

Internship Report On
**Understanding the Role of Educational Technology (EdTech): Bangladesh's
Perspective**

By:

Name: Marzan Mehnaz Mourie

Student ID: 19304040

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

BRAC Business School,

BRAC University

May, 2024

© 2024 BRAC University

All rights reserved.

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Marzan Mehnaz Mourie

19304040

Supervisor's Full Name & Signature:

Dr. Nusrat Hafiz

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Dr. Nusrat Hafiz

Assistant Professor,

BRAC Business School

BRAC University

KHA 224, Progati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of Internship Report

Dear Ma'am,

I, Marzan Mehnaz Mourie, would like to inform you that I am writing this report, and my topic is "Understanding the Role of Educational Technology (EdTech): Bangladesh's Perspective" I have successfully finished my internship at Shikho Technology Bangladesh Ltd. where I had gotten the opportunity to work in the HR department.

I have made every effort to ensure that the report is as complete and concise as possible, including all necessary information and suggested recommendations, and provided a thorough description of the organization, its various divisions, and its operational procedures in this report.

I want to express my gratitude to my professors and peers for their unwavering support and assistance at every step of the journey to complete my report.

Sincerely,

Marzan Mehnaz Mourie

19304040

BRAC Business School

BRAC University

Date: 30th May, 2024

Executive Summary:

This research aimed to demonstrate Shikho Technologies Bangladesh Ltd.'s different departments and operational methods and investigate the significance, challenges and possible solutions for the EdTech industry in Bangladesh.

Shikho Technologies Bangladesh Ltd. is one of the leading educational platforms for learning, which tends to provide high quality education for students. Shikho Technologies Bangladesh Ltd. strives to provide a complete solution for the education industry. From its user-friendly interface to its vast array of high-quality courses, it's truly an exceptional platform. The content is engaging, well-organized, and covers a wide range of topics. Various types of departments and operations strategies are paramount for the growth and expansion of the company.

As an intern with a business background, I got the opportunity to work with Shikho Technologies Bangladesh Ltd. and learn about their different departments and operational methods. The total number of my reports was three parts, in which I covered the overview of the internship as well as the organizational part where the different practices and how they function are demonstrated along with the main topic.

I also conducted primary and secondary research methods and provided a thorough discussion in the methodology section. I also included a clear idea of comprehending the function and significance of EdTech in Bangladesh by examining numerous research and publications that emphasize its significance, challenges, and solutions in the report. Readers can easily understand the history of Shiko, along with its purpose, commitment, and other details, after reading my report. I talked about how to deal with internal and external issues that can affect Shikho Technologies Bangladesh Ltd. In addition to analyzing Porter's Forces Model and SWOT (strengths, weaknesses, opportunities, and threats), I also talked about my experience working in the company and how it helped me expand my network and get more skills and real-world experience. I also investigated how the EdTech sector in Bangladesh can ensure its long-term sustainability.

The report's conclusion contains a summary of my findings, recommendations, and conclusions.

Contents

Executive Summary:.....	3
List of Acronyms:.....	6
Chapter 1: Overview of Internship.....	7
1.1 Student Information:.....	7
1.2 Internship Information: 1.2.1 Company Details.....	7
1.2.2 Internship Company Supervisor’s Information:.....	7
1.2.3 Job Scope Job Description/Duties/Responsibilities 1.2.3.1 Job Description:.....	7
1.3 Internship Outcome: 1.3.1 Student’s contribution to the company:.....	9
1.3.2 Benefits to the student.....	9
1.3.3 Problems/Difficulties (during the internship period).....	9
1.3.4 Recommendations (to the company on future internships).....	10
Chapter 2: Organization Part.....	11
2.1 Introduction.....	11
2.2 Overview of the Company.....	12
2.3 Management Practices.....	13
2.3.2 Recruitment and Selection Process:.....	15
2.3.3 The Compensation System:.....	16
2.3.4 The Training and Development Initiatives:.....	17
2.3.5 Performance Appraisal System.....	19
2.4 Marketing Practices.....	20
2.4.1 Brand Marketing Department.....	20
2.4.2 Digital Marketing Department.....	22
2.4.3 Details of the product lines or services.....	22
2.5 Financial and Accounting Practices.....	23
2.5.1 Financial Practices:.....	23
2.5.2 Accounting Practices:.....	24
2.6 Operations Management and Information System Practices.....	24
2.6.1 Human Resource department:.....	24
2.6.2 Production team:.....	24
2.6.3 Tele-sales team:.....	25

2.7 Industry and Competitive Analysis	25
2.7.1. Porter’s Five Forces analysis for Shikho Technology Bangladesh Ltd	25
2.7.2. SWOT analysis for Shikho Technology Bangladesh Ltd	26
2.8 Conclusion:	30
2.9 Recommendations:	30
3.1 Introduction	31
3.2 Literature Review/Background	33
3.3 Problem Statement:	34
3.4 Research Objectives	35
3.4.1 Research Questions	35
3.5 Significance of the study	35
3.6 Methodology	36
3.6.1 Interview	37
3.6.2 Sampling strategy and Sample Size	37
3.6.3 Thematic Analysis	37
3.7 Findings	38
3.7.1 The importance of EdTech industry in Bangladesh	38
3.7.1.1 Facility to develop tailored teaching plans	38
3.7.1.2 Spreading better education even in the rural areas	38
3.7.1.3 Enhanced individual learning	39
3.7.2 The challenges that EdTech industry in Bangladesh face	39
3.7.2.1 Lack of high speed internet	39
3.7.2.2 Lack of necessary device and technological skills	40
3.7.3 The possible solutions to mitigate challenges of EdTech industry in Bangladesh	40
3.7.3.1 Improving internet service and technology	40
3.7.3.2 Focusing in the rural areas	41
3.7.3.3 Doing Partnerships	41
3.8 Analysis	41
3.8.1 Analysis on the importance of EdTech industry in Bangladesh	41
3.8.2 Analysis on the challenges faced by the EdTech industry in Bangladesh	42

3.8.3 Analysis on The possible solutions to mitigate challenges of EdTech industry in Bangladesh.....	42
3.9 Implications.....	43
4. Summary & Conclusion.....	44
4.1 Research Limitations and Directions for Future Researchers.....	44
Figures:.....	50

List of Acronyms:

HRM	Human Resource Management
HR	Human Resource
EdTech	Educational Technology

Chapter 1: Overview of Internship

1.1 Student Information:

Name: Marzan Mehnaz Mourie

ID: 19304040

Program: Bachelor of Business Administration

Major: HRM.

1.2 Internship Information:

1.2.1 Company Details

Period: 2nd January, 2024 - 1st April, 2024

Company Name: Shikho Technology Bangladesh Ltd..

Department: Human Resource Dept.

Address: DEHOLI Building, House no: 88, 41 Rd 92, Dhaka 1212 (Gulshan Branch)

1.2.2 Internship Company Supervisor's Information:

Name: Piash Paul

Position: Sr. Specialist Talent Acquisition, Human Resources, Shikho Technology Bangladesh Ltd.

1.2.3 Job Scope Job Description/Duties/Responsibilities

1.2.3.1 Job Description:

I was given the opportunity to complete my internship at Shikho Technology Bangladesh Ltd., one of the most renowned and growing educational technology companies in Bangladesh. I have benefited greatly by being a part of this organization culture and had a great time during this internship period.

In my job, my duties included but were not limited to the following:

- Support in day-to-day HR operational tasks including recruitment, documentation, etc.
- Assist in managing and updating the employee database
- Assist in the preparation of disbursing of all sorts of Employee Letters, ID Cards and Business Cards.

- Coordination in operational tasks in HR
- Support in maintaining employee files and records in electronic and paper form
- Assist in team building activities and employee engagement activities

1.2.3.2 Job Responsibilities

I was recruited by Shikho Technology Bangladesh Ltd.'s Human Resource Management department as an intern. Working for an organization like this at the beginning of my career was certainly an honor. I have thoroughly appreciated each work that my supervisors assigned me. This curriculum helped me understand how the real world of business operates and trained me how to balance stress with responsibilities. As an HR intern, my responsibilities are outlined below.:

1.2.3.2.1 Recruiting the right candidate:

As a Human resources in charge, one of my job responsibilities was to look for the right candidate for the company. Not every day, I was tasked to take interviews, though I had to go through a couple of CVs and select some based on different job requirements and of course their job experiences. I had to make phone calls to candidates regarding their interview details and confirm their availability. Additionally, I had to arrange the interview set up both on online or offline platforms as per instruction and coordinate the selection process.

1.2.3.2.2 Maintain employee records:

During my internship, almost every day I observed and assisted to maintain employee records. These records include employee personal information, contact information and bank information. Additionally, I learned to check employee attendance, the leave application process and approval etc. By maintaining their records, they can clearly identify the hard worker employees within the company and analyze employee performance and efficiency.

1.2.3.2.3 Providing documentation as per company need:

During my internship, I was also asked to learn and create some necessary documents and distribution of such documents to the employees. I created weekly penalty letters of employees as per company policy and distributed it among them. Additionally, I also learned how to create “No Objection Certificate” and “Salary Statement” of employees, the purpose and requirements of such documents.

1.3 Internship Outcome:

1.3.1 Student's contribution to the company:

Throughout my internship at Shikho Technology Bangladesh Ltd., I made an effort to contribute as much as I could as an HR intern. The HR department of the company operates as a team, and the work environment is welcoming and encouraging. However, I also shared some of the team's responsibilities, such as calling cross-checking important data, updating employee data files, and screening resumes, which helped lighten the workload for the team. Additionally, I assisted seniors in accomplishing particular duties by reminding them of everyday daily tasks. As a result, I think I did contribute considerably to the organization.

1.3.2 Benefits to the student

I experienced an enriching internship with Shikho Technology Bangladesh Ltd., and I acquired a lot from it. Above all, I gained hands-on experience in tasks like corporate culture implementation and onboarding processes, which helped me gain a deep grasp of HR services, especially HR operations. Along with learning about the various steps involved in these processes, I also learned effective execution strategies. The Bangladesh Labor Law also taught me a lot of HR best practices and regulations, such as the several types of leave policies (sick, annual, casual, maternity, and paternity), which are crucial for anyone in the HR industry to know. One of the best parts of my internship was getting to work alongside an enthusiastic and creative staff. During team-building exercises, I learned the importance of cooperation and effective communication. Additionally, I got to learn more about the duties of top managers from a variety of areas by having interactions with them. It was this exposure to a range of HR functions that gave me a thorough understanding of the field.

1.3.3 Problems/Difficulties (during the internship period)

Although Shikho Technology Bangladesh Ltd.'s core HR team is incredibly helpful, there were still several difficulties I encountered during my internship. Since I was the sole intern in the department at first, I would frequently feel a little isolated because all of my coworkers were seniors. Secondly, as it was my firsthand experience with corporate life, I went through very anxious and frightful emotions and had to take time to recover from that sentiment. Additionally, I also had difficulty understanding how every part functions as a whole, which hindered me from

learning enough about every department. Regardless, despite a few minor obstacles along the way, I had a great time working at Shikho Technology Bangladesh Ltd., which offers a seamless and healthy work atmosphere.

1.3.4 Recommendations (to the company on future internships)

Shikho Technology Bangladesh Ltd. is a renowned rapidly expanding startup in the country. Employees at Shikho Technology Bangladesh Ltd. make a great effort to foster a distinctive culture of cooperation and teamwork. I remain grateful to Shikho Technology Bangladesh Ltd. for considering me capable of working there. I've had the opportunity to learn from the most encouraging team members, who have helped me at every step. As a fresh start to entering the workforce, my internship in human resources at Shikho Technology Bangladesh Ltd. provided me with invaluable skills that would undoubtedly benefit me in my future career endeavors. Nevertheless, I have one recommendation for the management, though, to encourage interns to interact with other departments more so they can gain a better understanding of how those departments operate. However, I've had a fantastic experience there and learned plenty, and the team members, employees, and managers have all been exceptionally flexible and incredibly polite.

Chapter 2: Organization Part

2.1 Introduction

Digital learning platform is currently on demand and very popular among students as well as parents. Shikho Technology Bangladesh Ltd. is an education technology (edtech) company intended to make access easy and reliable to high-quality education for everyone.

Shikho Technology Bangladesh Ltd. was established in April 2019 and is primarily focused on 9, 10, 11, and 12 grades, with a tendency of expanding into grades 6 through university level curriculum and ongoing education. Its educational materials, authored by teachers and subject matter specialists, are derived from the National Curriculum of Bangladesh. (Shikho | ঘরে বসে SSC/HSC'র a+ প্রস্তুতির বিশ্বস্ত প্রতিষ্ঠান, n.d.)



Figure 01: Shahir Chowdhury, CEO of Shikho Technology Bangladesh Ltd.

CEO Shahir Chowdhury, who has experience in business and finance, including as a director at HSBC UK's Private Bank, and COO Zeeshan Zakaria, who worked in finance before becoming a math teacher, created Shikho Technology Bangladesh Ltd. in April 2019. Before relocating to the UK to attend university, they were both raised in Dhaka. Chowdhury stated that his objective was to establish a socially impactful business in Bangladesh even though he was employed in finance. (Shahir Chowdhury, n.d.)

Because of his professional background, Chowdhury initially looked at fintech but soon discovered that numerous companies, including bKash, were already concentrating on financial

inclusion in Bangladesh. He began to consider schooling. Then, ironically, he was working on a client study concerning the rise of Chinese and Indian edtech companies, such as Toppr and Byju's. Inquiring about leading Shikho Technology Bangladesh Ltd.'s academic programming, Chowdhury contacted Zakaria. (TechCrunch Is Part of the Yahoo Family of Brands, 2021b) Finding more interesting and efficient ways to teach kids content from the Bangladesh National Curriculum is Shikho Technology Bangladesh Ltd.'s main objective.

2.2 Overview of the Company

By the introduction of Shikho Technology Bangladesh Ltd. to Bangladesh, it has become easier for students to get access to top-notch education. Shikho Technology Bangladesh Ltd. is a groundbreaking education technology business based in Bangladesh. It is an online learning platform that is based on Bangladesh's national curriculum and is intended to provide kids with access to top-notch educational resources so they can succeed in the future.

The company's educational mission is to transform Bangladeshi students' current learning methods and democratize access to high-quality education. It enables students to acquire the knowledge required to succeed in examinations. In addition, they have access to the online audio content and the video lectures.

Furthermore, the company has another teched division “Bohubrihi” where students are offered with various courses which enriches their knowledge both in terms of hard and soft skills. Students can avail both paid and free courses from Bohubrihi. (Welcome to Bohubrihi - Bohubrihi, n.d.)

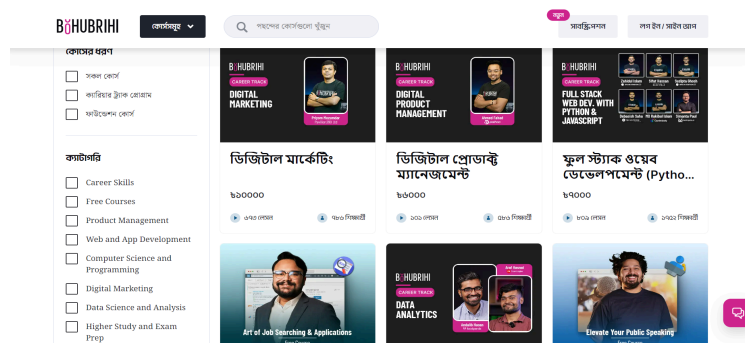


Figure 02: Interface of Bohubrihi' website

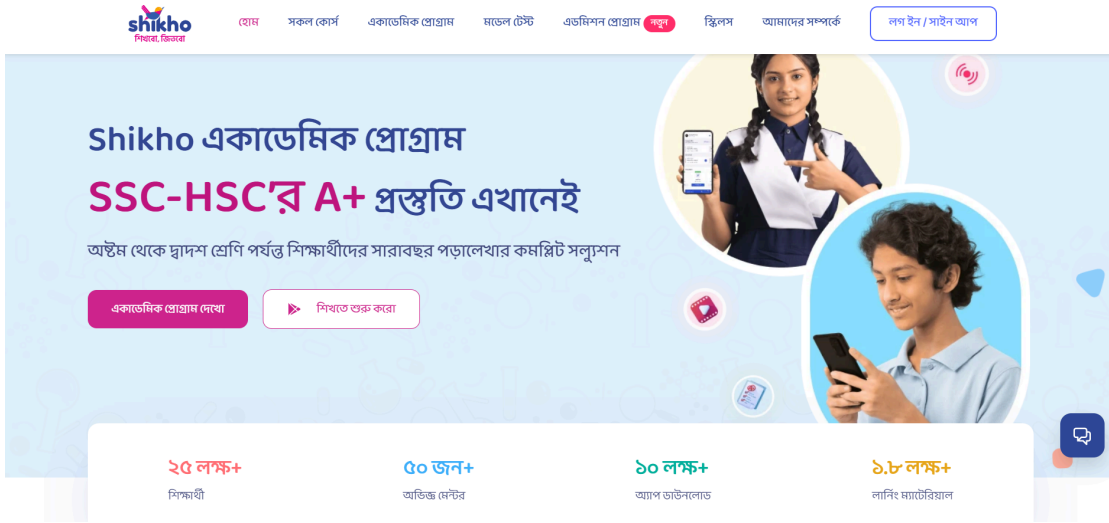


Figure 03: Interface of Shikho Technology Bangladesh Ltd.'s Website

The company has provided over 1,80,000 learning materials with 50+ mentors and about 25,00,000 students are enrolled. (**Shikho Technology Bangladesh Ltd. | ঘরে বসে SSC/HSC'র a+ প্রস্তুতির বিশ্বস্ত প্রতিষ্ঠান**, n.d.-b)

Shikho Technology Bangladesh Ltd.'s main targeted audience are the students who follow the national curriculum. However, after the launch of Bohubrihi, the company's targeted audience has extended to students who want to upgrade their hard skills or soft skills. .

Although Shikho Technology Bangladesh Ltd. is a startup company, it has successfully found many investors such as Sajeda Foundation, Goodwater, Sturgeon Capital and Black Kite Capital, all internationally renowned investors etc. ("Shikho Technology Bangladesh Ltd. Raises Investment From Sajida Foundation, Foreign Investors," 2023) Additionally, the company has partnered with many renowned companies such as, Banglalink, Swap, bKash, Grameenphone etc. Due to Shikho Technology Bangladesh Ltd.'s rapid growth, the company has been featured on various news portals such as The Daily Star, The Business Standard etc.

2.3 Management Practices

Effective leadership is defined as the degree to which a leader constantly and progressively leads and guides his or her followers to the specified destination which is determined by the group as a whole is a measure of effective leadership. (Bhatti et al., 2012).

Leaders are essential to the achievement of organizational goals because they provide a clear vision, manage staff, craft strategies, and more. Depending on the culture and nature of the employees, different types of leadership styles are used in different organizations. Such leadership practices companies follows are:

- Autocratic Leadership Style:

According to Ardichvili and Kuchenke (2010) and Egwunyenga (2010), An autocratic leader hardly permits staff decisions and usually maintains a significant distance from their subordinates. Organizations that are subjected to this kind of leadership are also referred to as coercive leadership. (Baughman, 2008). Autocratic leaders make all the decisions; employees may be asked for their opinions, but they are rarely taken into account.

- Democratic:

While maintaining the authority to make the final decision, a democratic team leader seeks feedback from the other team members. Participating in activities with coworkers or team members also enhances job satisfaction and encourages skill development. Other than earnings, employees' and teammates' motivation to work hard comes from their sense of agency over their future, which includes securing the promotion they deserve. The strategy may work best in situations when quality is greater than speed in terms of market productivity and teamwork is vital. (Bhatti et al., 2012)

- Participative:

To resolve work-related challenges and make appropriate organizational decisions, participatory leaders promote and assist their staff members' involvement in the decision-making process through a variety of approaches. (Kahai et al., 1997). A limited psychological connection between the two sides should be established by participatory leaders in order to foster effective trust in their subordinates. Additionally, they should give their subordinates the chance and motivation to take the initiative and participate in decision-making. (Newman et al., 2016).

- Laissez faire:

When it comes to guidance, a laissez-faire leadership style gives employees as little as possible. Due to this, employees have total autonomy and are permitted to decide how to resolve problems, develop goals, or take action. (Sharma, 2013) Laissez-faire leaders do not directly supervise their employees and do not rely on frequent feedback or contact. In

particular, it gives members total autonomy and self-governance when it comes to choosing how to do duties. Nonetheless, the team leader is always there to offer guidance if needed by any of the members. (Eagly et al., 2003).

According to my observation, Shikho Technology Bangladesh Ltd. uses a hybrid of democratic and participative leadership practices mostly because they not only want to complete organization goals, but also to motivate the employee through assistance and open communication so that no errors are made. The top executives are typically the ones in the organization who can comprehend the broad perspective; however, ideas and opinions are also taken from employees so that creativity and innovation flows through the workplace.

2.3.2 Recruitment and Selection Process:

Recruitment and selection are critical procedures in human resource management that aim to optimize employee strengths to achieve the strategic goals and objectives of employers and the organization as a whole. It is a process for identifying, screening, shortlisting, and selecting the top candidates for vacant positions. (Kapur, 2018).

Recruitment takes place both internally inside the organization and through the utilization of external resources, the organization engages in external recruitment. Internal factors include the size of the company, hiring procedures, company reputation, and perception of the position. Conversely, examples of external influences include competition, labor laws, labor regulations, the labor market, the unemployment rate, and demographics (Kapur, 2018). In terms of from a respectable pool of applicants or from internal prospects who have been employed by the business but are not permanent, diversity is always taken into consideration while selecting a recruit from the pool through a number of steps of analysis and data assessment. The HR team complies with the requests by posting job advertisements on job portals. They do, however, sometimes comply with employee advice when it comes to hiring. Executive, non-executive, field force, and entry-, mid-, and senior-level management positions are available in the marketing, sales, human resources, and information systems departments, among others.

In terms of recruiting top applicants, Shikho Technology Bangladesh Ltd. goes through a rigid recruitment procedure. An applicant must pass both a two-step interview process and a test to be considered for employment by this organization. Each step of the application

process must be successfully completed by the applicant also, the previous professional experience of each applicant is also thoroughly examined and during the interview process, the applicant's physical and psychological health is also taken into account. Shikho Technology Bangladesh Ltd. ensures that all prospective employees are provided with all relevant information through phone calls and emails whenever hiring is done. Additionally, Shikho Technology Bangladesh Ltd. ensures that the highest standards of excellence are met while selecting the most qualified candidates. Lastly, Shikho Technology Bangladesh Ltd. weighs in favor of giving everyone the same opportunity. Therefore, everyone has access to the hiring process in its entirety.

2.3.3 The Compensation System:

The process by which an organization encourages its employees to meet organizational objectives by providing benefits like raises in wages, bonuses, and awards is known as employee motivation (Zayed et al., 2022). Financial rewards act as an employee motivation factor in the workplace. Compensation is the monetary benefit provided to an employee in exchange for the services they provide to the company. Offering employees both monetary and non-monetary benefits is a systematic procedure aimed at maintaining a healthy work-employer dynamic. Incentives can also take the form of commissions from sales, bonuses, profit-sharing, and overtime compensation. (Reddy, 2020).

According to (Reddy, 2020), there are two types of compensation, these are:

- **Direct Compensation:**

"Direct compensation" is referred to as the use to describe the financial benefits that an employee receives from the company for their services. Financial gains include basic pay, paid time off, travel allowance, housing allowance, car allowance, medical reimbursements, bonus, Pf/Gratuity, conveyance and so forth. They are distributed regularly at scheduled periods.

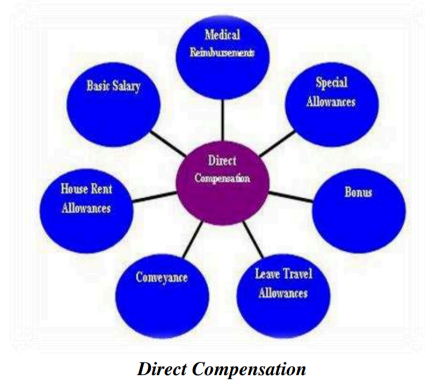


Figure 04: Direct compensation

- Indirect Compensation:

Indirect compensation is the term for non-monetary benefits provided to employees members in return for their contributions to the company. These include things like insurance, hospitalization, retirement benefits, car insurance, overtime policy, etc.

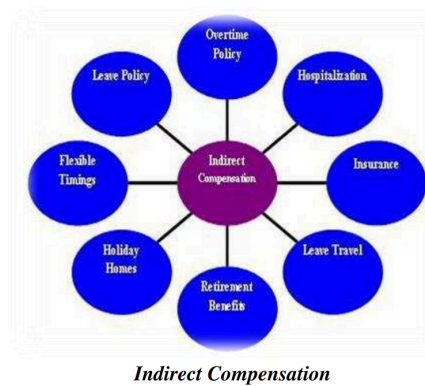


Figure 05: Indirect compensation

According to my observation, after recruiting, Shikho Technology Bangladesh Ltd. ensures the immediate acknowledgement and implementation of the compensations that every employee receives. Shikho Technology Bangladesh Ltd. guarantees two festival bonuses which are stated as Eid bonus. Additionally, sales staff members receive overtime pay. It appears that one of the most important aspects of Shikho Technology Bangladesh Ltd.'s long-term company goals is the compensation plan. The fact that they have so many benefits designed for the employee despite being a startup could be the reason why they feel so at ease at this workplace.

2.3.4 The Training and Development Initiatives:

Organizational training is a wide range of organized activities designed to improve employees' work-related skills, knowledge, or attitudes to meet the goals and objectives of the organization (Gutterman, 2023b). The long-term process of development is focused on progress and growth throughout time. It isn't limited to any certain job or role. (The Difference Between Training and Development | Seismic, 2023)

Based on different employee needs, different training methods are used. Some of the most used training methods in organization are:

- Lectures:
During a lecture, the instructor gives a group of workers verbal instructions. The instructor's goal is to successfully impart knowledge or concepts through speeches, presentations, or discussions when presenting subjects. Lectures are frequently used to introduce new subjects, explain difficult ideas, and provide basic knowledge.
- Coaching:
Employees that receive one-on-one coaching from a coach are able to improve their performance, acquire new skills, or accomplish predetermined objectives. In order to assist the employee in identifying areas of strength and progress, setting goals, and creating action plans, the coach provides feedback, support, and encouragement.
- Mentoring:
Acting as role models, mentors who are likely more experienced offer direction, counsel, and support to less experienced individuals (mentees) in order to promote their professional and personal development.
- On the Job Training:
By practicing on-the-job training methods, trainees examine while carrying out the job's actual duties. It enables employees to real skill development and hands-on experience in a work setting.
- Role Playing:
Through role-playing exercises, employees can practice skills, behaviors, and communication approaches by assuming specific roles and interacting with others in a scenario that resembles real-life situations. In a safe and regulated setting, participants

act out scenarios such as interactions with consumers, dispute resolution, etc allowing them to apply knowledge and practice responses.

- **Case Studies:**

Presenting real-life scenarios or events that employees may meet in their roles is a key component of the case study training method. These scenarios are thoughtfully constructed to represent opportunities, problems, and difficulties specific to the company or sector. After that, participants must analyze the case study, pinpoint the main problems, brainstorm potential fixes, and offer suggestions in light of their findings.

Training and development are two of Shikho Technology Bangladesh Ltd.'s primary priorities. Shikho Technology Bangladesh Ltd. claims that the main source of the company's success is its workforce. They are also the one component that rival businesses are unable to replicate. As a result, Shikho Technology Bangladesh Ltd. values employee training highly and makes a significant effort to do so. Training is usually provided based on the requirements of the company and the workers. After my analysis, the training style Shikho Technology Bangladesh Ltd. follows are:

- **On-the-job training:**

This training method is provided to Shikho Technology Bangladesh Ltd. employees following their work environment. They receive training on how to use certain technology, collaborate with other staff members in the office, and complete assigned tasks. They receive knowledge on how to use aids for support specific to the departments they will be working in.

- **Coaching:**

Employees in Shikho Technology Bangladesh Ltd. also receive coaching training methods in order to enhance their skills and performance to complete their task without any kinds of errors. This training method is specially used on such employees who are assigned with a specific task for the very first time.

2.3.5 Performance Appraisal System

Performance Appraisal (PA), is the process that evaluates performance by predefined criteria, is a crucial tool for determining an employee's efficacy and competency in his work. (Das et

al., 2020). Performance appraisals provide employees with job satisfaction and a desire to perform responsibly inside the organization. In certain situations, it can also increase employee loyalty.

Performance in this organization is reviewed for several reasons. Initially, increasing worker productivity and encouraging staff development are two of these aspects. An analysis of the purposes for which businesses utilize performance reviews provides ample evidence of this variety of uses for Shikho Technology Bangladesh Ltd.'s employee base. Performance feedback and compensation are the two main reasons why businesses use performance assessments. Based on my observations, Shikho Technology Bangladesh Ltd.'s HRM department uses performance evaluation methods for a variety of functions. Performance reviews are initially conducted both annually and semi-annually. In general, there is a midyear and annual performance evaluation. During the annual review, the worker's most recent performance is evaluated. Every employee receives a Performance Improvement Plan (PIP) and a promotion. Employees will receive a 2-week Performance Improvement Plan based on departmental requirements if they don't perform up to par. The team leader of each department then receives a list of the employees who ought to be appraised. Employees who have worked for more than three months are qualified for an appraisal. Additionally, the employee list is separated into two categories: the first is the employee's daily responsibilities, which are worth 70% of the total mark, and the remaining 30% of marks are awarded on the basis of the employee's interpersonal abilities that are compatible with company policies. The employee is rated after taking these things into consideration. This is reviewed by superiors following grading. and the employee receives the appraisal upon approval. Furthermore, because senior employees receive a far greater scale of cash remuneration, junior ranked individuals receive a bigger percentage of appraisals than senior employees.

2.4 Marketing Practices

Marketing is an initiative, set of institutions, and technique for developing, promoting, and distributing value-added services for customers, partners, and the general public. (AMA, 2017). An organization establishes its identity and values in front of its target market through marketing. The company creates customer needs for its items through marketing. My

observations indicate that Shikho Technology Bangladesh Ltd. has functional departments, and Shikho Technology Bangladesh Ltd. operates its business with the assistance of these departments. Below is a quick discussion of these departments.

2.4.1 Brand Marketing Department

Branding is establishing a distinctive perception of your product or service in the eyes of consumers is how you set yourself apart from your rivals. Brand value is the amount of incremental earnings that a product generates because it is associated with a certain brand, and it creates value for the company. (Calderon, H., Cervera, A. and Molla, A, 1997)

Through branding, companies tend to gain recognition to a wider range of audience. The Brand Marketing department is mainly responsible for these activities. Shikho Technology Bangladesh Ltd. has a brand marketing department where the team is focused on earning more exposure to the audience. After inquiring about the team, it is known that Shikho Technology Bangladesh Ltd. engaged in lots of campaigns and events. Some promotional activities of the company are mentioned below:

Initially, Shikho Technology Bangladesh Ltd.'s banner can be seen in various locations in Dhaka which helps to grab the attention of many audiences. Secondly, in celebration of Prothom Alo's SSC student achievement program, Shikho Technology Bangladesh Ltd. sponsored the event. Shikho Technology Bangladesh Ltd. has achieved great success in marketing and promotion through this, as well as national level promotion. Moreover, Shikho Technology Bangladesh Ltd. worked with UCC, a well-known coaching facility in Bangladesh, to increase the adaptability of the materials and the model examinations.



Figure 06: Actor Chanchal Chowdhury and CEO Shahir Chowdhury

Furthermore, Collaborating with Chanchal Chowdhury, Shikho Technology Bangladesh Ltd. created their debut TVC, which had an extremely catchy tune. Additionally, Shikho Technology Bangladesh Ltd. and Chanchal Chowdhury congratulated the SSC students on their accomplishments through a video message.

2.4.2 Digital Marketing Department

Another team that is composed is the Digital Marketing team. This team is under Shikho Technology Bangladesh Ltd. Technologies bangladesh Ltd. Digital marketing is the process of promoting products or services using digital technology, mostly the Internet but also mobile devices, display advertisements, and other digital media. (Desai, 2019).

Social media and the internet have become very popular among students in recent years. Shikho Technology Bangladesh Ltd. has this benefit because, as an EdTech company, it has become easier to reach out to the public through digital marketing to inform them of their latest campaigns, classes, mentor updates, and other offerings.

শিকহো
শিখো, জিতবে

বাংলা, ইংরেজি ও আইসিটির ক্লাস শুরু
১০ ফেব্রুয়ারি থেকে!

বিজ্ঞান, ব্যবসায় শিক্ষা ও মানবিক বিভাগের সবার জন্য
কমন বিষয়ের কোর্সে আজই ভর্তি হও!

কল করো
16780

শিকহো
শিখো, জিতবে

CHEMISTRY
MENTOR

আরিফ হক

- নেভাল আর্কিটেকচার
- অ্যান্ড মেরিন ইঞ্জিনিয়ারিং বুয়েট '০৭
- ১৬ বছর শিক্ষকতার অভিজ্ঞতা
- ১২ লক্ষেরও বেশি শিক্ষার্থী পড়িয়েছেন

কল করো
16780

Figure 07: Digital marketing designs of Shikho Technology Bangladesh Ltd. services

2.4.3 Details of the product lines or services

Shikho Technology Bangladesh Ltd. is an Edtech platform for NCTB curriculum students. As it is a EdTech platform, the service line they provide are:

- Online Courses and Tutorials.
- Adaptive Learning Platforms
- Virtual Classroom Tools
- Educational App

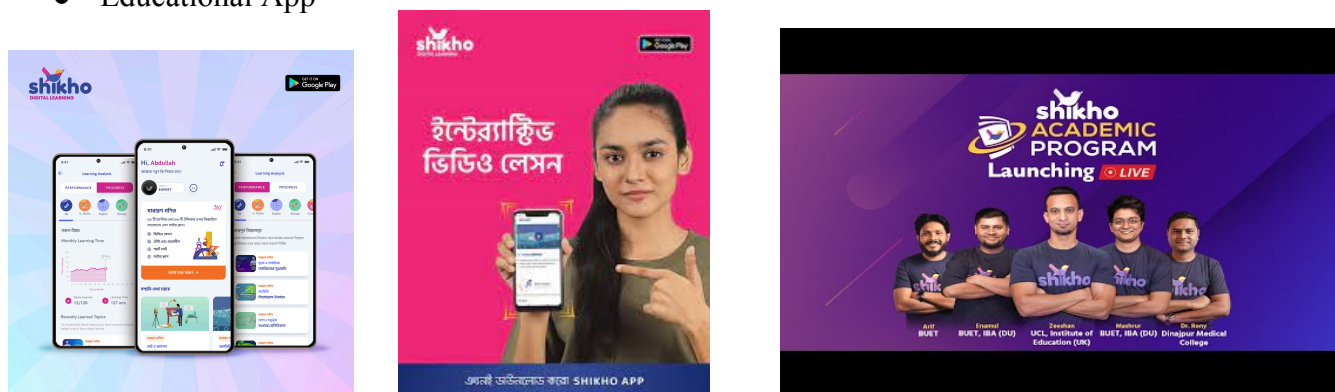


Figure 08: List of Shikho Technology Bangladesh Ltd.'s services

2.5 Financial and Accounting Practices

2.5.1 Financial Practices:

Financial performance is the achievement of the company's financial objectives over a given time frame, including the raising and allocating of capital based on variables like profitability, leverage, efficiency, and sufficient capital (Fatihudin & Mochklas, 2018).

Through the financial analysis, a company can identify its performance whether the company is gaining profit or facing loss. As the financial information of Shikho Technology Bangladesh Ltd. is confidential, the direct projection of numeral calculations is not possible currently. However, A skilled team manages Shikho Technology Bangladesh Ltd.'s financial department. The group manages all business-related activities in compliance with the policies and procedures of the organization. In addition, staff members produce crucial financial reports according to stakeholders' requirements. The company's financial records, bills, debts, and expenses are all kept current and documented. Investors and other stakeholders may

obtain information about revenue generation, profit margins, and financial commitments via their financial reports.

2.5.2 Accounting Practices:

The accounting cycle includes the identification, analysis, sorting, recording, and crediting of a company's or any other business organization's expenditures supplied and obtained over a specified time period, known as the accounting period (Jason Gordon, 2022).

Each and every transaction is thoroughly recorded in Shikho Technology Bangladesh Ltd.'s accounting department. Employees finish the accounting cycle, which includes recognizing and evaluating transactions, recording them in ledgers, creating an unadjusted trial balance, and editing records within a predetermined period, and completing an adjusted trial balance.

To ensure that the documentation is error-free, seasoned specialists verify how the concepts and procedures are implemented at every level. Furthermore, the top management routinely reviews the yearly and quarterly reports because they are made public.

2.6 Operations Management and Information System Practices

For any firm, operation management and the usage of information technologies is necessary.

One of the main components of an organization's income stream is operation management.

Shikho Technology Bangladesh Ltd. is an example of an organization that combines information systems and operations management techniques to increase organizational efficiency. These combinations are used by the many departments inside the company. Those are described below.

2.6.1 Human Resource department:

The HR division operates using information system procedures. The HR department keeps employee data in its information system for use in various functions, such as attendance tracking, incentive payments, and salary distribution.

2.6.2 Production team:

The primary operational responsibility of the production team is to shoot and edit audio and video files to produce the products. Thus, to back up their data, the team uploads both altered and raw files using their customized portal.

2.6.3 Tele-sales team:

In order to fulfill its operational responsibilities, the tele-sales team uses company-provided technology, such as calling software, to connect with the target audience.

2.7 Industry and Competitive Analysis

To evaluate an organization's industry competitiveness, conducting a comprehensive Porter's Five Forces analysis is essential. To determine the organization's competitive advantage, conducting a SWOT analysis to determine its strengths, weaknesses, opportunities, and threats is helpful.

2.7.1. Porter's Five Forces analysis for Shikho Technology Bangladesh Ltd.

Porter's five forces framework (the competition between existing competitors, the threat of new entrants, the power of suppliers and buyers, and the availability of substitute products and services) was developed based on the belief that an organizational strategy should consider the opportunities and risks in the organization's external setting. (Bruijl, Gerard, 2018). Organizations can determine and examine the competitive forces in an industry by applying Porter's five forces.

We may examine Shikho Technology Bangladesh Ltd.'s competitors by utilizing Porter's Five Forces analysis.



Figure 09: Porter's five forces model

1. Threat of new entrants:

Given the high startup costs associated with starting an EdTech company, threat of new entrants is moderate. There are very few EdTech enterprises existing in Bangladesh.

2. Bargaining power of buyers:

The buyers have a moderate amount of bargaining power. There are relatively few businesses, including Shikho, 10 Minute School, E-sikhon, and a few more, that offer high-quality online learning. Customers therefore don't have a lot of options to switch to another online education provider.

3. Threat of substitute products:

There is a high risk of substitute products because customers can simply switch to offline or traditional classes like coaching centers if they don't like the content of the online education.

4. Bargaining power of suppliers:

The suppliers have very little negotiating strength. For EdTech companies to offer online education, teachers must enroll in classes. The low bargaining power of suppliers is a result of Bangladesh's availability of renowned teachers.

5. Rivalry among existing players:

Competition among existing competitors is also moderate. There are not many companies like Shikho Technology Bangladesh Ltd.. The most formidable rival of Shikho Technology

Bangladesh Ltd. could exist is 10 Minute School, which can be said to be stable in the EdTech sector. If not, Shikho Technology Bangladesh Ltd. has no significant competitors.

2.7.2. SWOT analysis for Shikho Technology Bangladesh Ltd.

SWOT analysis, refers to strengths, weaknesses, opportunities, and threats. It is a business strategy technique for assessing how competitively strong an organization is and its current position. (Teoli et al., 2022). Albert Humphrey created this developing strategy in the 1960s. The SWOT analysis helps to maximize opportunities, avoid risks, capitalize on strengths, and fix weaknesses. Before choosing a new course of action, applying SWOT Analysis helps to evaluate an organization's current situation.

The given table depicts the SWOT analysis of Shikho Technology Bangladesh Ltd.

<p>Strengths</p> <ul style="list-style-type: none"> ● Experienced Employee ● High Quality Courses ● Adequate monitoring System 	<p>Weakness</p> <ul style="list-style-type: none"> ● New to Market ● Resources errors
<p>Opportunities</p> <ul style="list-style-type: none"> ● Huge Market ● Adaptive learning 	<p>Threats</p> <ul style="list-style-type: none"> ● Competition from other online platforms ● Developing and fast-moving market ● Strong market competitors

Strengths:

- **Experienced Employee**

After years of practical experience in their fields, experienced employees frequently acquire specialized knowledge and abilities. When making choices, they can draw from a multitude of experiences. Because of their prior experiences, they are able to foresee possible problems and come up with workable solutions.

Their observations aid in making enriched decisions, reducing the likelihood of costly mistakes. Long-term growth will benefit Shikho Technology Bangladesh Ltd. from this as well.

- **High Quality Courses**

Shikho Technology Bangladesh Ltd. provides high quality courses to the consumers, this is itself enough to differentiate from its competitors by establishing consumer success. In an increasingly competitive field, this differentiation may help to sustain current clients while attracting new ones. Whenever the customers are benefited through helpful instructional content, their tendency to support the company arises. As a result, satisfied customers recommend the organization to others, which creates increment in brand loyalty and attracts new customers. In conclusion, increased customer satisfaction and the positive referrals are two benefits of improved product acceptance.

- **Adequate monitoring System**

By implementing an adequate monitoring system, Shikho Technology Bangladesh Ltd. Technologies Bangladesh Ltd. will acquire various benefits that can help with raised output, improved performance, lower risk, etc. Moreover, by proactively recognizing issues and resolving them before they get worse, the company can also minimize future negative effects on operations and customer satisfaction. Furthermore, the organization can actively manage and reduce risks through continuous observation which can lower the possibilities of disruptions and financial losses.

Weakness:

- **New to Market**

As Shikho Technology Bangladesh Ltd. is relatively new in the industry, it has a major probability of facing more competition overall, eventually creating additional pressure to innovate and differentiate from the competitors. Secondly, Intense rivalry may result in price wars and reduced profit margins, which could affect the company's financial performance. Furthermore, since Shikho Technology Bangladesh Ltd. is new on the market, rivals may pressure more established businesses to review their strategic plans and make changes in order to stay competitive. As a result, Shikho Technology Bangladesh Ltd. may need to make greater investments in marketing and advertising in order to stand out from the competition and keep their brand visible.

- **Resources errors**

As Shikho Technology Bangladesh Ltd. is an edtech company based on NCTB curriculum which intends to teach hundreds of thousands of students through various online platforms, mass

numbers of teaching resources for example: sample questions, notes, mark schemes, books, mock questions etc are necessary. However, if such resources have any kind of errors, it can bring a major downfall in the market, because educational materials are very sensitive and consumers will be reluctant to consume Shikho Technology Bangladesh Ltd., so resource errors can be a major weakness of the company.

Opportunities:

- **Huge Market**

Shikho Technology Bangladesh Ltd.'s one of the biggest opportunities is the huge market. As there is a huge demand for quality education in Bangladesh along with hundreds of thousands of students taking preparation under the NCTB curriculum not only in Dhaka but all around the country, the market is massive. Additionally, students who reside outside of Dhaka, have very few access to quality education, resources and teachers. As a result Shikho Technology Bangladesh Ltd. can be the pioneer for them to achieve high quality education.

- **Adaptive learning**

Shikho Technology Bangladesh Ltd. can gain advantages through adaptive learning, as by implementing adaptive learning students can interact with mentors which helps them solve their problems, they can provide feedback on which mentors can adapt to improve the style of learning and also, students can request for educational content as per need which will enable Shikho Technology Bangladesh Ltd. to be more aware of future demands and attempt to fulfill the demands. By maintaining such activities, Shikho Technology Bangladesh Ltd. will gain consumer satisfaction and can result in more attracted consumers.

Threats:

- **Competition from other online platforms**

As an edtech company, Shikho Technology Bangladesh Ltd. has entered into the market in 2019. Prior to that other online platforms which contained educational materials or lessons existed and still do. This can be a threat for Shikho Technology Bangladesh Ltd., as students can surf the internet and find alternative sources in order to fill their knowledge.

- **Developing and fast-moving market**

The education sector is rapidly changing and developing. In fact NCTB has shifted into a new curriculum which is to be implemented probably from 2024. So, such rapid vast changes can

create challenges for Shikho Technology Bangladesh Ltd., as the company has to keep up with the rules and regulations and generate proper quality education. It can be seen as a threat because of having the risk of falling behind its market competitors.

- **Strong market competitors**

Strong market competitors are a threat to companies if the company lacks behind in providing necessary services, also if a company does not have first mover advantage, then they have to compete with the competitors very strategically. Shikho Technology Bangladesh Ltd. has competitors like, 10 minute school, interactive care, eduhive, thrive upskill etc. Strong competitors can attract the existing customers through various lucrative services or for example: providing free courses after purchasing a course, discounts etc. So it can be seen as a threat.

2.8 Conclusion:

Shikho Technology Bangladesh Ltd. is now one of the most renowned edtech companies in Bangladesh, providing high quality education. It has the intention to fill the gap of knowledge and become the best in the industry. Shikho Technology Bangladesh Ltd. prioritizes its values and strives to overcome all obstacles in order to maintain a respectable reputation and great brand value in the marketplace and provides the best service to the consumers. Through the passing years, the company has gained experience and many loyal customers.

2.9 Recommendations:

As a startup company, Shikho Technology Bangladesh Ltd. is constantly growing and evolving throughout the years. However, there are common mistakes startups make which can cause the company to face significant challenges. These mistakes can include insufficient market research, ignoring feedback, overemphasizing product development, poor financial management etc. The company should keep in mind to avoid these to keep stable in the long run. Additionally, Shikho Technology Bangladesh Ltd. should always be aware of their competitors as Shikho Technology Bangladesh Ltd. did not have the first mover advantage, existing companies prior to Shikho Technology Bangladesh Ltd. gets the first mover benefit. So in order to stay ahead of the competitors, Shikho Technology Bangladesh Ltd. always should keep in track of their competitors' moves and how can the company bring innovation and creativity to stand ahead of its competitors.

Chapter 03

Understanding the role of Educational Technology (EdTech): Bangladesh's Perspective

3.1 Introduction

Companies that provide educational services through the help of technology are called educational technology (Edtech) companies. EdTech companies have had a boom all around the world. In recent years, there has been a considerable global expansion in the usage of educational technology to ensure effective teaching and learning (Hossain, Mozaffor & Al Hasan, Rakib, 2023). In the modern era while everyone relies on technology, providing educational services through technology is becoming popular day by day as it brings flexibility to every individual's lifestyle. Especially, after the post-pandemic era, people have also acquired the knowledge that the traditional education system is not the only way to learn and grow but also online platforms can provide more flexibility along with necessary resources.

In the Bangladeshi perspective, the education system follows the National Curriculum and Text Book (NCTB) and students are taught through the traditional technique for years, which involves lecturing to students in live classrooms by professors or teachers. Students usually use textbooks and other printed materials as their primary information sources in addition to lectures from teachers and other educational tools. Although Bangladesh is a very rapidly developing nation with the constant use of technology, the amount is still low and technology in classrooms is insufficient (Hossain, Mozaffor & Al Hasan, Rakib, 2023).

This is where Shikho Technology Bangladesh Ltd. as an EdTech company aims and strives to provide the best technological education service across the country through providing the best mentors and modern-style interactive learning which helps the students not only understand the lessons but also they can also participate and enjoy the whole session.

The creation of new methods of instruction as a result of technological developments in education and training is the primary cause of the EdTech industry's growth, new delivery channels, and new communication channels in education (Timchenko, Victor & Trapitsin, Sergey & Apevalova, Zoya, 2020). As the EdTech industry is a bit more complicated than other industries due to the dependency on technology and it is a relatively new field to the country's

people, in Bangladesh's perspective, the industry will likely face some challenges as well. However, the incorporation of digital technology into education in Bangladesh is anticipated to have favorable effects on learning outcomes, student engagement, and educational accessibility, thereby promoting increased inclusivity and elevating the standard of education as a whole.

The background information and literature review for understanding the role of digital technologies in education from Bangladesh's perspective are included in this chapter. It also outlines the goals of this paper. This chapter provides a brief description of the research methodology. Considering the investigation and findings of the study, an in-depth summary is also highlighted in this chapter. Lastly, this chapter is concluded by identifying significance based on the barriers faced by Bangladesh's digital technologies in education.

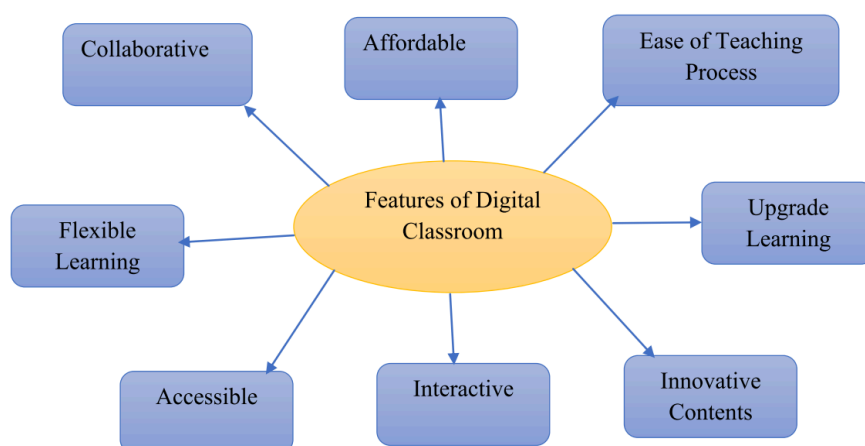


Figure 10: Features of EdTech/Digital classroom

3.2 Literature Review/Background

In Bangladesh, the incorporation of Educational Technology (EdTech) has become a groundbreaking factor in the field of education. This review of the literature attempts to comprehend the function and significance of EdTech in Bangladesh by examining numerous research and publications that emphasize its significance, challenges, and solutions.

The EdTech industry in Bangladesh plays several significant roles resulting in a major effect on the nation's educational system. These are some of the main purposes and effects of Bangladesh's EdTech sector.

3.2.1 Facilitate in Geographic Reach:

Students in Bangladesh who are disadvantaged and in rural locations have difficulties in receiving proper traditional education. However, they can access high quality and instructional resources through EdTech platforms. Access to high-quality education is made possible in Bangladesh's remote and rural areas thanks in large part to EdTech. When it comes to incorporating, rural educators have long lagged behind those who work in suburban and metropolitan areas (Bringing the World to Rural Students With Edtech | National Rural Education Association, n.d.). So, through the entry of the EdTech industry, students and teachers who belong from rural areas will be able to receive high quality education.

3.2.2 Supports Flexible Learning:

As we know Bangladesh is a very populated country so traffic jams are one of the most exhausting barriers for students to reach coaching or private tuition, as a result valuable time can get wasted due to traffic jams. But, students can learn at their own pace and convenience with the use of digital materials and online courses, which eliminate time and location-related constraints.

3.2.3 Improved Personalized Learning:

With the use of adaptive learning technology, students can get education according to their own needs while developing at their own speed and learning style without any hesitation and laziness. EdTech improves education by offering individualized and interactive learning opportunities. Educational technology enables students to be challenged to express and defend their opinions as well as provide original ideas based on reflection in the collaborative learning environment (Tom et al., 2022).

3.2.4 Support in enhanced learning:

Moreover, EdTech provides teachers with a great deal of support, enhancing their instructional strategies and supporting their professional growth. The rapid development of educational technology has had significant effects on teaching, especially in activities teaching foreign languages. The growing trend of using modern technology to enhance preparation for educators and student learning also indicates the growing impact of technology in educational settings. (Zhang, Weihong, 2022).

Furthermore, In Bangladesh, EdTech plays a complex role in solving important concerns related to inclusion, quality, and accessibility in education. Even though there are a lot of obstacles to overcome, educational technology has a lot of potential advantages. For EdTech to fully revolutionize Bangladesh's educational landscape, ongoing efforts stimulate innovation, and bridge the digital divide are essential.

3.3 Problem Statement:

Bangladesh is a technology-challenged country in comparison to the global aspect and being technologically challenged is a major barrier in the Bangladeshi EdTech industry.

Due to being a technologically challenged country, one of many challenges of EdTech in Bangladesh is the knowledge gap of the people on how much of significance the EdTech industry in Bangladesh is.

Moreover, the ever-present wave of technological innovation and changing educational paradigms presents EdTech organizations with the crucial challenge of coordinating with a developing nation like Bangladesh. In addition, while many administrators and instructors support Edtech, there are also numerous common obstacles and problems in its way, one of them is resistance to change (Sharma, 2023). The dynamic nature of the EdTech industry makes it difficult to identify specific solutions to mitigate the barriers. Moreover, as the EdTech industry is relatively new and young, there is a lot of increased market pressure. The increased rivalry will make it much harder to succeed or will force projects to compete aggressively (Demidenko, 2023).

Therefore, to overcome the challenges, it is essential to research, and acquire knowledge about the significance, challenges, and possible solutions to meet the evolving demands of the EdTech sector so that it can be sustained in a developing country like Bangladesh in the long run.

Implementing suitable solutions is essential if an organization wants to get the most out of its workforce, maintain and obtain its goals, and serve the country with its services.

3.4 Research Objectives

These research objectives were adapted from (Haleem et al., 2022), and modified. Particular research objectives for this study are as follows:

- RO1: Describe in brief the significance of the EdTech industry in the perspective of Bangladesh's education.
- RO2: To determine the major obstacles that digital technologies in education face in Bangladesh and the possible solutions to mitigate it.

3.4.1 Research Questions

These questions were adapted from (Haleem et al., 2022), and modified.

1. What is the significant importance of the EdTech industry in Bangladesh?
2. What are the possible challenges that the EdTech industry in Bangladesh faces?
3. What are the possible solutions to eliminate the challenges of the EdTech industry in Bangladesh?

3.5 Significance of the study

There are multiple explanations for why this study ought to be significant. Initially this study will investigate the importance, challenges and potential solutions in connection to the EdTech industry in Bangladesh. Education technology is relatively a new industry, especially in a country like Bangladesh where the nationals are technically challenged. Thus, understanding the significance and difficulties facing the EdTech sector can benefit entrepreneurs, employers, legislators, and ultimately the entire nation, to be aware of certain aspects of this platform so that they can carefully choose their strategies which will not contradict their decisions. Additionally, this research will aid in the development of future retaining solutions that the Bangladeshi EdTech industry is currently facing, in order to achieve maximum performance outcome. Therefore this study will be extremely significant for Bangladeshi EdTech industries as the world

is moving towards a more technologically advanced educational approach which will soon be a very important aspect in this newly emerged industry.

3.6 Methodology

Three main categories of research are used in research: mixed, qualitative, and quantitative. One type of market research called qualitative research which utilizes conversational and open-ended questions to gather data. Qualitative research techniques allow for in-depth analysis and mimic asking respondents pointed questions based on their answers, while also attempting to understand their motivations and emotions. Gaining greater insight from your market research may need you to comprehend your target's audience's decision-making process. The design of qualitative research methodologies allows them to reveal the attitudes and behaviors of the targeted audience regarding a specific topic. Qualitative research methods include in-depth interviews, focus groups, ethnographic research, content analysis, and case study research. (QuestionPro website, 2022). A systematic investigation of events using quantifiable data collecting and the use of mathematical, statistical, or technical techniques is known as quantitative research. Using online surveys, questions, and sample strategies, surveys, and other data collection tools, quantitative research collects data from both existing and future customers that can be expressed numerically. A person may project a product's or service's future and make necessary adjustments after fully comprehending these numbers. A survey that was conducted to determine how long it takes a doctor to see a patient after they are admitted to the hospital is an example of quantitative research. (QuestionPro website, 2022)

A study design that combines inquiry approaches with philosophical presumptions is known as mixed methods research. Numerous steps in the research process include merging philosophical presumptions that guide the process of data collecting and analysis with quantitative and qualitative methods. The primary objectives of this research methodology are to gather, analyze, and incorporate both quantitative and qualitative data into one or more studies. Its central claim is that, when combined, quantitative and qualitative approaches provide a deeper comprehension of study issues than when used separately.

This study, however, intends to use a qualitative research technique in order to examine the significance and difficulties that Bangladesh's EdTech sector faces. Additionally, this study will look into effective methods to cope with the challenges affecting Bangladeshi EdTech industries. Following the implementation of the qualitative research methodology, a specific technique for gathering data must be selected.

3.6.1 Interview

There are many ways to collect data, such as focus groups, interviews, semi-structured and formal interviews, and observation. However, considering the researcher's limited resources and time, this study will utilize a semi-structured interview. In a semi-structured interview, the interviewer presents only a handful of pre-planned questions; the rest are not predetermined. They enable unbiased comparisons of the candidates and impromptu discussions regarding particular candidates. (Pollock, 2022) The semi-structured interview method was selected for this experimental study to examine the importance, challenges, and solutions that can be implemented in the Bangladeshi EdTech organization.

3.6.2 Sampling strategy and Sample Size

A non-probability sampling method called convenience sampling is used to collect data from people in the population who are able and willing to take part in the study. Convenience sampling is a kind of sampling in which the primary, most available data-gathering method is used for the study without any additional constraints. Said another way, this sample strategy consists of gathering people at the most convenient area, which is usually wherever they are accessible. Convenience sampling did not apply any inclusive criteria prior to the selection of participants. Participation is open to all subjects. ("Convenience sampling - Research Methodology" , 2022) Participants needed to be adaptable in addition to having hectic schedules, therefore a convenient sample was used to choose those participating in the research. (Islam et al, 2019).

3.6.3 Thematic Analysis

Thematic analysis is among the most effective methods for qualitative research. Due to the small sample size, manual data analysis had to be done. The purpose of the thematic analysis was to interpret the participants' responses. Following the interviews, the raw data was turned into transcripts, which we analyzed primarily by hand. To begin the coding procedure and establish the categories, which served as the foundation for developing the subjects for investigation and discussion, we started by identifying the threads. After the interview was over, the research was drafted, and I attempted to determine the codes so I could determine the themes. By this way, All

of the interviews have been drafted up, codes were developed, and themes were eventually produced. The primary data that was collected is presented in the section that follows, which is divided into three main components. These sections discuss the importance of technology education in Bangladesh, the difficulties the EdTech industry encounters there, and possible ways to overcome those challenges.

3.7 Findings

Total of eight employees were interviewed for this study. Through the interview, the importance, challenges and solutions have been collected. Below the findings through interviews are stated.

3.7.1 The importance of EdTech industry in Bangladesh

The outcomes reflect some substantial fresh perspectives on the significance of Bangladesh's EdTech sector.

3.7.1.1 Facility to develop tailored teaching plans

According to the first participant, an EdTech platform can improve the teaching process's organization and efficiency..

“Technological solutions enable faculty to develop tailored teaching plans, streamline workflow and reporting systems, and implement innovative learning methods.”

3.7.1.2 Spreading better education even in the rural areas

These participants have agreed that Edtech provides better education and also the significance in remote areas in order to provide better quality education.

The second participant stated that,

“EdTech industries spread education even to the rural areas.”

Along with the third participant who said,

“EdTechs provide better and high quality education to students in need”

Moreover, the following fourth and fifth candidate said that

“Edtech has made education and learning more interactive and accessible in rural areas with the help of technology.”

“EdTech helps students in remote areas get quality education; it also provides extra support and provides additional learning resources like online tutoring. In addition, teacher improvement is also done by giving teachers better training and resources.”

3.7.1.3 Enhanced individual learning

Finally , the last three participants mentioned that EdTech provides smooth and enhanced individual learning’

“Students can now learn educational stuff sitting in their own room.”

“In Bangladesh, one out of every four people lacks access to education. In light of this, EdTech has the potential to drastically alter the face of education by providing accessible, inexpensive learning opportunities initiatives. EdTechs also offer convenient, effective learning.”

“Through personalized learning, it enables the students to learn at their own speed and style.”

3.7.2 The challenges that EdTech industry in Bangladesh face

The outcomes highlight certain problems that might be an obstacle for Bangladesh's EdTech sector. By examining the conducted interviews, these have been summarized.

3.7.2.1 Lack of high speed internet

Initially, the first participant mentioned that lack of internet speed is a barrier.

“The digital gap is one of Bangladesh's biggest edtech challenges. A large number of learners lack access to high-speed internet. Furthermore, a lot of people find the internet to be too costly.”

Secondly, the second participant stated that,

“Slow internet, not being able to understand the syllabus pattern could be a challenge for the teacher as well as the students.”

Moreover, the third and fourth participants also agreed on this point.

“Being able to get high-speed internet is the main challenge in a technologically challenged nation like Bangladesh to ensure smooth operations of EdTech”.

Fourth participant said that,

“Digital devices and internet access make EdTech solutions costly for many families in Bangladesh and Poor internet in rural areas.”

3.7.2.2 Lack of necessary device and technological skills

The fifth participant did not want to answer this question.

Sixth participant went on saying that,

“Many students and teachers lack digital skills. Not enough computers and tablets in schools and homes. Many families can't afford devices and the internet.”

In addition, the last three interviewees mentioned the same kind of issues of operating Edtech successfully.

“Having smart phone and internet connection, The apparent gap in technology is one of the biggest issues facing Bangladesh's edtech industry..”

“The nation's distribution of high-speed internet access is not consistent. Students do not always have access to high-speed internet in many parts of the country.”

“For many people, accessing the internet is still costly. Many teachers and students find it challenging to use digital resources and online platforms efficiently due to internet and server problems.”

3.7.3 The possible solutions to mitigate challenges of EdTech industry in Bangladesh

The findings provided insight into a few possible solutions for overcoming obstacles of the EdTech industry in Bangladesh. By examining the conducted interviews, these have been summarized.

3.7.3.1 Improving internet service and technology

First participants provided multiple solutions including to improve internet services.

“From my perspective there are few solutions that the EdTech industry can keep in mind to improve. They are: 1. Improve internet access everywhere. 2. Make internet plans cheaper. 3. Partner with government and businesses. 4. Start digital skills programs. 5. Give financial help for devices and the internet. 6. Create community centers with the internet. 7. Offer offline learning resources”.

The second participant also agreed on improving the network to perform well for EdTechs.

“I believe network errors are one of the major barriers for this industry.”

Moreover, the third candidate agreed on the same statement as well.

“Better internet and teaching others about technology will help this industry to move further in order to succeed in the long run.”

Moreover, the fourth participant has the same solution too.

“Ensuring affordability of digital devices and free access wifi all over Bangladesh for students will help the EdTech industry to achieve long term stability.”

The fifth and sixth participant stated that,

“It is essential to increase the speed of the internet to receive smooth services on this platform.”

“Better networks ensure better services.”

3.7.3.2 Focusing in the rural areas.

The seventh participant focused on rural areas.

“Improving the internet in rural areas also teaches digital skills to train students and teachers to use technology. Provide schools with computers and tablets in the rural areas and provide financial help, give subsidies and affordable devices to low-income families.”

3.7.3.3 Doing Partnerships

The last participant provided a different kind of solution.

“Edtech businesses will need to come up with strategies to overcome these obstacles, such as forming partnerships with telcos and the government and offering additional user incentives.”

3.8 Analysis

3.8.1 Analysis on the importance of EdTech industry in Bangladesh

Based on the information found, regarding the importance of the EdTech industry in Bangladesh, it is possible to draw an analysis. The interview from which all of this data was gathered involved a total eight respondents.

According to the candidates, the most common significance of EdTEch in Bangladesh is spreading better education even in the rural areas. According to participants 2, 3, 4 and 5, the Edtech industry provides better education in the rural areas, which leads to the students acquiring high quality education in the remote areas. As in the remote areas, finding quality education is very tough, the EdTech industry fills this gap.

Improved individual learning has been mentioned by respondents no. 6, 7, and 8 as the second most frequent significance. These participants believe that through the EdTEch service, an individual can learn education by oneself without any other help rather than the instruction because of interactive learning. In addition, many students who are deprived from educational material can learn individually because EdTechs also provide digital materials

According to participant no 1, facility to develop tailored teaching plans is also provided by the EdTech industry. Because, due to technology, educational institutions may create individualized lesson plans, optimize reporting and workflow processes, and use innovative learning strategies

3.8.2 Analysis on the challenges faced by the EdTech industry in Bangladesh

Some ongoing problems with engagement and retention have been noted by the respondents. . According to respondent 1, 2, 3 and 4, EdTech industries' most faced challenge is lack of high speed internet. For edtech services to be implemented and used effectively, high-speed internet is a prerequisite. Without it, educational technology's potential benefits are significantly constrained, making it impossible for both teachers and students to fully benefit from digital learning environments.

According to the interview of participant no 6, 7 and 8, lack of necessary device and technological skills is also a major barrier for the EdTech industry, especially in Bangladesh. The inability of teachers and students to effectively utilize and benefit from edtech tools is a result of a lack of gadgets and technological know-how. To ensure fair access to and efficient use of educational technology, addressing these obstacles calls for investments in digital literacy training as well as technical infrastructure. Especially in Bangladesh, where technological advancement is on the lower and vulnerable side in order to ensure smooth operations of EdTech.

3.8.3 Analysis on The possible solutions to mitigate challenges of EdTech industry in Bangladesh

Based on the data gathered, an analysis can be made of potential solutions to reduce the challenges faced by Bangladesh's EdTech sector. The interview from which all of this information was gathered involved eight respondents.

Respondents had been asked what can be the possible solutions for EdTech in Bangladesh to mitigate the barriers. The most common answer among the respondents was to improve internet service and technology. About half of the respondents suggested this solution to mitigate the barriers. It was a very obvious suggestion as Bangladesh suffers from low technological support. And in order to overcome barriers of educational technology, technological advancement and internet advancement is much needed.

Focusing on rural areas is also suggested by the participants. The metropolitan areas are most likely supported and blessed by technology and the internet. They also know the proper use of digital technology. However, the rural and remote areas are not likely to be exposed to advanced technology and the internet. As a result they are more likely to fall behind than the metropolitan areas. So it is very important to concentrate on rural areas to ensure digitalization support and training on how to use technology as well.

Lastly, doing partnerships to reduce challenges of EdTech is also suggested by participants. Edtech businesses will need to come up with strategies to overcome these obstacles, such as forming alliances with telcos and the government and offering additional user incentives. Partnering with ventures will likely to provide more smooth service and also increase the brand value of EdTEch companies. It will also gain consumer trust because partnering with a company with goodwill will attract consumer interest.

3.9 Implications

This study has concentrated on the EdTech industry from Bangladesh's point of view. The importance, challenges, and solutions facing Bangladesh's EdTech sector have all been examined in the research. Since the EdTech sector is relatively new in Bangladesh, there hasn't been much research done on it. However, this gives individuals a platform to adhere to industry needs, raising awareness of the sector's importance and assisting in overcoming numerous obstacles while offering solutions. The information obtained through this study will be highly beneficial to scholars, researchers, managers, and other individuals with an interest.

4. Summary & Conclusion

The overview of the internship, the organization section, and the project section constitute the first three chapters of this research paper. The topic of the project is Understanding the role of Educational Technology (EdTech): Bangladesh's Perspective. After the post covid era, educational technology has become very important in the education sector. As it is a relatively new field in Bangladesh, therefore, this study aimed to create awareness of the significance of the industry and investigate what are the barriers that cause difficulties to the industry to smoothly process the operations. Students now have a mentality where they favor both online and offline methods of education since many educational institutions launched their operations both offline and online. Therefore, Bangladeshis must begin to pay close attention to and embrace technology in the education sector and figure out how to create the significance of the EdTech industry. This research especially focuses on the challenges and possible solutions to mitigate the barriers. Hence to make sure that the EdTech industry can stay stable in the long run.

The study's conclusions looked at the importance, problems, and solutions related to Bangladesh's EdTech sector. There have been eight participant interviews for this study. Following our conversation, codes were found that aided in identifying themes. After doing so, it became clear that EdTEch's primary goal in Bangladesh is to raise educational standards throughout the country, including in rural areas. Furthermore, the majority of participants think that EdTech services encounter difficulties as a result of inadequate internet access and advanced technology. It has also been discovered that EdTech services are likely to expand as technology and internet access improve.

4.1 Research Limitations and Directions for Future Researchers

There were many limitations associated with this research, despite the fact that it produced numerous important results that will be very beneficial for various organizations as well as future researchers. First of all, the research had a three-month time limit because it was completed for an internship report. Only eight individuals could be interviewed for this study because Time constraints hindered me from finding enough. This study used qualitative research design, thematic analysis, and manual data processing.

This research can be done by future researchers, and they don't have to rush through it. Instead, they can take their time. They can use six months or even a year instead of three. Additionally, they can include additional respondents, which will improve the accuracy of the data collected. Although a qualitative strategy was used in this study, researchers are free to use a quantitative approach instead.

References

1. Shahir Chowdhury. (n.d.). <https://www.anchorless.vc/people/shahir-chowdhury>
2. TechCrunch is part of the Yahoo family of brands. (2021, July 27). <https://techcrunch.com/2021/07/27/Shikho Technology Bangladesh Ltd.-an-edtech-startup-focused-on-bangladeshs-students-gets-1-3m-seed/>
3. **Shikho| ঘরে বসে SSC/HSC'র A+ প্রস্তুতির বিশ্বস্ত প্রতিষ্ঠান. (n.d.). Shikho Technology Bangladesh Ltd.** <https://Shikho.com/>
4. Welcome to Bohubrihi - Bohubrihi. (n.d.). Bohubrihi. <https://bohubrihi.com/>
5. Shikho Technology Bangladesh Ltd. raises investment from Sajida Foundation, foreign investors. (2023, March 20). Dhaka Tribune. <https://www.dhakatribune.com/business/282747/Shikho Technology Bangladesh Ltd.-raises-investment-from-sajida-foundation>
6. Autocratic leadership style: obstacle to success in academic libraries - ProQuest. (n.d.). <https://www.proquest.com/openview/f272f7718d86e58e22f7098301599444/1?pq-origsite=gscholar&cbl=54903>
7. Bhatti, N., Maitlo, G. M., Shaikh, N. A., Hashmi, M. A., & Shaikh, F. M. (2012). The impact of autocratic and democratic leadership style on job satisfaction. *International Business Research*, 5(2). <https://doi.org/10.5539/ibr.v5n2p192>
8. Wang, Q., Hou, H., & Li, Z. (2022). Participative Leadership: A Literature review and Prospects for Future research. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.924357>
9. Newman, A., Rose, P. S., & Teo, S. T. T. (2016). The Role of Participative Leadership and Trust-Based Mechanisms in Eliciting Intern Performance: Evidence from China. *Human Resource Management*, 55(1), 53–67. <https://doi.org/10.1002/HRM.2166>
10. Sharma, L. J. K. (2013, March 1). CHARACTERISTICS OF LAISSEZ-FAIRE LEADERSHIP STYLE: A CASE STUDY. | CLEAR International Journal of Research in Commerce & Management | EBSCOhost. <https://openurl.ebsco.com/EPDB%3Agcd%3A13%3A10085261/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Agcd%3A119659430&crl=c>

11. Eagly, A. H., Johannesen-Schmidt, M. C., & Van Engen, M. L. (2003). Transformational, transactional, and laissez-faire leadership styles: a meta-analysis comparing women and men. *Psychological Bulletin*, 129(4), 569–591. <https://doi.org/10.1037/0033-2909.129.4.569>
12. Kapur, R. (2018). Recruitment and selection. ResearchGate. https://www.researchgate.net/publication/323829919_Recruitment_and_Selection
13. Zayed, N. M., Rashid, M. M., Darwish, S. M., Faisal-E-Alam, M., Ниценко, В., & Islam, K. M. A. (2022). The Power of Compensation System (CS) on Employee Satisfaction (ES): the mediating role of Employee Motivation (EM). *Economies*, 10(11), 290. <https://doi.org/10.3390/economies10110290>
14. Reddy, V. (2020). Impact of Compensation on Employee Performance. <https://www.iosrjournals.org/iosr-jhss/papers/Vol.25-Issue9/Series-1/E2509011722.pdf>
15. Gutterman, A. S. (2023). Training and development. ResearchGate. https://www.researchgate.net/publication/373482205_Training_and_Development
16. The difference between training and development | Seismic. (2023, September 27). Seismic. <https://seismic.com/enablement-explainers/the-difference-between-training-and-development/#:~:text=Timing%3A%20Training%20is%20a%20short,a%20specific%20job%20or%20role.>
17. Das, M. J., Fellow, M. P., & Rahman, M. A. (2020). A Study on Performance Appraisal System of Bangladesh Standards & Testing Institution.
18. <https://www.tbsnews.net/economy/corporates/chanchal-chowdhury-joins-Shikho-Technology-Bangladesh-Ltd.s-brand-campaign-shikhbo-jitbo-482994>
19. Calderon, H., Cervera, A. and Molla, A. (1997), "Brand assessment: a key element of marketing strategy", *Journal of Product & Brand Management*, Vol. 6 No. 5, pp. 293-304. <https://doi.org/10.1108/10610429710179462>
20. <https://www.tbsnews.net/economy/corporates/chanchal-chowdhury-joins-Shikho-Technology-Bangladesh-Ltd.s-brand-campaign-shikhbo-jitbo-482994#lg=1&slide=0>
21. Desai, V. (2019, April 18). Digital Marketing: A review. *International Journal of Trend in Scientific Research and Development*.

- <https://www.ijtsrd.com/management/marketing/23100/digital-marketing-a-review/dr-mrs-vaibhava-desai>
22. Fatihudin, D., & Mochklas, M. (2018). How measuring financial Performance. ResearchGate.
https://www.researchgate.net/publication/326141100_How_Measuring_Financial_Performance
 23. Bruijl, Gerard. (2018). The Relevance of Porter's Five Forces in Today's Innovative and Changing Business Environment. SSRN Electronic Journal. 10.2139/ssrn.3192207
https://www.researchgate.net/publication/326026986_The_Relevance_of_Porter's_Five_Forces_in_Today's_Innovative_and_Changing_Business_Environment/citation/download
 24. Teoli, D., Sanvictores, T., & An, J. (2022). SWOT Analysis. StatPearls Publishing.
 25. Hossain, Mozaffor & Al Hasan, Rakib. (2023). Educational technology (EdTech) in English as a foreign language (EFL) in Bangladesh: Necessities, innovations, and implications. Studies in Linguistics, Culture, and FLT. 11. 102-129. 10.46687/NREO6623
 26. Timchenko, Victor & Trapitsin, Sergey & Apevalova, Zoya. (2020). Educational Technology Market Analysis. 612-617. 10.1109/ITQMIS51053.2020.9322982.
 27. McGrath, Cormac & Åkerfeldt, Anna. (2019). Educational technology (EdTech). 10.4324/9780429319297-9.
 28. Hurst, L. (2023, February 10). Want to work from home? These European countries are the most open to hybrid or remote work. Euronews.
<https://www.euronews.com/next/2023/02/10/want-to-work-from-home-these-european-countries-are-the-most-open-to-hybrid-or-remote-work#:~:text=The%20Netherlands%20is%20way%20out,remote%20workers%20in%20the%20EU.&text=The%20data%20used%20was%20collected%20in%20August%202022>.
 29. Sharma, I. (2023, September 26). What are the Edtech Challenges and Its Solutions? Software and Technology Blog - TatvaSoft.
<https://www.tatvasoft.com/outsourcing/2022/07/edtech-challenges.html>
 30. Demidenko, O. (2023, February 15). EdTech Challenges and How to Overcome them. Geomotiv. <https://geomotiv.com/blog/challenges-of-online-education/>

31. Bringing the World to Rural Students with Edtech | National Rural Education Association. (n.d.).
<https://www.nrea.net/bringing-the-world-to-rural-students-with-edtech>
32. Talmo, Tord & Sapountzi, Maria & Dafoulas, George & Valenti, Alessia. (2022). Collaborative learning using technological tools. A framework for the future. 10.13140/RG.2.2.11876.04487.
33. Zhang, Weihong. (2022). The Role of Technology-Based Education and Teacher Professional Development in English as a Foreign Language Classes. *Frontiers in Psychology*. 13. 10.3389/fpsyg.2022.910315.
34. Haleem, Abid & Javaid, Mohd & Qadri, Mohd & Suman, Rajiv. (2022). Understanding the Role of Digital Technologies in Education: A review. *Sustainable Operations and Computers*. 3. 10.1016/j.susoc.2022.05.004.

Figures:



B:HUBRIHI কোর্সেস শেখার বেসেডেড শুল্ক সার্টিফিকেশন লগ ইন / সাইন আপ

কোর্সের ধরণ

- সকল কোর্স
- ক্যারিয়ার ট্র্যাক কোর্স
- ফ্রি কোর্স কোর্স

ক্যাটাগরি

- Career Skills
- Free Courses
- Product Management
- Web and App Development
- Computer Science and Programming
- Digital Marketing
- Data Science and Analysis
- Higher Study and Exam Prep

ডিজিটাল মার্কেটিং
১০০০০০
১০০০০০

ডিজিটাল প্রোডাক্ট ম্যানেজমেন্ট
১০০০০০
১০০০০০

ফুল স্ট্যাক ওয়েব ডেভেলপমেন্ট (Python...)
১০০০০০
১০০০০০

Art of Job Searching & Applications
Free Course

DATA ANALYTICS
Free Course

Elevate Your Public Speaking
Free Course



হোম

সকল কোর্স

একাডেমিক প্রোগ্রাম

মডেল টেস্ট

এডমিশন প্রোগ্রাম

স্কল

স্কিলস

আমাদের সম্পর্কে

লগ ইন / সাইন আপ

Shikho একাডেমিক প্রোগ্রাম SSC-HSC'র A+ প্রস্তুতি এখানেই

অষ্টম থেকে দ্বাদশ শ্রেণি পর্যন্ত শিক্ষার্থীদের সারা বছর পড়ালেখার কমপ্লিট সলুশন

একাডেমিক প্রোগ্রাম দেখা

শিখতে শুরু করো

২৫ লক্ষ+

শিক্ষার্থী

৫০ জন+

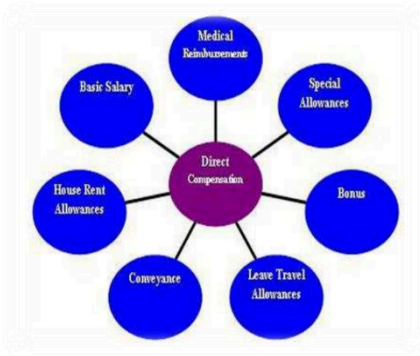
অভিজ্ঞ মেন্টর

১০ লক্ষ+

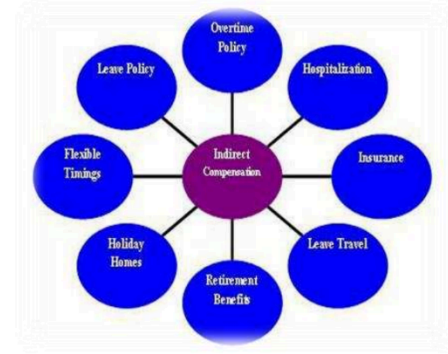
আপ ডাউনলোড

১.৮ লক্ষ+

ল্যানিং ম্যাটেরিয়াল



Direct Compensation



Indirect Compensation



লক্ষ্য
GPA 5
HSC 24
Revision + Model Test

শিখো, জিতবে

বাংলা, ইংরেজি ও আইসিটির ক্লাস শুরু
১০ ফেব্রুয়ারি থেকে!

বিজ্ঞান, ব্যবসায় শিক্ষা ও মানবিক বিভাগের সবার জন্য
কমন বিষয়ের কোর্সে আজই ভর্তি হও!

কল করো
16780

শিখো
শিখো, জিতবে

CHEMISTRY
MENTOR

আরিফ হক
নেভাল আর্কিটেকচার
অ্যান্ড মেরিন ইঞ্জিনিয়ারিং, বুয়েট '০৭
১৬ বছর শিক্ষকতার অভিজ্ঞতা
১২ লক্ষেরও বেশি
শিক্ষার্থী পড়িয়েছেন

কল করো
16780

