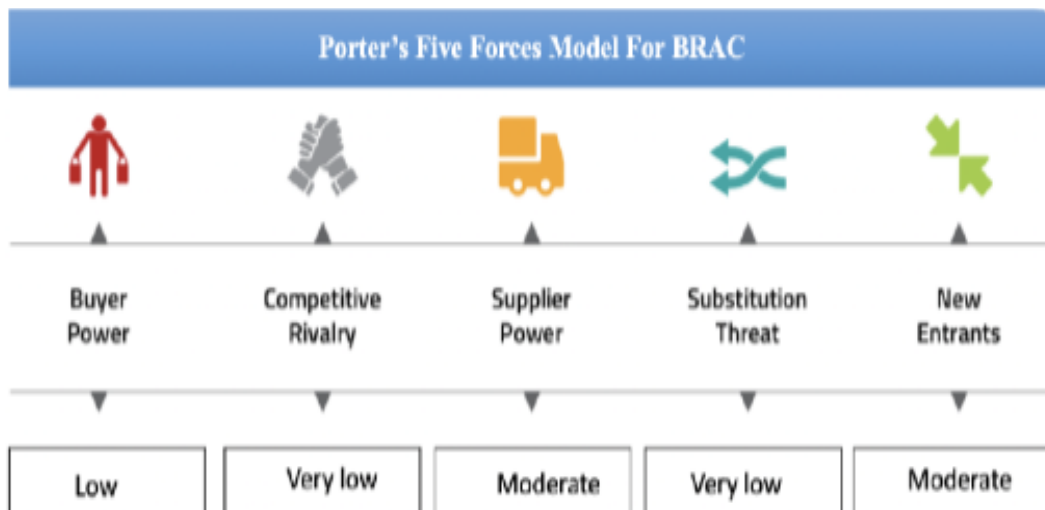
BRAC has implemented several information systems during the collection, storage, processing, and exchange of data. For managing data related to its programs and activities it uses a range of software tools. BRAC, for instance, monitors information utilizing a personalized management system, concerning its microfinance, health, and educational programs. (MIS) Information system. With the help of this technology, the organization may gather and analyze data information on program performance that is then utilized to guide decision-making. The system BRAC also uses enterprise resource planning (ERP) to manage its finances.

2.6.2 Use of Database and Office Management Software

BRAC, one of the world's greatest non-governmental organizations, runs its operations more effectively using database and office management software. As a result of its extensive reach and range of programs, BRAC maintains huge amounts of data that require efficient organization and retrieval. BRAC manages sizable databases containing beneficiary data, program results, financial data, and operational details using dependable database management software. Effective beneficiary administration, program monitoring and evaluation, financial record-keeping, and research and development are all made possible by these databases. BRAC is used to improve communication, productivity, and collaboration as office management software.

2.7.1 Porter's Five Forces Analysis

Porter's Five Forces model is a useful technique to evaluate an industry's competent level. It highlights five leading factors that affect an industry's profitability and degree of competition. These forces include the threat of new competitors, supplier and buyer bargaining power, the danger of replacement goods and services, and the level of competitiveness in the market. The subsequent sub-chapters will go into further detail on each of these forces of BRAC.



Porter's Five Forces

Threat of New Entrants

The possibility of new rivals is quite low for BRAC given the barriers to entry in the development sector. Obtaining the necessary licenses and permits is a challenging and time-consuming process due to the industry's strict regulations. Furthermore, the presence of long-established businesses is difficult for newcomers due to established organizations like BRAC's existence in the industry.

Bargaining Power of Suppliers

BRAC has a large network of partners and suppliers but mainly operates in the development sector, thus its capacity to bargain with vendors is constrained. For access to resources, the network helps the company find it more efficiently and profitably.

Bargaining Power of Buyers

As the focus of BRAC's working group is underprivileged communities and marginalized groups, the buyers have little bargaining leverage with the organization. These groups rely heavily on organizations like BRAC for help and support because they have little to no negotiating power.

Threat of Substitute Products or Services

Since BRAC operates in the development sector, where there are few actual competitors to the organization's activities, the threat of substitute goods or services is limited. Additionally, competing companies struggle to match the company's level of service due to its significant industry knowledge and experience.

Rivalry among Existing competitors

There is a moderate level of intensity in the competitive rivalry. As BRAC is a widely recognized and established NGO in Bangladesh, it exceeds its competitors since it falls below BRAC's standards.

2.7.2 SWOT Analysis

The strengths, weaknesses, opportunities, and threats of an organization can be determined with a SWOT analysis. Each of these characteristics will be thoroughly covered in the following-



Strengths

Among its many assets are BRAC's extensive network of partnerships and alliances, its knowledgeable and dedicated staff, and its reputation as a trusted and effective organization in the development sector. BRAC's defining attributes are the breadth of experience and expertise it possesses in the field of development, as well as its skilful and efficient administration of operations.

Weaknesses

Some of BRAC's shortcomings include its reliance on foreign funding, capacity restrictions BRAC's reliance on donor money for operational activities and project execution exposes it to funding fluctuations and potential difficulties in obtaining long-term financial assistance. Various operational challenges can be faced due to the limited decision making practices which can impact on lower the participation rate among the staff members.

Opportunities

BRAC has the highest opportunity in expansion in different regions internationally and nationally with the growing mind among the developing countries with the services they're providing with the financial inclusions.

Threats

With the increasing number of developing sector BRAC is facing a potential threat for the competition and for physical turmoil and the donor changes and economic shock

2.8 Summary and Conclusions

This research paper vestiges the organization structures and the mission. BRAC consistently increasing the assets and the revenue shows that it is maintaining an excellent financial stability the research in investigate that focusing on the organization structure mission and values. It also examines the management and the human resource techniques also the financial and the operational management system this research will reveal how Brad is implementing the efficient operational profit procedure in a top-notch way.

The just search paper also analyzes the industry competitiveness through Porter's five forces and the swat analysis to reveal the skills and the fundamental competitive advantage taking the success indicating its success management focusing on the sustainable development goals and the strong reputation and the key management factors that they're using.

2.9 Recommendations/Implications

This research paper also suggests few factors that crack can incorporate in their human resource management and retaining the top talents. By providing different beneficiary factors to the staff members of the organization such as the competitive payment of benefits and personal growth of health insurance and forestry competitive work environment to improve the stuff infrastructure.

Besides that, for the improvement of the international resources they should consider developing a cloud-based CRM infrastructure of their own.

This streamlines processes, enhances data management and analysis, and makes it possible for departments and stakeholders to collaborate and communicate more successfully. The company should focus on utilizing its distinctive assets to maintain its competitive edge in the market, a vast network and well-established brand reputation can be an example of it. This choice is supported by evaluations of the market and competitors. To stay one step ahead of the competition, this may entail expanding into new markets and industry sectors and investing in cutting-edge goods and technologies. Increased overall effectiveness, competitiveness, and influence on the market and society are the objectives of these recommendations and repercussions.

Chapter 3

Main Project

Introduction

In Bangladesh, young entrepreneurs have limited access to traditional financial resources to grow or improve their income-generating ventures.

BRAC is working as a mentor organization for guiding the young entrepreneurs for ensuring that they are well informed in the financial decision that they make so that they can reduce loan defaults and improve the livelihood of the entrepreneurs like small micro and the cottage entrepreneurs in Bangladesh this project trains the young entrepreneurs with the literacy skills and the entrepreneur skills and also the mentorship that the guidance that they need in the initial stage. The project also trains young entrepreneurs in entrepreneurship skills, financial literacy, and mentorship, enhancing their business sustainability and boosting incomes for Cottage, Micro, and Small Enterprises (CMSEs) and their families. Bangladesh's Small & Medium Enterprises (SMEs) face a USD 2.8 billion financing gap, with 60% of women entrepreneurs in the CMSE sector lacking formal financing.

This project aims to address the social economic challenges that the young entrepreneurs of our country is facing such as limited access to the financial inclusion and the social economic conditions and also lack of support from the family and the friends and also they are providing flexible micro finances and micro financial loans and the financial literacy training and the entrepreneur skills development so that they can grow their ventures as per their dreams so they're offering the mentorship for enhancing their business sustainability to reduce the loan defaults. For accessing financing for entrepreneurs CMSE sector in Bangladesh faces challenges particularly young individuals. due to their accessibility and ease of processing Microfinance loans are favored among the young entrepreneurs.

Bangladesh's CMSE sector faces challenges in accessing financing for entrepreneurs, particularly young individuals. Microfinance loans are favored due to their accessibility and ease of processing. A proposed project aims to help 684,212 young entrepreneurs and their families improve their economic benefit by increasing access to finance and providing necessary skills through training and mentorship. BRAC will increase loan products and provide training and mentorship support. A "Credit Guarantee Scheme" will be partnered with Silatech to reduce loan default rates.

The objective of this report is to identify the impact of the Silatech project and what areas can be improved from BRAC's end as partnering with Silatech while offering microloans and training courses to youth-owned CMSEs and reaching a better focus on marginalized groups like women, indigenous people, and people with disabilities. (Author, Year, Page Number). BRAC Microfinance, September 2023,10).

The project aims to reach out to inclusivity and sustainability by enhancing financial literacy and capability among borrowers by covering basic financial management, budgeting, savings, investing, and company planning. How BRAC can also mentor young entrepreneurs, ensuring they make educated financial decisions, leading to fewer loan defaults and better livelihoods.

3.1.2 Research objectives:

Broad Objective:

Asif Saleh, the executive director of BRAC, stated that the project's overarching goal is to provide economically underprivileged adolescents with microfinance services, financial literacy, and entrepreneurial training. Saleh highlights how BRAC's client-centric strategy guarantees customized financing products in addition to capacity building and mentoring to support the expansion of young entrepreneurs' enterprises. This novel concept will be tested in Bangladesh by the partnership with Silatech, with the ultimate goal of improving knowledge and managing the risk related to youth entrepreneurship as well as producing more effective goods (Dhaka Tribune, February 24, 2024).

Specific Objective:

- To assess the present perception of the project
- To measure the influence of the project in terms of the development of young entrepreneurs.
- To evaluate the effectiveness of financial inclusion support and skill development training.
- To provide young entrepreneurs from underprivileged backgrounds with access to financial services.
- To measure the result of financial literacy in the microfinance program.

3.1.3 Significance:

The study evaluates the impact of training programs and loans on businesses and socioeconomic status. It aims to identify project advantages and disadvantages, and develop strategies to improve reputation. Understanding target audience beliefs can enhance project implementation and customer service. Rewards include increased brand advocacy, loyalty, and satisfaction. The research provides insights into Bangladesh's developing sectors' competitive environment.

This study aims to assess the effects of training programs and loans provided to enhance businesses and improve the socioeconomic standing of the recipients.

The study's findings can help determine the project's advantages and disadvantages as well as create plans to enhance its reputation. By learning about the beliefs and viewpoints of its target audience, BRAC may improve how it implements its projects and better serve the requirements and preferences of its customers. The rewards may include increased brand advocacy, loyalty, and satisfaction. The research findings could help BRAC and the Silatech project in their project implementation efforts by providing insightful information about the broader competitive environment of Bangladesh's developing sectors.

Silatech and BRAC have launched the "Unlocking Financial Solutions for Youth Enterprise Development" project, aiming to provide financial access to 684,000 young entrepreneurs in Bangladesh, particularly those from underprivileged backgrounds. The initiative includes customized financial products and extensive entrepreneurship training programs, empowering young entrepreneurs to launch and grow businesses while contributing to their communities.

Additionally, this collaboration is well-positioned to close the financial gap for Bangladesh's small and medium-sized businesses (SMEs), with an emphasis on those led by women in particular. The project's recognition of the critical role that young play in accelerating economic growth—particularly in the wake of obstacles made worse by the COVID-19 pandemic—aligns it with the larger goals of fostering equitable economic development and providing opportunity for marginalized populations. In the end, this cooperative endeavor highlights a dedication to supporting young people's economic empowerment and clearing the path for a fairer and more affluent future for Bangladesh.

3.1.1 Literature Review

Mohamed and Khaleequzzaman (2017) assert that there is no assurance of future advancement or course of action, and that the substantial advantages of entrepreneurship are not always constant. Its profitability is also not always consistent. Unstable profitability and an unpredictable financial path also come side by side with the benefits. Entrepreneurial ventures are by their very nature Entrepreneurial ventures are uncertain and unpredictable in terms of the future aspects of success.

While there might be benefits, launching a business carries a high rate of risks on the path of guaranteed success. And entrepreneurs must be adaptive in nature so that they can handle various type of challenges and the dynamic environments that comes along with the ventures that they're setting up and reaching the ultimate goal of success they must have to be mental mentally prepared for a adopt in different various situation as such as financial and environmental challenges that they might face when they start a new business so they have to be able to face challenges for the Rangers profitability.

This is required for the entrepreneurial path to thrive. Entrepreneurs must be able to handle the crisis situation and handle the obstacle. Flexibility and resilience are the essential core values that are entrepreneurs must operate for carrying out the obstacles to reach to the final destination and achieve the organizational operation smoothly. All things considered, to succeed, the entrepreneurial route necessitates a blend of strategic vision, risk mitigation, and flexibility.

According to Mohamed and Khaleequzzaman (2017), not having an adequate amount of basic support is another key challenge face by the entrepreneurs on their way to running their venture. This can be both financial and social challenge which can cause a huge discouragement which can ultimately reach to the failure entrepreneurs do not get the adequate amount of support from the family and the friends which can lead up to the depression and personal level frustration which ultimately leads to failure on the venture it may be difficult to mitigate the territory of the entrepreneurship which leaves the new bees feeling unsupported and depressed in the business cycle.

Mohamed and Khaleequzzaman (2017) claim that because of the high risk of failure, institutions, friends, and family may not be willing to provide young entrepreneurs with the necessary support. Entrepreneurs find it extremely difficult to mitigate the risk on the business landscape because of the possibility of loss.

Due to the considerable risk of loss that comes with starting a business, new entrepreneurs sometimes struggle to get enough assistance. Given the uncertainties and possible financial instability of fledgling firms, support from friends, family, and institutions may be reluctant.

Early entrepreneurial endeavors may be hampered by this lack of support, therefore it's critical for aspiring business owners to actively look for networks, mentors, and alternate sources of capital. Resilience, astute networking, and a proactive strategy for establishing trust within the entrepreneurial ecosystem are necessary to get past this first obstacle. Notwithstanding the difficulties, overcoming them can result in long-term growth and sustainability.

Shibru (2017) argues that the fast-changing global landscape, shifting socioeconomic and policy landscapes, and shifting social circumstances in developing nations are all contributing factors to the growing social divides and challenges that today's youth face. In developing nations, the quick changes in policies, economic conditions, and social contexts present an increasing set of challenges and social inequality for the youth. These modifications are a reflection of more significant worldwide developments affecting many facets of life. The difficulties include getting a fair education, finding a job, and taking an equal share in the advancement of society. To empower youth and close growing social disparities, responding to these dynamics calls for creative policy interventions, educational reforms, and inclusive strategies. It is important to address the issues if we can promote growth which is sustainable and guarantee the welfare of future generations.

3.2 Methodology

Research Design: The proposed research design for this study is quantitative, to assess the influence of Silatech project in financial inclusion and skill development of young entrepreneurs.

Sampling: The sample will improvise on the entrepreneurs who is facing socioeconomic challenges stablishing their ventures and getting inadequate support from getting traditional loans. The utilization of random sampling will be employed to guarantee that the selected sample is a true reflection of the population.

The number of participants who responded: The research has been executed with a sample size of 20 participants who were chosen through random sampling. The determination of the sample size is contingent upon the temporal and material resources at hand for the execution of the survey.

The participants will be chosen from a range of age cohorts, educational histories, and professional pursuits to guarantee a heterogeneous representation. The survey will be administered via an electronic questionnaire disseminated through social media channels. The data will be gathered during a seven-day timeframe. The results of the present investigation will rely on the data collected from a total of 20 participants. Given the restricted size of the sample, the outcomes will be cautiously interpreted. The outcomes of the study are expected to yield significant insights into the brand perception of BRAC. These insights can serve as a foundation for future research endeavors in this domain.

Data Collection: A survey that is conducted in person will be used to gather the data. I distributed the survey to the recipients on their phones during one of the loan installment collection days, and they completed it on their phones.

Data Analysis: The collected survey data will undergo processing and analysis to ascertain the influence of implementing the Silatech project and assessing its effects among recipients would help us better understand their needs and make improvements in response. The survey responses will be subjected to pattern and trend identification analysis. The open-ended

responses will be subjected to thematic grouping and analysis to determine the most prevalent themes. The study will utilize themes to gain a deeper understanding of beneficiaries' perceptions and attitudes toward Silatech and BRAC's endeavors.

The responses will be analyzed to the closed-ended questions by calculating the percentage of participants who selected each of the possible answers. The tabular and graphical depictions of the results obtained from the closed-ended questions will be employed to improve their readability and highlight the main findings.

The outcomes will be used to evaluate how well the Silatech project is being implemented in terms of youth development. The results of the survey will be used to provide recommendations for improving the beneficiary's development strategies going forward.

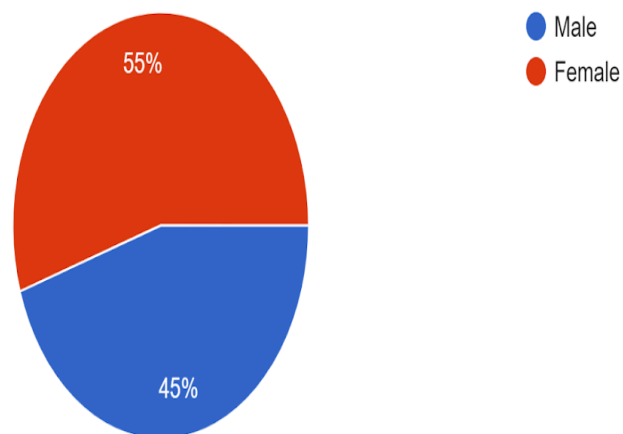
Ethical Considerations: I will see to it that the survey is impartially created and that respondents' privacy is respected. will get participants' informed consent and let them know that they can withdraw from the study at any moment. Additionally, I'll see to it that the information gathered is kept private and utilized exclusively for the intended research.

Limitations: The size of the sample and the population's overall representativeness could be limitations of this study. We shall take into account and minimize non-response and selection biases in our sample.

3.3 Findings and Analysis

1. What is your Gender

20 responses



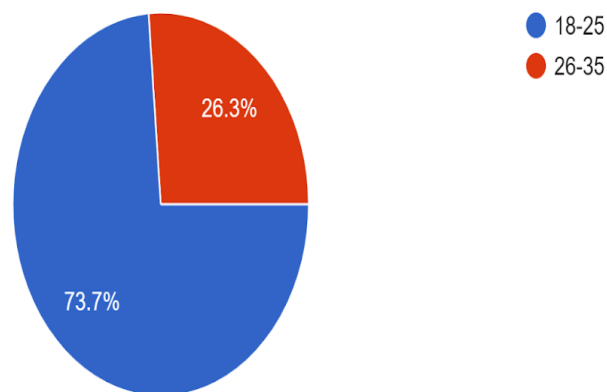
The findings of the survey revealed that among the total of 20 participants, 55% were identified as female while the remaining 45% were identified as male. The sample indicates a bias in the project, showing a greater hesitancy or reluctance towards women. This project highly focuses on youth development, to address social disparities and empower youth, policy interventions, educational reforms, and inclusive strategies are needed to address challenges such as fair education, job opportunities, and equal societal advancement. Through the survey, we are enlightened that they are more reluctant towards women to ensure women's empowerment and tackle the vulnerable condition of the women in our country. By doing that women can achieve self-dependence in social and economic terms. The project's survey reveals a bias towards women, indicating a need for policy interventions, educational

reforms, and inclusive strategies to empower youth and address social disparities, thereby promoting women's empowerment and achieving social and economic self-dependence.

2)

2.What is your age?

19 responses

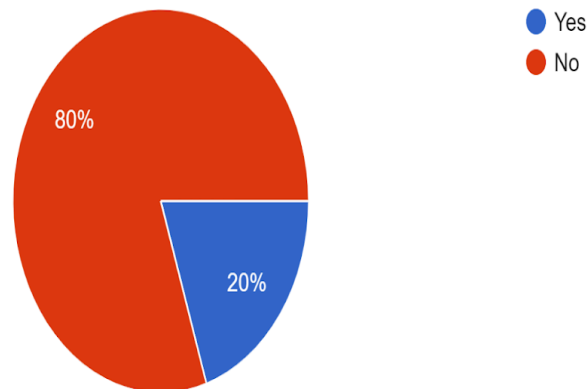


2) Of the respondents, 26.3% are between the ages of 26 and 35, and the majority, or 73.7%, are between the ages of 18 and 25. This survey has significant representation from the younger demographic as the project focuses on the young entrepreneurs of the Bangladesh, especially those between the ages of 18 and 25, suggesting that this age group may be the emphasis or the target audience. This represents of the young group of entrepreneurs is well-represented, especially among the age range of 18 to 25. The outcome showcases the project have a particular focus on this age range, emphasizing the possible importance of interacting with and learning about the viewpoints of this younger demographic. This highlights the potential of engaging the young group and suggests that the project or survey may have a specific emphasis or target audience within this age range.

3)

3. Have you attended any financial literacy training before?

20 responses

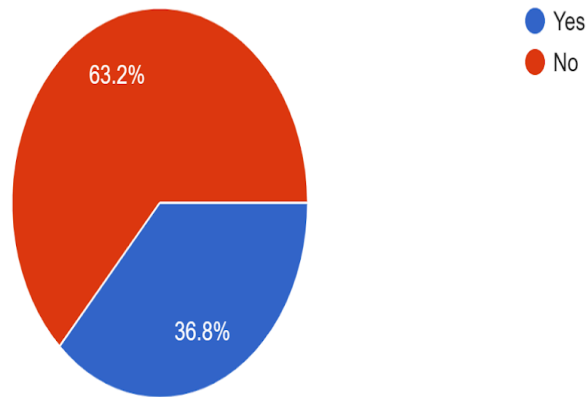


3) According to the result, it is clearly visible that the number of people that did not receive any financial literacy course before is 80%. The number is exceptionally high in the context of Bangladesh the entrepreneurs who are who have the ventures in small minor and and micro levels do not have the financial education. This indicates the crucial condition of the final financial education condition in our country that most of the younger population do not have the access to the financial education which indicates that larger portion of our country if the young entrepreneurs do not get the financial education, it might create a hazard for their future aspect. Without any financial education it is almost impossible to get involved with the financial systems in our available in our country. The outcome emphasizes how crucial it is to carry out focused financial literacy programs to improve financial inclusion in general. Reducing this knowledge gap is essential to promote financial inclusion, give people the skills and knowledge to make informed financial decisions, and guarantee increased participation in the financial system. So, from the outcome we can state that it is very crucial to take steps to educate the younger population of our country about the financial education to reduce the knowledge gap and promote the financial inclusion to improve the overall socioeconomic condition of our country. To minimize the knowledge gap, we should take necessary steps to add emphasis on shared learning and sharing in among the target audience

4)

4. Have you taken any loans before for your business?

19 responses

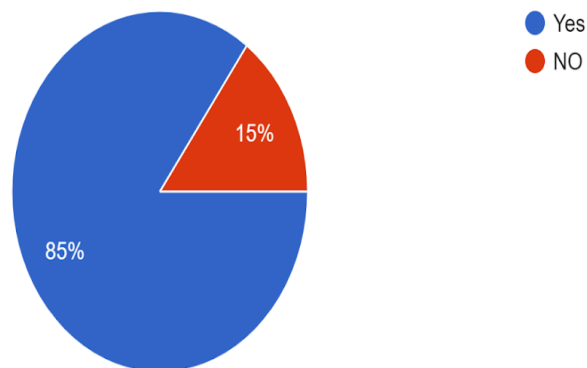


4)38.8% of respondents, according to the report, have taken out loans for their businesses, while 61.2% have not. From the point of financial inclusion, this indicates that a minimal percentage of business owners have used formal financial services by obtaining loans. Still, a sizable portion of people have not used these services. This highlights the continuous difficulty in guaranteeing equitable financial access to young entrepreneurs, wherein endeavors might be focused on enhancing the accessibility of financial services and motivating a wider range of entrepreneurs to reap the advantages of official financing systems. This underlines the ongoing challenge of ensuring inclusive financial access, wherein efforts may be directed towards improving financial services accessibility and inspiring a broader spectrum of businesses to benefit from government financing institutions.

5)

5. Is the training helping you to develop your business?

20 responses

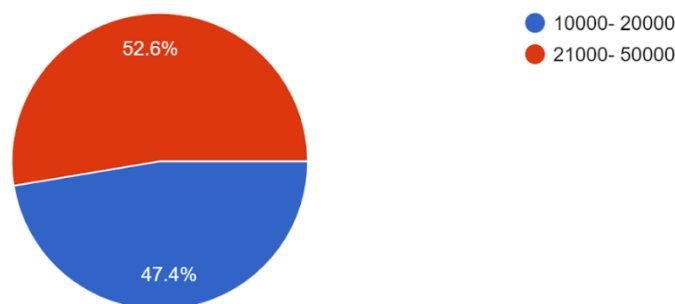


5) According to the research results, 85% of respondents think the training has helped them grow their firms, compared to 15% who disagree. This suggests that a sizable percentage of the responders benefited from the instruction. Several variables could be responsible for the good comments, including the training content's relevancy, the delivery's effectiveness, and its applicability to the actual issues faced by entrepreneurs. The 15% of people who didn't find it useful might need more specialized support or have different expectations or preferences. Gaining an understanding of the causes of this unhappiness may help future training initiatives be more tailored to the various demands of business owners. The majority of respondents believe training has helped them grow their firms, with factors like relevance, effectiveness, and applicability contributing to positive feedback. Understanding the reasons behind dissatisfaction may help tailor future training initiatives to meet the diverse needs of business owners.

6)

6. How much loan did you take ?

19 responses

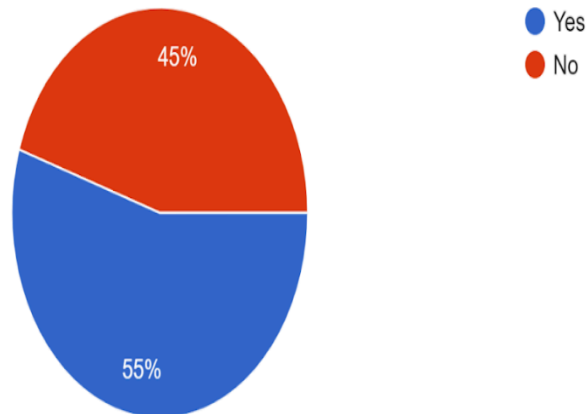


6) The distribution of loan amounts among respondents is indicated by the survey results. Of the participants, 52.6% took out loans between 10,000 and 20,000 BDT, and 47.4% chose larger credit amounts between 21,000 and 50,000 BDT. This distribution illustrates how different entrepreneurs' financial demands are; a sizeable fraction of them need lesser loans, while a sizable portion of them need larger financial support. The nature and size of the businesses may be the cause of the disparities in loan amounts; therefore, the project or the financial institutions sponsoring these entrepreneurs have to think about providing a broad range of loan options to meet various company needs. The survey shows a diverse financial needs distribution among entrepreneurs, with 52.6% taking loans between 10,000 and 20,000 BDT and 47.4% seeking larger amounts. This suggests that financial institutions should offer a flexible range of loan options to accommodate different business requirements, also to meet various business needs, financial institutions should provide a diverse variety of lending options.

7)

7. Is the loan helping your business?

20 responses



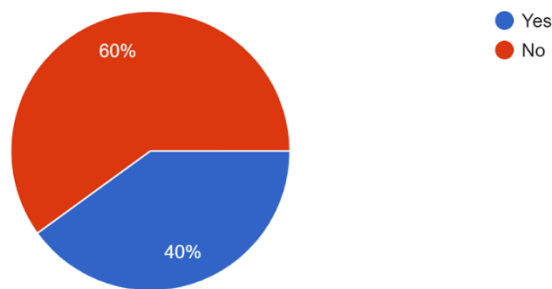
According to the study results, 45% of participants say that the loan they received isn't helping their business, while 55% of respondents say it helps.

This result shows the conflict situation of the effect of loan survival rate of the business owners / entrepreneurs. The affirmative answers can suggest that the funding resulted in improved production, expanded company operations, or other favorable effects.

On the other hand, the negative percentage of the respondents indicates how the Sloan can be a burden for the young entrepreneurs as they have 2 the burden of repaying the loan in a limited time frame. So despite of having the proper funding and the financial support they often feel burdened to repay the loan which eventually do not help the business rather they feel burdened the objective of the project cannot be achieved through this so to eliminate this we have to 1st consult and identify the business before providing the loans to the entrepreneurs as it might create an obstacle and they might feel encounter despite her having the fundings. This research reveals the positive and negative aspect of loans on business owners. 45% of respondents believe loans improved production, while 55% believe they helped.

8. Is the interest rate affordable?

20 responses

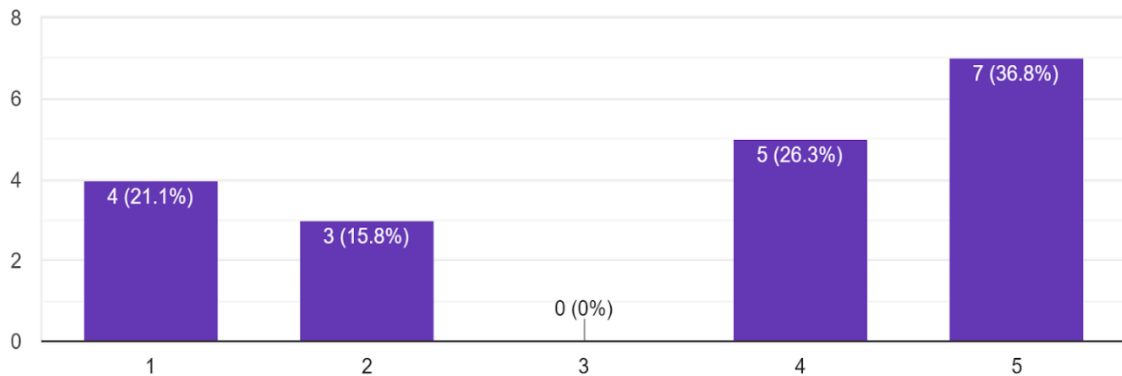


8)

To the 40% of respondents the interest rate of the loan is affordable while to the other 60% of the responded it is not affordable according to their preference. This flags the significant proportion of respondents voiced worries regarding the affordability of the loan interest rates. The general state of the economy, the terms and conditions of the loans specifically, or personal financial situations are all potential reasons for these perceptions. Additional investigation using qualitative research methods or follow-up inquiries may yield insightful information about the causes of these beliefs. Resolving these issues may be essential to increasing the accessibility and usefulness of financial products for a larger spectrum of business owners. A majority of respondents expressed concerns about loan interest rates' affordability, possibly due to economic conditions, loan terms, or personal financial situations. Further research could reveal these beliefs, potentially improving financial product accessibility for a wider range of business owners.

9. On a scale of 1-5 how effective do you think the Training helping your business?

19 responses

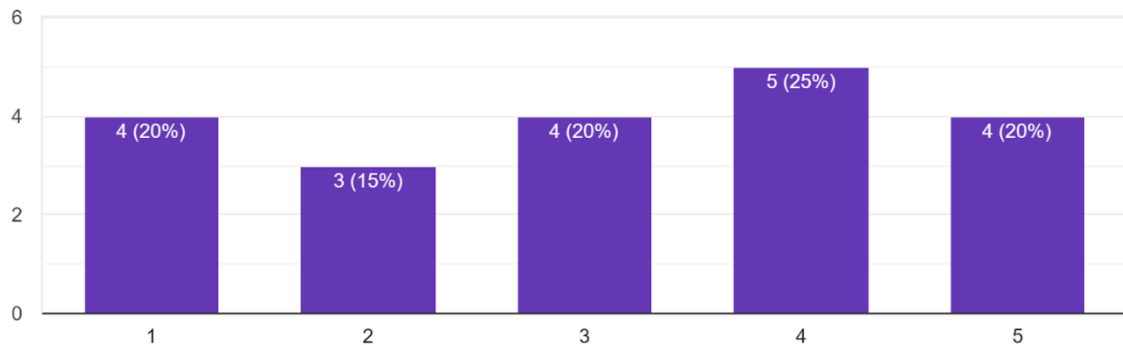


9) The distribution of responses to the financial inclusion training effectiveness scale is as follows- 15.8% of respondents gave the training a rating of 1, while 21.1% gave it a 2. None of the respondents gave the training a rating of 3, 26.3% gave it a rating of 4, and 36.8% gave it a rating of 5. According to this distribution, a sizable percentage of respondents (36.8%) believe the financial inclusion training to be very effective (ranked 5). Another significant portion (26.3%) rates the instruction as being highly effective (rated 4). Nonetheless, to identify particular areas for growth or difficulties encountered by certain participants, it is imperative to investigate the causes of the lower ratings (1 and 2). For increased overall efficacy, this information can direct modifications and improvements to the training program. The financial inclusion training effectiveness scale shows a distribution of ratings, with 15.8% rating it as 1 and 21.1% as 2. The majority (36.8%) find the training very effective, while 26.3% rate it highly effective. Investigating the causes of lower ratings can help identify areas for improvement and enhance overall effectiveness.

10)

10. On a scale of 1-5 how much do you think the loan helping your business?

20 responses



According to the survey findings, respondents' opinions on how much the loan is assisting their companies vary. Scale 1 (20%): Twenty percent of participants rated the loan lower, indicating that they thought it would not have a significant effect on their firm. Scale 2 (15%): 15% of respondents in another group gave the loan a similarly low grade, suggesting that they felt it offered little help. Scale 3 (20%): Twenty percent of participants provided a neutral evaluation, indicating a moderate impact that was not very positive. Scale 4 (25%): A significant number of people (i.e., 25%) gave a higher rating, suggesting that they think the loan will significantly influence their company. Scale 5 (20%): The remaining 20% of respondents gave the highest grade, indicating a strong conviction about the loan's beneficial effects on their company.

The wide range of answers highlights how arbitrary people's perceptions of how loans affect businesses are. These divergent views are most likely the result of various factors, such as the type of company, the way that funds are managed, and certain business circumstances.

Entry requires additional qualitative investigation for the more clarification adjusting the particular elements to get the different viewpoints reach the aspect of the loan borrowers and help them entirely. The perception of the loan borrowers and the impact on their business may vary from factors to factors and it depends on the type of the business the usage of the money and the unique condition they're facing and also the elements of the social economic condition should be taken on the accounts before they are providing the loans.

3.4 Summary and Conclusion

The survey reveals numerous factors that was brought under the light which requires further modifications of the financial inclusion initiative for young entrepreneurs.

As the pro number of the females' candidates are higher in this aspect the gender bias is visible and it is shown that the woman's are more reluctant to participate in the entrepreneurship which is appreciating factor. This emphasizes the necessity of focused actions to overcome social aspect to support and empower women. The poll indicates a gender bias in the financial inclusion programs for young entrepreneurs as 55% of the respondents being female. For promoting the woman empowerment and woman economic Independence Day that inclusive policy policies should be taken under accounts to support the objective and the significance of the project. To get the most out of the loans the participants should be provided with the proper financial training and learn to spend on the aspects of affordability and the financial solution so that they can get the highest value from the loan amount. High financial literacy disparity and low loan utilization suggest the need for customized. The poll also shows that youngsters, especially those between the ages of 18 and 25, are highly valued. Out of the participants 80% of them lack in the financial knowledge which demonstrating the huge difference in financial literacy.

To mitigate the general financial knowledge gap and the inclusion, however, a troubling disparity in participants' financial knowledge emphasizes the need for specialized financial education programs.

A higher percentage of the respondents have used loans to interact with formal financial institutions for the first time, in the way of guaranteeing fair access for all young entrepreneurs there are various obstacles.

It is appreciating that the success of the training is has a major positive impact but the dissatisfaction expressed by a small percentage of participants shows the significance of customized approaches to address a range of business demands.

It requires various perception to support and highlight the importance of having the access to the official financial support to run the business and indicate the needs of advanced method is necessarily high. It is a huge concern that the low interest rate of the loan should be affordable and it should not create a barrier to encourage the entrepreneurs for taking the financial inclusion.

To sum up, the survey talks about the constructive criticism which not only highlights achievements but also talks about the obstacles, highlighting the significance of focused interventions, customized financial products, and inclusive approaches can lead up to more successful financial inclusion program execution.

3.5 Recommendations

Make Youth Engagement a Priority: Acknowledging the importance of financial education to the young generation, especially age range of 18 and 25. Create targeted approaches to interact with and assist youthful entrepreneurs, taking their distinct viewpoints, difficulties, and goals in the industry into account is a vital point.

Address Gender Disparities: To promote the involvement of the women in financial inclusion programs the factors should be more specific and goal oriented, you may acknowledge and address the gender bias that is apparent in the survey results. For overcoming social hesitations and advancing their financial independence plans should be taken to encourage and assist women

Personalized Financial Solutions: The loan distribution amounts indicate the financial needs the young entrepreneurs. Provide a diverse selection of financial products that are designed to meet the needs of different types of businesses, big and small.

Customise Financial Education Programmes: the financial education program should be customized depending on the needs and the business type according to the young entrepreneurs emphasizing on the development of the comprehensive financial education ideas and encourage of the wellinformed decision making of the young entrepreneurs.

Promote Inclusive Policies: Implementing inclusive policies for ensuring the best access of the financial services aspire the young business entrepreneurs which removes the obstacles of the fair access to the formal financing of the institute and creates a how do you playing field for the young entrepreneurs.

Continuous Training Improvement: Making adjustment to the training program according to the response can be insightful and increase the efficiency of the training and the adaptability of the trainees in terms of content receiving and the delivery methods. The trainers can adapt strategies to connect with the trainees and fulfill the demands to keep them efficient and build the knowledge according to their business problems.

Affordability of Loan Interest Rates: it is a must to examine and implement strategies to improve the overall availability of the financial product and sustainability of the business and the in order to resolve the concerns about the load affordability rate identify the workable solutions is a must in this project. Collaborating with the financial institutes to achieve the larger economic environment should be taken into account.

Analyse Loan Impact: Through acknowledging and determining the impacts of the loans can be challenging for the trainers and the loan providers of the institute. to receive the efficient loan and the financial solutions. It is a mass to conduct a thorough the effective financial solution.

Frequent Surveys and Feedback: By tracking the needs and the challenges faced by the young entrepreneurs should be evaluated on a constructive and routine manner. Based on the results the strategies should be implemented to help the entrepreneurs. By using an iterative approach, organizations and governments will be able to modify their methods and maintain the financial inclusion initiative's efficacy and relevance over time.

Promote Cooperation: Collaboration between governmental organizations, financial institutions to reach the financial conclusion for promoting partnership and cooperation should be introduced. By introducing the partnership, we can aspire the young entrepreneurs.

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