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Daraz launches event to generate jobs for freelancers



Officials of Daraz Bangladesh attend an interactive session on the future of e-commerce and opportunities for students, at Brac University auditorium in the capital on Monday. Photo: Daraz

Star Business Desk

Daraz Bangladesh has introduced D-force, a new programme developed by the online marketplace, to generate freelance employments for students and part-time workers.

The programme was launched at an interactive session titled “The future of e-commerce -- presenting opportunities for BRAC University”, at Brac University auditorium on Monday.

Sumeet Singh, managing director and co-founder of Daraz Bangladesh, opened the session with an educational presentation on Daraz and how it operates, Daraz said in a statement yesterday.

"The D-Force programme is a great opportunity for students from all backgrounds and different degrees," Singh said.

"This innovative model of freelance selling will give them all a chance to get real working experience, shape their selling skills and, last but not least, boost their CVs."

The programme will enable selected students to place orders and work for Daraz as sales consultants through the use of a special login identity.

Students will receive salaries based on the commission which will increase based on their performance.

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It will also give free sales training to best performing agents and award them with certification from Rocket Internet and Daraz Bangladesh, according to the statement.

Nowadays in globally competitive labour market, all these elements are indeed more and more crucial in order to start a bright career in the business world, Singh said.

"Daraz Bangladesh, owner and pioneer of this project, can proudly state that the response received so far has been impressive, and the everyday growth can only confirm a great future ahead, both for D-Force and students."

D- Force previously has done such campus activations at Independent University, Bangladesh and University of Liberal Arts Bangladesh and is scheduled to organise such events at University of Asia Pacific, Daraz said in the statement.

Singh also said that Daraz will adapt the concept of Black Friday and introduce it as Fatafati Friday on November 27, which will be the biggest online sales event of the year.

Products will be offered with 30 percent to 80 percent discounts on the day, according to the statement.

Sumit Jasoria, head of marketing for Bangladesh, Myanmar and Pakistan; and Antonio Fantappiè, business development manager and head of sales force, also attended the event.