

An Internship report
On
Intern Satisfaction at Robi Axiata Limited



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Intern Satisfaction at Robi Axiata Limited



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Subject: Submission of Internship Report on ‘Intern Satisfaction at Robi Axiata Limited’.

Dear Sir,

I am here by submitting my Internship Report, which is a part of the BBA program curriculum. It is a great achievement to work under your active supervision.

This report is based on, ‘Intern Satisfaction at Robi Axiata Limited’. I have got the opportunity to work in Robi Axiatra Limited in Treasury Department under Finance Division for 3 months, under the supervision of Mahabub Ali Sikder, Manager of Treasury Department, Finance division.

This project gave me both academic and practical exposures. First of all, I learned about the organizational culture of prominent telecommunication organization of the country. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours,

Md. Samiul Alam

ID: 12104165

Acknowledgement

Firstly, I would like to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the given time. I am deeply obliged to my Internship Advisor Showvonick Datta sir, Lecturer, BRAC Business School, and BRAC University for his whole-hearted supervision during my organizational attachment period. I am also grateful to Mr. Mahabub Ali Sikder, as my organizational supervisor. It would have been very difficult to prepare this report up to this mark without their continuous guidance.

My gratitude goes to entire CSO Department of BRAC University for arranging Internship Program that facilitates integration of theoretical knowledge with real life situation.

Last but not the least; I would like to convey my special gratitude to Mr. Neaz Nasir Chowdhury, Specialist, Finance Division. Without his help and support my report would not be completed.

Moreover, I would also like to express my gratitude to my Robi Axiata Ltd fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things.

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Executive Summary

I have prepared this report based on my three month practical experience at Robi Axiata Limited. This internship program helped me to learn about the practical scenario of a Telecommunication Company. Robi Axiata Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Robi Axiata Limited, formerly known as Telecom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March 2010 the company started its new journey with the brand name Robi. This report has been presented based on my observation and experience gathered from the company. The organization has many divisions and departments but the focus is given more on the Treasury Department and Payment Automation Up-gradation project.

This report mentions about the intern satisfaction at Robi. I tried my best to draw a 360 degree picture of overall intern satisfaction level of the company. After analyzing the whole process I came up with some recommendation which may help the company to update the process and help to improve some aspects.

Chapter 1:

The Organization

1.1 Introduction:

Robi Axiata Ltd, the most dynamic and rapidly-growing telecommunications operator in Bangladesh, is developing its services to meet increasing customer needs - ranging from voice and high speed Internet services to tailor-made telecommunications solutions. Robi is a joint venture company between Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan. It commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010 the company was rebranded to 'Robi' and the company changed its name to Robi Axiata Limited.

Robi draws from the international expertise of Axiata and NTT DoCoMo Inc. Services support 2G and 3.5G voice, CAMEL Phase II & III and 3.5G Data/GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology. The company has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Robi's customer centric solution includes value added services (VAS), quality customer care, digital network security and flexible tariffs.

Since its inception in 1996, Axiata Group and its predecessor Telekom Malaysia has invested around BDT 11,000 crore in the form of equity till 2012. Moreover the company has contributed almost BDT 10,000 crore to the Bangladesh Exchequer in the same period.

As a subsidiary of Axiata Berhad Malaysia ,Robi draws on leading edge technology to provide its service in Bangladesh, covering almost 100% of the population, Robi is committed to provide best data and voice quality and will continue to ensure that its customers are able to enjoy the best experience through leading edge technology and innovative products and services.

Robi Axiata would not be able to run its business effectively and efficiently without the contribution of their key executives. They are Mr. Supun Weerasinghe (Chief Executive Officer and Managing Director), Mr. Wai Yip Yap (Chief Financial Officer), Mr. Mahtab Uddin Ahmed (Chief Operating Officer), Mr. Asif Naimur Rahman (Executive Vice President of IT &

Charging Technology) and Mr. Khaledur Rahman Dewan (Executive Vice President of Central Operations Technology).

Robi Axiata has some key guidelines and principles which it follows to the point that gain success for the company. These are-

Uncompromising Integrity:

- They will be legally, ethically, and morally correct.
- Their conduct will be fair and honest.
- They will listen, seek understanding and encourage open dialogue.
- They will be passionate in pursuing their beliefs.
- They will treat others with dignity, valuing and benefiting from diversity.
- They will be accountable for our actions and behaviors on fellow employees, customers, shareholders, and the communities in which we operate.
- They will be courageous in sharing their work and bold to learn and improve from mistakes.
- They will adhere to their Code of Conduct, protect and uphold it.

Customer at the Centre:

- They will be customer centric delivering their needs in terms of value, quality and satisfaction.
- Their customer focus will be unrelenting in creating positive experience, at every point of interface, sale and post-sale.
- Simplicity will be the key for the customer to learn about them, buy from them, and get support from them whenever, wherever.
- They will strive for continuous innovative solutions in every sphere of their work.
- They will engagement with the customers to know their demands and design their actions to care for them better than their competitors can.
- They will not be distracted from creating and providing value for their customers.

They Can, They Will:

- Ensure their efforts produce desired results.
- Seize opportunities at the right time and execute them on time.
- Go beyond their scope, strive for and achieve excellence.
- Do what it takes to ensure delivery of results not waiting for delegation.
- Go that extra mile, setting ambitious goals to ensure their efforts bring success.
- Have the courage to say and do what it takes in order to ensure success.

1.2 History:

Robi Axiata Limited is one of the leading mobile telecom operators in Bangladesh. It is a joint venture company between Axiata Group Berhad of Malaysia and NTT DoCoMo Inc. of Japan. Robi Axiata Ltd was formerly known as Telekom Malaysia International (BD) Ltd, started its services under Brand Name 'Aktel'. Telekom Malaysia International (BD) Ltd was incorporated on 15 November 1997 as a Joint Venture company between Axiata (70%) and AK Khan & Co. (30%). It started GSM 900 and 1800 cellular service under a 15-year license granted in November 1996.

In 2008, AK Khan and Company exited the business by selling its 30% stake to Japan's NTT Docomo for US\$350 million.

On March 28, 2010, the service name was rebranded as Robi which means Sun in Bengali. It also took the logo of parent company Axiata Group which itself also went through a major rebranding in 2009.

In 2013, after five years of presence, Docomo reduced its ownership to 8% for Axiata to take 92%.

On 28 January 2016, it was announced that Robi Axiata and Airtel Bangladesh will merge in 2016. The combined entity will be called Robi, to serve about 40 million subscribers combined by both networks. Axiata Group will own 68.3% share, while Bharti Group will own 25%. The remaining shares will be owned by NTT Docomo.

Robi leads to provide superior customer service which will lead to good business and good development in telecommunication industry. To serve this purpose, Robi actually gives more focus towards customer desire. Hence, Robi is regularly and frequently upgrading its network and spreading all over the country to provide better and quality telecommunication service to its consumers. With its strong network and seamless connectivity, Robi is empowering more than 24 million people across the country.

Robi is a true consumer oriented brand in Bangladesh. It has a very good connection and representation of Bangladeshi culture. As a subsidiary of Axiata Berhad Malaysia, Robi focused on leading edge technology to provide quality telecommunication service in Bangladesh covering almost 100% of population.

1.3 Product/Service Offerings:

Robi Axiata provides mobile telecommunication services in Bangladesh. It offers prepaid, postpaid, international roaming, business solutions, video calls and Internet, Wi-Fi support, and value added services. The company also provides support services.

Robi Axiata categorizes its products and services into three main segments. Each segment contains a number of services. The segments are-

- 1) Mobile Products
- 2) Internet Services
- 3) Vas (Value Added Services)

1) **Mobile Products:** Basic mobile service offered by Robi. Prepaid, Postpaid, Business Solution (corporate services) and voice bundle services are considered as basic mobile telephony services.

Prepaid Packages:

- **Unlimited FNF:** New connection fee is tk.200. If the users want to migrate from other package to this package, they can dial *8999*90#. It charges 1 paisa/sec for Robi-Robi FNF.

- **Hoot Hut Chomok 32:** New connection fee is tk.200. If the users want to migrate from other package to this package, they can dial *8999*32#. It charges 20.83 paisa/10 sec on Robi-Robi calls.
- The other prepaid packages are Robi Club 34, Goti 36, Nobanno 37 and Shorol 39

Postpaid Packages:

- **Robi Postpaid Pack-1:** It has no new connection fee. If the users want to migrate from other package to this package, they can dial *140*50#. It charges 1tk/min on all Robi calls and 44 paisa/min to Robi FNF.
- **Robi Postpaid Pack-2:** It has no new connection fee. If the users want to migrate from other package to this package, they can dial *140*51#. It charges 15 paisa/10 sec on all Robi calls and 5 paisa/10 sec to Robi Priyo Number.



2) Internet Services: Robi 3.5G is the third generation of mobile communication technology that will allow customers to surf the Internet with speeds of more than three times faster than 2G technology.

Robi 3.5G is the enhanced version of 3G that offers higher mobile Internet speed of up to 21Mbps, while 3G offers mobile Internet speed of up to only 384Kbps. Nevertheless, the average download data speed available is usually in the region of 1-3 Mbps.

3G Internet packs					
Type	Price*	Volume	Validity	Activation	Balance check
Both Prepaid & Postpaid	10	30MB	2 days	*121*781#	Prepaid *778*555# Postpaid *121*70#
	15	40MB	3 days	*121*5001#	
	20	50MB	7 days	*121*771#	
	50	150MB	7 days	*121*5003#	
	100	300MB	30 days	*121*5011#	
	199	1GB	30 days	*121*5014#	
	275	1.5GB	30 days	*121*731#	
	350	2GB	30 days	*121*5020#	
	450	3GB	30 days	*121*5025#	
	650	5GB	30 days	*121*711#	
	950	8GB	30 days	*121*5040#	

With a 3G phone/device and access to the Robi's 3.5G Technology, users can make video calls, watch live TV, access high speed Internet and enjoy live streaming at never before speeds.

To avail Robi 3.5G services in 3G network area customers need to dial *8444# which is free of cost. Users also need to have a 3G enabled handset. Robi also offers wi-fi service in selected areas in Dhaka city.



- 3) [VAS \(Value Added service\)](#): Robi Axiata offers numerous VAS for its customers. There are handful of services under Calling and Mobile Mgt, SMS and Messaging, Music, Finance and Career, Information Services, Entertainment, Lifestyle and Education segments.



Robi Axiata's Value added services also include Robi Sports Portal, Robi Radio, Islamic Kotha and Balance Transfer.

[Robi Sports Portal:](#)

[Service Details:](#)

This is a subscription based SMS, WAP and IVR service which will enable customers to get SMS alert on cricket, football and Tennis. In addition customers will have option to get same information through IVR and WAP.

[SMS Service Detail:](#)

➤ [Sports Alert:](#)

It is a daily subscription based SMS alert service. After getting subscribed users will get Sports alert or Sports news per day. To subscribe, the subscribers need to type 'START SP' and send to 22020 or dial *22020*1#. Upon successful subscription, users will get confirmation SMS

containing charging information, opt-out mechanism. To deactivate the service, customers need to type 'STOP SP' and send to 22020 or dial *22020*1#.

➤ [Cricket Alert](#)

It is a daily subscription based SMS alert service. After getting subscribed, users will get ¾ cricket alert or cricket news per day. To subscribe, users need to type 'START CRIC' and send to 22020 or dial *22020*2#. Upon successful subscription, users will get confirmation SMS containing charging information, opt-out mechanism. To deactivate the service, customers need to type 'STOP CRIC' and send to 22020 or dial *22020*2#.

➤ [Football Alert](#)

It is a daily subscription based SMS alert service. After getting subscribed, users will get Football alert or new per day. To subscribe, users need to type 'START FT' and send to 22020 or dial *22020*3#. Upon successful subscription, user will get confirmation SMS containing charging information, opt-out mechanism. To deactivate the service, customers need to type 'STOP FT' and send to 22020 or dial *22020*3#.

➤ [Tennis Alert](#)

It is a daily subscription based SMS alert service. After getting subscribed, users will get Tennis alert or news per day. To subscribe, users need to type 'START TN' and send to 22020 or dial *22020*4#. Upon successful subscription, user will get confirmation SMS containing charging information, opt-out mechanism. To deactivate the service, customers need to type 'STOP TN' and send to 22020 or dial *22020*4#.

➤ [IVR Service Detail](#)

A SPORT IVR is a pay as you go service. Users can enjoy live score update, live commentary, sports news, know match schedule and much more about Cricket, Football and Tennis by dialing 22020.

➤ *WAP Service Detail:*

It is a daily subscription based WAP service. After getting subscribed users can download 5 free contents a day and can get sports update through portal. After successful 5 free download, users will be charged as per regular tariff. To subscribe, customers need to visit: <http://msports.mobi/> or type 'START SPW' and send to 22020 or dial *22020*6*1#. Upon successful subscription, users will get confirmation SMS containing charging information, opt-out mechanism. To deactivate the service customers need to visit:<http://msports.mobi/> or type 'STOP SPW' and send to 22020 or dial *22020*6*2#.

Robi Radio:

Robi Radio is just like a pocket FM radio with the added convenience to choose from what one wants to hear, and that too whenever & wherever. Robi Radio is a personal, customized radio station which provides a plethora of songs of about every emotion and every genre.

It allows listeners to:

- Listen to full tracks
- Dedicate songs to loved ones
- Set favorite song as Goon Goon
- Download ringtones
- Create and listen to own/other users personalized play lists
- Share favorite songs as your status on Facebook

Users need to call **8080** to listen to Robi Radio Nationwide.

Islamic Kotha:

➤ *Objectives:*

The aim of launching this service is to provide intelligent, authoritative & authentic responses to subscriber's question about Islam, whether it would be from a Muslim or a non-Muslim, and help them to solve general, personal & social problems. Honorable agents of the Call Center will

be Islamic Scholars from Islamic Foundation, Bangladesh. The main objectives of launching this service is to -

- teach and familiarize Muslims with various aspects of their religion
- be a source for guiding people to Islam
- respond to Robi user's queries to the best of available resources & capabilities
- assist in solving the social and personal problems of the Muslims in an Islamic context

➤ *Unique selling points:*

- No Operator in Bangladesh Market has a live Islamic call center.
- Its first time in Bangladesh as a Robi branded exclusive service.
- No premium charging for call center, user can consult with Islamic scholar by paying the regular tariff only.
- One stop service – Islamic call center & Islamic IVR content at one dial (just dial 8155)
- No controversial information will be service through Islamic call center.
- Call center has been approved by Islamic foundation, Bangladesh.

➤ *Service details:*

Robi Islamic kotha is a religious service. This is a combination of human agent based live call center along with Islamic IVR content. IVR content will be changed based on various Islamic events whereas Islamic call center will be served 7 days in a week from 8:00 AM to 8:00 PM.

➤ *Service Call Flow:*

After dialing 8155, Robi user needs to be registered in this service and then will listen below instruction –

Press 1 for Islamic Sawal-Jawab (Live call center)

Press 2 for Daily Namaz timings

Press 3 for Hadith

Press 4 for Daily Duaa

Press 5 for Quranic Ayat and Torjoma

Press 6 for Islamic gazal

Press 9 for Islamic event

Press 0 for help

Press 8 for Previous Menu

➤ *Islamic Event:*

Ramadan special content will be available under Islamic event. After dialing 8155, registered user needs to press '9' for Ramadan special segment & avail the below content –

- Ramadan special Duaa
- Selected Hadith
- Ramadan special Gazal
- Rules related to Iftar/Sehari/Tarabi Namaz

Balance Transfer:

Robi introduces a new Balance Transfer service. Both Prepaid and Postpaid customers are able to transfer balance to any Robi prepaid account whenever required.

This service will also give Robi customers a great opportunity to continue communication even if they have less than Tk.1 balance. For the first time in Bangladesh, Robi Prepaid customers can request for balance to any Robi number.

➤ *To Transfer Balance:*

- Now, the customers do not have to register for using the balance transfer service. To transfer, the users just need to type the amount (For example, 20) in a text message body and send SMS to 1212.
- User will be auto registered for the service after the first transaction.
- Users will also get a PIN code after successful transfer. The customers need to use the PIN for future transactions. To disable the PIN, SMS off to 1210.

- class="dhamal_shamal bounceIn">To transfer balance using IVR, the users need to dial 1210.
- class="dhamal_shamal bounceIn"> the users need to dial *140*6*1# to transfer balance.

➤ To Request for Balance:

- Users need to have only **60 Paisa** in their accounts to request.
- Just type the **request amount** (for example, 25) a text message body and send SMS to **1211 018YYYYYYYY** (where 018YYYYYYYY is the balance donor's number).
- Donor will receive the request as an SMS.
- Please dial ***140*6*2#** to request for balance

➤ When users receive a request:

- To accept the request, reply the SMS with Y
- To discard the request, reply the SMS with N
- To block the requestor, reply the SMS with B

➤ Charge:

- BDT 2 (+ Supplementary Duty (SD) + VAT on price inclusive of SD) from sender and
- BDT 2 (+ Supplementary Duty (SD) + VAT on price inclusive of SD) from receiver (from the receiving amount).

1.4 Operational Network Organogram of Robi Axiata:

Organogram is something that includes charts, graphs etc which helps an organization to identify the structure of the organization and helps to understand the internal as well as the external structure. It describes the relationship among employees, customers, dealers etc. Robi Axiata has a very well structured organogram which helps them to run their organization properly.

All the divisions are mainly under MD which is also known as Chief Managing Director who is trusted by all the responsibilities that are given by the board of directors. Each division has their own Director and General Manager. Every manager from each division is responsible and directly connects with their respective division Director or General Manager. Mainly they are associated with the mid-level manager. In the low level management there are officer, senior officer, executive and senior executive.

They maintain the chain of command and follow the vertical structure. Means, low level management will report to the mid-level management and the mid-level management will follow the low level management.

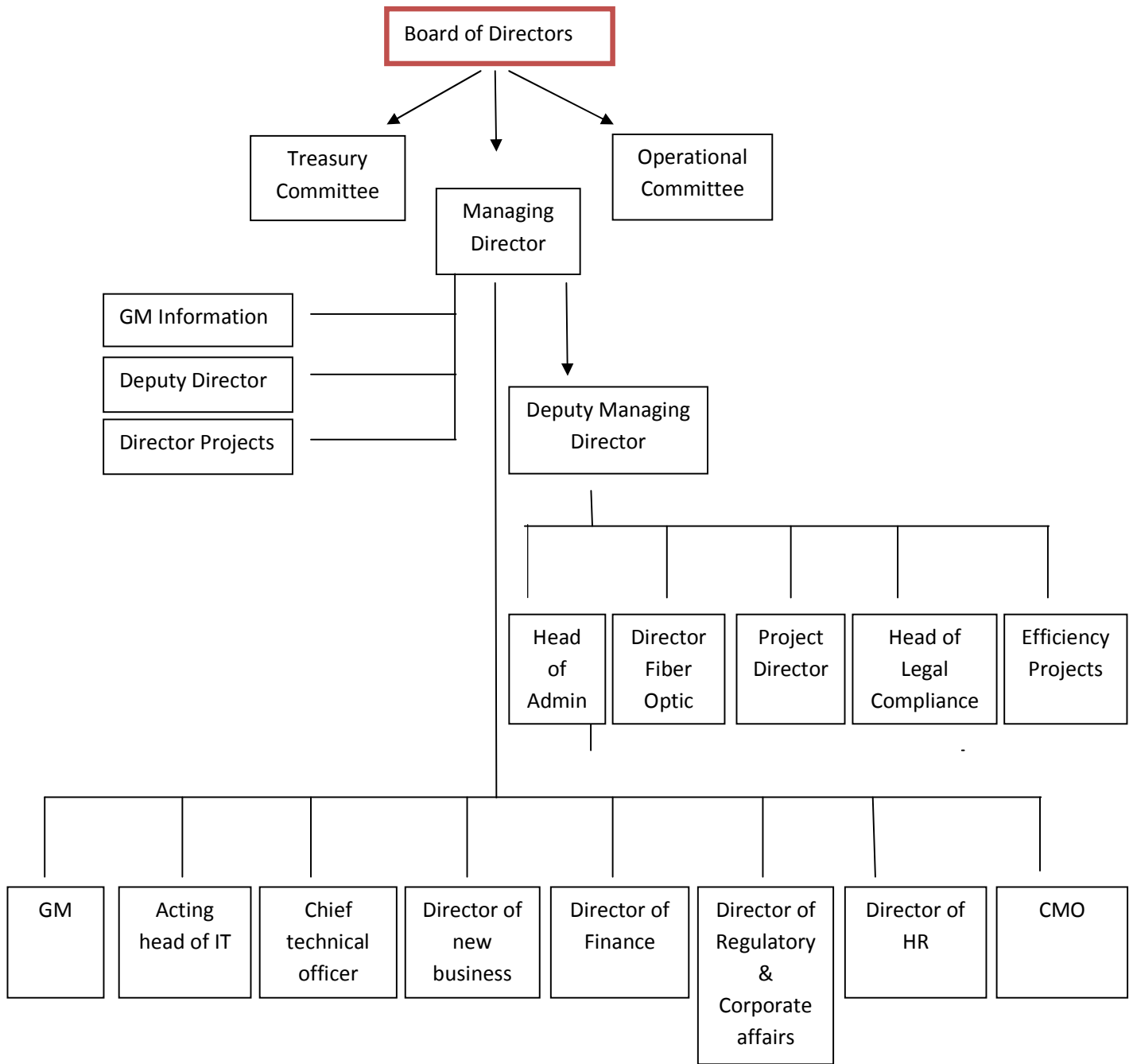


Fig. Robi Axiata Organogram



Fig. Robi Management Levels

1.5 Visions for the Future:

The vision of Robi Axiata is to become the market leader of the telecommunication industry of Bangladesh as well as achieving the highest market share.

Chapter 2: *Job Responsibilities*

2.1 Nature of the Job:

I was appointed as an intern in the finance division of Robi Axiata Ltd. It has many departments under Finance Division such as Business Control, Corporate Finance, Financial Accounting and Management Reporting, Supply Chain Management, Revenue Assurance and Fraud Management, Financial Compliance and Process Improvement (FCPI) and Treasury Department. However, out of all these departments, I was in the Treasury Department under 'Payment Automation Up-gradation' project. Basically, the job ensures the availability of sufficient amount of fund in hand so that it makes the payment to their respective vendors. One party arranges the fund for operational needs and the other party makes payment to the vendors since it is a team effort. All the payments are made through cheques. Mainly, Robi depends on three renowned banks of our country such as Eastern Bank Ltd. (EBL), Standard Chartered Bank (SCB) and HongKong and Shanghai Banking Corporation (HSBC) to make the vendor payments. Payments which have high value are made through EBL cheques. Payments which have smaller value are made through SCB. Furthermore, most of the payments are made through SCB cheques.

2.2 Specific Responsibilities of the Job:

- As an intern, I was accounted for doing number of responsibilities. Everyday in the office, my very first duty was to record the yesterday's disbursed cheques in the Robi's database and send an internal email to the officer of treasury department Md. Abdul Matin.

Disbursement as on April 5, 2016

Invoice No.	Vendor Name	Cheque No.	Amount	Date
1001016971	S.A. Distribution	2107891	2,50,000.00	05-04-16
2005011789	ACI Logistic	2107852	4,81,000.00	05-04-16
N100501252	Voice Tel Ltd.	2108681	10,25,781.00	05-04-16
2005010261	Hauwei Technologies Ltd.	2106542	12,24,681.00	05-04-16

- Besides, I also used to write text of the invoices/bills in SAP (Systems, Applications and Products in Data Processing) before stapling the bills with the cheques. Writing texts in SAP basically refers to recording the nature of expenditure in brief into the system so that if needed we can get idea about the expenditure simply by logging into the system.
- After Writing the text in SAP, I used to staple the bills with the cheques coming from SCB Bank.
- In addition to that, I used to prepare 'Approval of cheque preparation through HSBC net' and 'Approval of fund transfer to respective employee account' in Microsoft Excel and SAP on a daily basis.
- Moreover, I used to take the cheques to different departments to get signs of the respective authority.
- Furthermore, I used to take the EBL cheques to the assistants of Robi Board of Directors. Once the Robi BOD signed the cheques, I again take those back from their assistants to my department.
- Sometimes, my supervisor asked me to sort the bills according to the following dates so that he could print and prepare cheques of those bills and make payments to those vendors.
- At the end of every month, I had to sort out petty cash bills from all the bills and write 'Payment Document Number' and 'Date of fund transfer' on those bills. Then, another intern from Financial Compliance and Process Improvement(FCPI) department came and take those bills for further evaluation.

2.3 Different Aspects of Job Performance:

I have come to know about all the aspects of an organization during my 3 months internship period at Robi Axiata Ltd. I have been instructed to do all kinds responsibilities in treasury department starting from bottom to top. These were the types of aspects of the job performance I have come to know.

- Gaining the practical knowledge
- Having an experience of corporate life
- Experience will later help me in near future in job life

- Building up a good link with the corporate people
- Understanding the difference between the practical and text based knowledge
- Teamwork was the most important aspects of them all. Teamwork between supervisor and subordinates (employees) and between employees in order to improve performance. Teamwork requires cooperation, patience and mutual understanding both vertically and horizontally.

Among the objectives may include:

- To link what employees do and the objectives of the organization;
- To bring about continuous improvement that helps the organization attain the next level.

It was important to remember that performance management involves both management and employees working as a team.

2.4 Critical Observations and Recommendations:

Critical Observations:

- Most of times vendors got their payments in time. However, there were lots of vendors of Robi to manage everyday. Therefore, it was difficult for the treasury managers to make the payments in exact time. This was why, some vendors complain about not getting paid in time.
- There was only one clerk to distribute cheques among these huge number of vendors. So when he was absent, I had to do all his duties in addition to my responsibilities.
- Sometimes, vendors came to collect their cheques before the disbursement dates which created misunderstanding among vendor and managers.
- As I have already discussed in my specific job responsibilities part, Interns were required to do lots of activities. Sometimes, the workload was as similiar as the regular employees.
- Interns did not get enough salary compared to the extensive job responsibilities they have.

- Interns did not get other facilities such as lunch facilities like Banglalink. They bought lunch from cafeteria with their own money. Per head lunch cost Tk.130 which was too much

Recommendations:

- Different vendors should be assigned under different treasury managers in order to remove the delay of payment.
- Several clerks should be appointed in order to distribute the cheques to the vendors effectively.
- In this case, vendors should call before coming to make sure that the cheques are ready.
- Treasury Department needs 2 interns so that the workload can be distributed.
- Pay Scale for the interns should be increased.
- Lunch facilities for the Interns should be provided like the regular employees to make them feel that they are actually part of the team.

Chapter 3:

Project

Intern Satisfaction at Robi

Axiata Limited

3.1 Summary:

My main project for my internship report is 'Intern Satisfaction at Robi Axiata Limited'. In whole project my main focus was on checking the satisfaction level of interns at Robi. Internships provide real world experience to those looking to explore or gain the relevant knowledge and skills required to enter into a particular career field. The primary focus of internship is on getting some on the job training and taking what's learned in the classroom and applying it to the real world. At first, there were 24 interns got appointed at Robi Axiata in the month of January, 2016. Then 1 of the intern left after spending few days in the corporate environment of Robi. Later, 2 more interns for other departments were appointed in the next month. Finally, we were 25 interns from different reputed universities who did our internship during this period at Robi Axiata Limited. Out of 25 interns, most of them were from Private Universities such as BRAC, North-South, and East-West. There were two interns from Dhaka University as well. Although I worked in the treasury department of Robi Axiata under the project called 'Payment Automation Up-gradation', my internship supervisor honorable Mr. Showvonick Datta sir suggested me to work on something new. He inspired me to think broader mindedly about what I noticed during my internship period at Robi. From that point we came to a decision that the project I would be working on for my internship report is the 'Intern Satisfaction at Robi Axiata Limited'. My project mainly highlights on whether the interns working in Robi Axiata are satisfied or not, their job description, remuneration, other facilities such as lunch, transportation, emergency leave comparing to full time employees etc. It also highlights on difference of remuneration and facilities comparing to other telecom company. Furthermore, it focuses on whether they are learning what they have expected to learn when they first appointed as interns. For any intern or fresh graduate, learning is an essential part. They join in one of the leading telecommunication company for the hope that the things they learn from there will help them to shine in the same field in near future. The distinguishing element of an internship is the intentional learning agenda. An internship is a partnership between an advanced student or graduate and an organization that has created a meaningful position, providing hands-on training and career awareness. An internship is an opportunity for a student to gain practical work experience that complements his or her academic experience and therefore should have clearly defined projects and learning goals. For employers, internships are an opportunity to

complete valuable projects and test-drive potential employees. In addition to that, the project also focuses on the organizational behavior and culture that most of them are facing for the first time in life. The treatment that they get here from their supervisors/other employees/colleagues will help them to shape their future behavior in other organizations. The project also focuses on whether male are proffered over female in terms of providing internship opportunities by Robi.

3.2 Description of the Project:

The report is set up as a requirement of the internship of BBA program of the BRAC University. The internship experience has provided me tremendous chance to minimize the gap between theoretical and hands on knowledge. My hands on experience through performing different activities of Treasury Department including other process it enhanced my view, mission and acceptability as well as has increased my overall experience about to deal in real world phenomenon. As per requirement, I have chosen the topic of 'Intern Satisfaction at Robi Axiata Limited' with the help of my three month working experience at Robi Axiata Limited, I have tried my best to make this report impressive and practical and my efforts will be fruitful if anybody is benefited from this one.

3.3 Objective of the Project:

There are some objectives which have guided me to work on this project. These objectives are 1) Primary Objective and 2) Specific Objective. These two types of objectives are discussed below-

Primary Objective:

The primary objective of this project is to find out the satisfaction level of the interns working at Robi Axiata Ltd.

Specific Objective:

- To find out whether Robi Axiata has suitable working condition for young intern.
- To find out whether interns learn what they expected to learn at Robi.
- To find out how much their job responsibilities are similar to the full time employees.

- To find out whether the remuneration, facilities, benefits they get are similar to full time employees
- To compare between Robi and other telecom companies in terms of providing remuneration and other facilities
- To find out whether young female interns have a safe and sound working condition

3.4 Methodology:

According to The University of California (2016), a successful project depends on executing a its methology effectively and efficiently. An effectively methodology depends on the following things-

- Provides a common language for communicating and planning prior to the start of the project work.
- Encourages appropriate communication and planning prior to the start of project work
- Establishes a means for managing projects more efficiently
- Enables the tracking of progress against pre-determined metrics and facilitates standardized reporting.
- Leads to effective project outcomes which achieve institutional objectives.
- Builds on a set of best practices learned over time.

The long-term intent is to build a project management repository to document best practices, lessons learned, and examples of various documents that may be developed during a project.

I focused on the following methology in order to collect information about my project.

Hypothesis:

According to Boundless.com (2015), intern satisfaction is the level of contentment interns feel about their work, which can affect their performance and learning in the internship site. This feeling is mainly based on an individual's perception of satisfaction. Intern satisfaction can be influenced by an intern's ability to complete required tasks, the level of communication in an organization, and the way supervisor treats interns.

Research Design:

A research design is a framework used in carrying out the research project. It specifies the action essential to obtain the information required to configure or to resolve the research problems. A good research design will ensure that the research project is conducted effectively and efficiently. (Malhotra and Dash, 2010) Research design is generally categorized into two subdivisions, exploratory and conclusive research. Exploratory research design provides insight and understanding of the problem confronting the researcher. It is used in those cases when the researcher needs to define the problem more precisely. In exploratory research design, research process is flexible and unstructured; sample size is small and non-representative. (Malhotra and Dash, 2010) Alternatively, conclusive research is usually more formal and structured than exploratory research. Conclusive research is designed to assist the decision maker in determining, evaluating and selecting the best course of action to take in a given situation. The sample of this research is large and representative. (Malhotra and Dash, 2010)

The research design of this report was flexible and un-structured. Moreover, outcome of the research provides an insight about the Intern Satisfaction at Robi.

Sources of Data Collection:

- **Primary data:** The primary information is collected through face to face interview from the interns who worked with me during my internship period at Robi Axiata. As previously mentioned, there were 25 interns in total including me. However, I managed to interview most of them to collect the required information. These interns worked in different departments such as Supply Chain Management, Tax and Vat Department, Revenue Department, Human Resource Department. Therefore, I have been able to collect some mixed and interesting information.
- **Secondary data:** The secondary information collected from official website of Robi. Moreover, I also took the help of social networking sites such as Facebook, Messenger and Gmail to collect information from the interns.

Data Collection Time:

For this research the data were collected between the months of April, 2016 to May, 2016. However, the survey was done in May 3 to May 10, 2016.

Population:

Population is the aggregate of all the elements that share some common set of characteristics and that comprise the universe for the purposes of the research problem. (Malhotra and Dash, 2010) The population of this project was all the interns of Robi Axiata.

Sample:

Sample is a subgroup of the elements of the population selected for participation in the study. (Malhotra and Dash, 2010). In this case, all the population has been used as sample since their number is not too large.

Sampling Technique:

In this research, non-probability sampling technique was used. Besides, convenience sampling method has been used for selecting respondents. Convenience sampling is a technique where researcher selects convenient samples. (Malhotra and Dash, 2010) Since, we were 25 interns at Robi, it was better for me to get the information from each of them in order to evaluate the variances in their feedback.

3.5 Limitations:

There were few limitations that I faced while preparing this project.

- Firstly, the major limitation was the availability of information. When I first joined at Robi, I was assigned under the project called ‘Payment Automation Up-Gradation’. However, my Internship Adviser Mr. Showvonick Datta wanted me to work on a new project called ‘Intern Satisfaction at Robi Axiata Limited’ in order to expand my thinking capacity as no other intern ever worked on that project before. The project was completely new in its nature. Therefore, I have faced difficulties in finding the relevant information online.
- Secondly, I was assigned the new project after my internship period was over. Therefore, it was quite difficult to collect direct information from other interns outside Robi as I do not know many of them.
- Thirdly, As the new project was completely different from the project that I worked at Robi, my Robi Internship Supervisor did not able to provide much of the information regarding the new project.
- Many of the interns have already joined in full-time work or started their MBA. They have become very busy and I can understand that. Therefore, I could not able to get much of their time to conduct the survey effectively as I wanted to. Still, I managed to draw their attention and they were very nice to me in giving their feedback.

Chapter 4:

Analysis, Findings and Discussions

4.1 Analysis:

According to the National Business Research Institute (2016), internship satisfaction is the level of contentment an intern feels toward his job. It is a facet of short-term employment that is seldom discussed, but is a very important element in any workplace. It is important for businesses to monitor and understand satisfaction levels, and for good reason: the level of satisfaction interns feel toward their job is directly related to how successfully they perform their job, how much they are able to learn from their supervisors, how professional they become when they move towards full time jobs, and most importantly, it impacts the collective culture of the business. It is easy to recognize the value of intern satisfaction surveys, particularly with regard to the success of any business.

Intern satisfaction surveys require thoughtful construction. I did the survey on 25 interns as a part of project analysis. In my survey, I asked them several questions regarding their internship experience at Robi Axiata Limited which had been answered differently by them. I noticed some mixed reactions in their answers.

The 'Intern Satisfaction Survey' form that I prepared to conduct the survey and collect feedback from the interns involved Name and Email of the interns, Questionnaire and Comments/Recommendations options. The questionnaire part involved 10 questions.

Intern Satisfaction Survey

YOUR FEEDBACK IS IMPORTANT TO ME!

I need your 5 minutes to fill up this 'Intern Satisfaction Form' about your Internship Program at Robi Axiata Limited. There are some questions which you need to answer in order to make my survey fruitful. I encourage you to be honest with your comments and suggestions. Your feedback is totally confidential.

Thank you for your support!

Name:

Email:

Questionnaire prepared to collect feedback from interns:

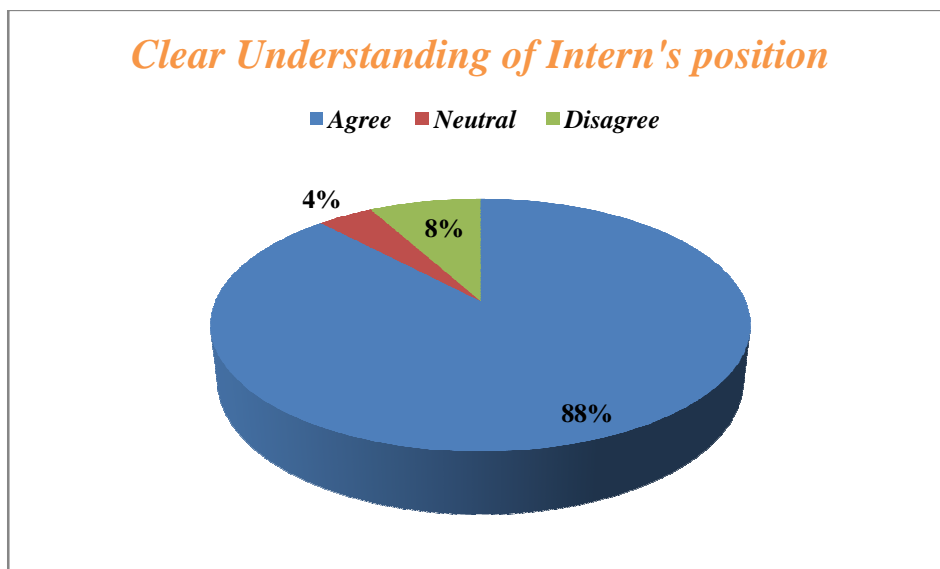
Questions	Agree	Neutral	Disagree
The position was clearly explained to me			
I had the opportunity to present my qualifications			
I received the necessary tools to do my job			
My advisor (manager) was helpful and answered my questions			
The internship program met my expectations			
The work environment was professional			
Employees are respectful and supportive			
My job responsibilities are as similar as full time employees			
The Salary and Other facilities are sufficient			
No Gender Discrimination			

Comments/Recommendations:

4.2 Findings and Discussions:

➤ Clear Understanding of Intern's Position:

One of the questions that I asked to the interns as part of my survey was how clearly their positions had been explained by their supervisors at Robi. I managed to get some interesting feedback from them.

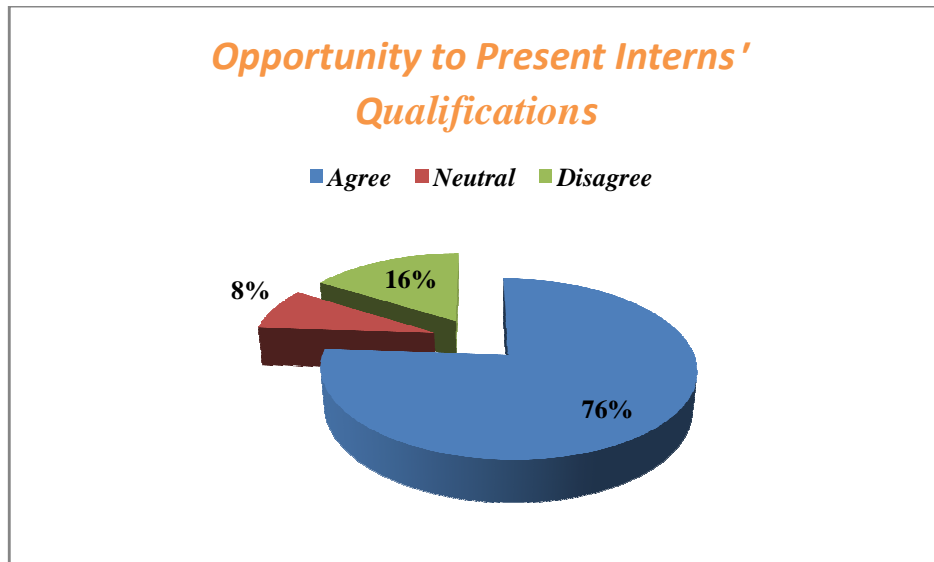


According to my survey of 25 interns, 88% of the interns agreed that their positions were well defined by their supervisors. It means that a large portions of the interns know that what their job description in Robi. Therefore, the satisfaction level is 88% regarding interns' position and job description.

However, during the initial period of my internship at Robi, one day I met two interns. They were sitting idle and discussing between them that they had no work to do at the moment and that is why they were sitting idle there. However, later when I did the survey, I found 88% of the satisfaction level about Interns' position. Therefore, I came to a conclusion that the job description of all the interns may not be discussed in the very beginning in all the departments. Some departments discuss the job description of the interns as the time progresses.

➤ *Opportunity to present intern's qualification:*

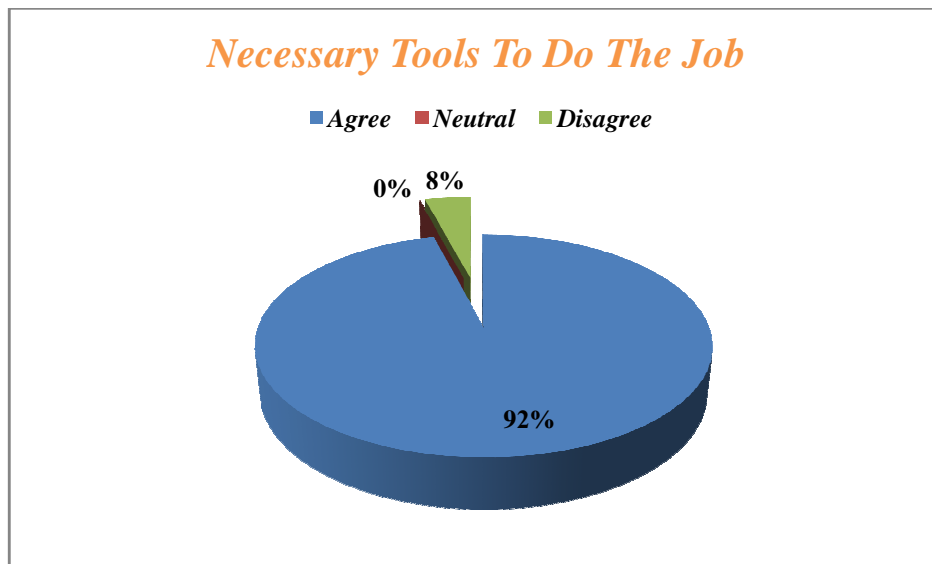
This is the second question of my survey. Any intern or fresh graduate joins in renowned company in order to get the practical experience about the things they had learned theoretically in their academic life.



As a result, when I put this question in front of the interns, 76% of the interns replied that they were able to utilize their qualifications working at Robi Axiata. There is a reason behind this low satisfaction level. That is, when Robi recruited interns, it did not put the interns in departments based on interns' major or relative working field, rather it put the interns based on the necessity it had in the respective departments. For example, I discovered that a marketing major intern worked in the Human Resource Department and a Finance major intern worked in the Marketing Department.

➤ *Necessary tools to do the job:*

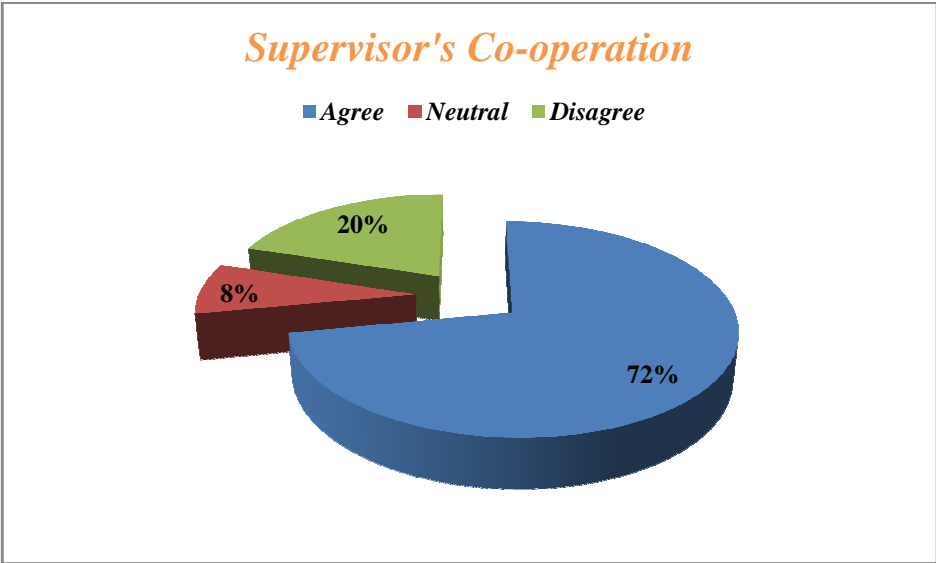
Tools are necessary to do any job. Especially, if someone is new to his or her job, he is needed to have the continuous supply of tools that can help him performing the job effectively.



According to my survey, 92% of the interns agreed that they had got all the necessary tools from Robi to fulfill their responsibilities. In the very first day, all interns got their laptops, ID cards, attendance sheets and all other necessary things that could help them to do their job effectively. In addition to that, regular seminars used to take place especially for the interns so that they could always get motivated. Besides, whenever there was a team meeting, interns were also allowed in that meeting so that they could not feel neglected. They could feel that they were also part of those teams. These meetings provided the young interns a very good opportunity to learn from the experienced employee's about what steps needed to be taken in times of crisis.

➤ *Supervisor's co-operation:*

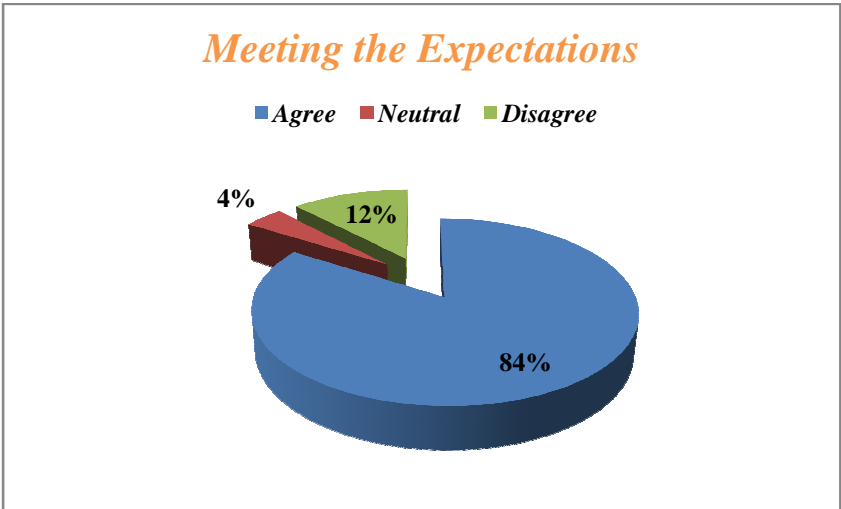
This question raised some mixed reactions among the interns. Some of the interns were extremely pleased with their supervisors, some were not. I especially liked my supervisor. He was really a humble person. He had always been nice to me. On my first day of internship, he took me out for lunch for ice-breaking.



According to my survey, 72% of the interns also agreed to my thought. They were happy with their supervisors. In contrast, other interns had complaints against their supervisors. Their supervisors made them do lots of work. They did not allow them to go to the university during office hours. Even if they did, those interns had to do the make ups for that amount of time later. They also had to work longer period of time.

➤ *Meeting the expectations:*

Young interns join in the organizations with an expectation to get the practical experience of their academic knowledge.



According to my survey, 84% of the interns agreed that the internship program met their expectations. What they had expected, they learned from their internship. Internship at Robi provided them the first taste of corporate life. Moreover, it gave them the opportunity to become the future business leader in the respective fields. In addition to that, they got the opportunity to improve communication skills and create business relationship which would help them to shine in the future. Besides, it gave them the idea about the dynamic situations of the organization and how they could overcome from those situations. In brief, what a fresh graduate expected in this academic life, internship at Robi provided the hands on experience of those expectations.

➤ *Professional working environment:*

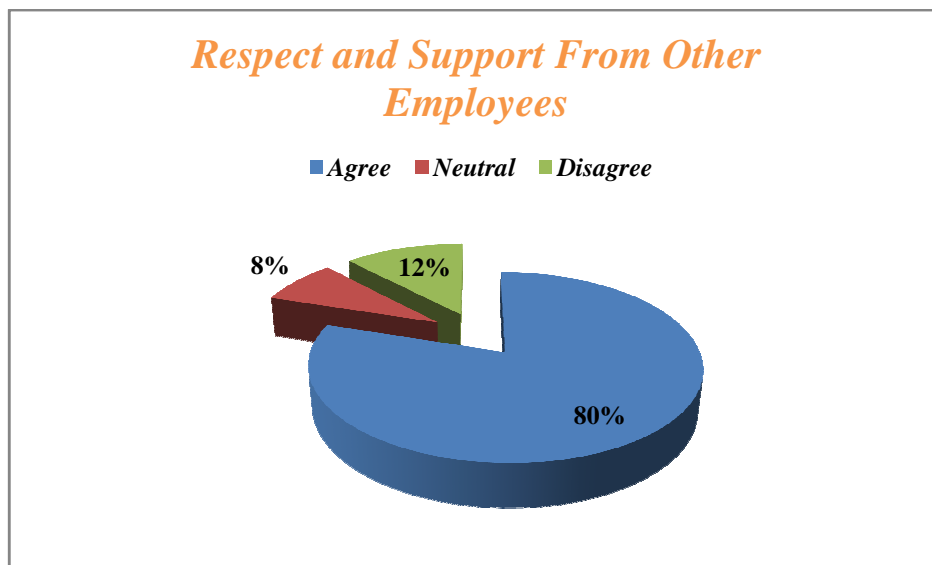
A professional work environment refers where employees are treated with respect and have an equal chance to succeed. According to McCarthy (2015), A professional work environment is a workplace full of highly competent, respectful, mature, and accountable employees working towards a common goal. It is the kind of workplace that any employee would feel proud to take their children, or to in order to expose their children to role model coworkers. Professional employees do not swear, gossip, bully, lie, cheat, steal, lose their tempers – they leave the drama at home and dress appropriately. In other words, they look, act, and sound like professionals. A talented and dedicated workforce is vital to Robi’s success. Robi strived to foster a culture of respect and to provide an atmosphere where diverse experiences and points of view are valued.



According to my survey, 88% of the interns agreed that Robi maintained a professional work environment. That did not mean that Robi employees only worked during working hours. They could chat, made fun with each other. There was a tea corner in every floor where they could spend their leisure having a cup of warm tea or coffee and other snacks. Besides, during the lunch, they could chat with other interns in the Robi's own cafeteria. Sometimes, both the interns and employees went outside restaurant in groups to have lunch making it a small lunch party.

➤ *Respect and support from other employees:*

Whenever we join a new organization, we are nervous as we do not know the culture, norms and values of that organization. At that moment we need guidance from our co-workers. If the co-workers are not helpful, the new employees may question about their decision to join in the organization. Even a smile on the face of the co-workers will be enough to let an intern know that he is welcome to the new atmosphere.

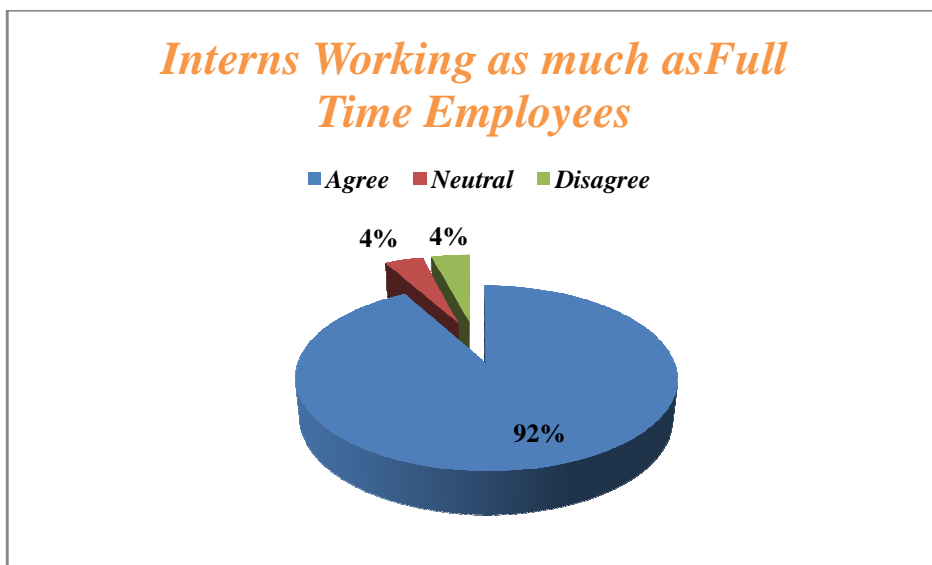


According to my survey, 80% of the interns agreed that the senior employees were respectful and supportive towards them. When the interns joined in Robi, they were treated like they were the part of the big Robi family. On the very first day, the supervisors introduced the interns to other senior employees such as Head of the department, general manager, managers, specialists and officers. Another interesting thing that the interns learned in Robi. No matter how big the designation was, everyone had been addressed as 'Vaiya' and 'Apu' in Robi. Besides, whenever

the interns faced difficulties regarding their work, their supervisors were there to help the fix the problem.

➤ *Interns working as much as full time employees:*

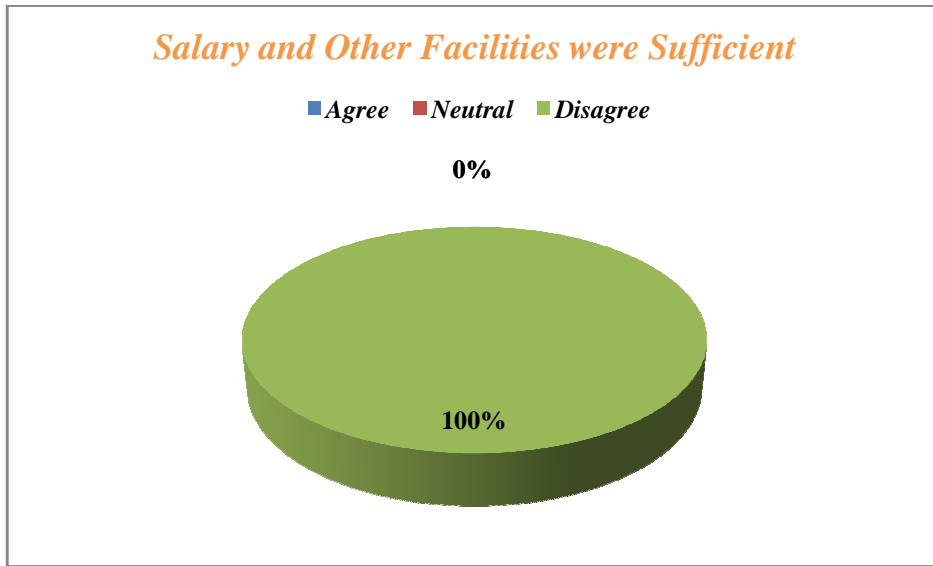
This was the most important question of my survey and 92% of the interns replied that they worked as much as full time employees in Robi with a very limited remuneration. They had to do all the works what a regular employee did during the office hours. Some of them even had to work late along with thier supervisors.



Besides, my job responsibilities part said it all. I as an intern had to perform lots of jobs. What I had discovered during my stay in Robi, the interns were hired by Robi mainly to reduce the excessive job burden from the shoulders of the managers so that they did not face any employee absenteeism.

➤ *Salary and other facilities were insufficient:*

According to Heathfield (2014), Salary is a fixed amount of money or compensation paid to an employee by an employer in return for work performed. Salary is paid, most frequently, in a bi-weekly paycheck to an exempt or professional employee.



According to my survey, 100% of the interns disagreed that the payment and other benefits that Robi gave to its interns were sufficient. Although the interns had to work like full time employees, they got the salary of only Tk.5000 per months . In todays world, Tk.5000 a month is never enough for a fresh private university graduate who spent 10-12 lakhs taka for undergraduation program. On the other hand, Banglalink offered its interns TK.6000 with Tk.5000 taka mobile talktime.

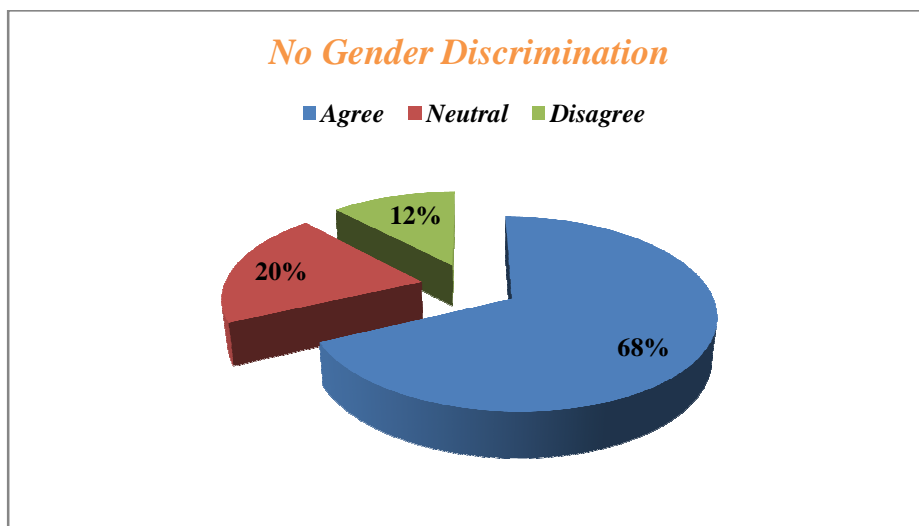
Robi paid a new regular employee Tk.35000-40000 for doing the same kind of work what the interns did. It means that they were saving Tk.(40000-5000)= Tk.35000 per employee. This is why, Robi focused on hiring more interns than new regular employees in order to save this huge amount of cost.

Moreover, interns did not get as much benefits as regular employees. Each regular employee got Tk.100 each day for 22 working days a month. It means that in 22 working days, he got Tk.2200 for lunch. This money was paid along with his basic salary. A set menu at cafeteria cost Tk.130. It means that a regular employee enjoyed his lunch in Robi only at Tk.30 per day. In contrast, Interns did not get that lunch benefit from Robi. As a result, they had to pay full Tk.130 per day for lunch. It means that each intern had to pay Tk.(130*22)= Tk.2860 per month for lunch purpose only. On the other hand, Banglalink and Grameen Phone offered free lunch to their interns.

Regular employees could get leave. On the other hand, interns could not get any leave as previously mentioned. Besides, some of the supervisors did not allow their interns to go to their universities in office hours. Even if they did, the interns had to make that up for those leave hours.

➤ *No gender discrimination:*

According to the Findlaw (2016), Discrimination based on gender (or sex) is a common civil rights violation that takes many forms, including sexual harassment, pregnancy discrimination, and unequal pay for women who do the same jobs as men. According to the Academic Help (2013), in an ideal world, people would be equal in rights, opportunities, and responsibilities, despite their race or gender. In the world we live in, however, we constantly face all kinds of neglect based on different attributes. All over the world, certain people treat others with prejudice because of particular features they possess. Unfortunately, this happens even in places which, by definition, should be free of all personal prejudices – specifically, in offices and other business surroundings. This phenomenon is called workplace discrimination; not every unfair behavior at work, however, can be assessed as discrimination.



According to my survey, 68% of the interns thought that Robi treated both its male and female interns equally. However, I discovered something different during my internship period. Among 25 interns, only 8 of them were female interns. Robi recruited more male interns because it thought that male interns were more productive and could work for longer hours.

Chapter 5:

Recommendations

Recommendations:

- Robi should reduce the workload from the young interns. As they just joined into the corporate world, too much workloads or responsibilities would draw a negative impact about the organization over the fresh minds of the young interns.
- It should increase the remuneration based on the excessive job description of the interns like Banglalink.
- It should provide more facilities such as lunch, emergency leave like Banglalink and Grameen Phone.
- It should focus on hiring more female interns in order to create equality in the organization and also motivate our female population of the society.
- Instead of keeping all the interns in the corporate office, it should distribute its interns to the other offices so that the interns get the opportunity to learn different things from different places of the company.
- It should offer more entry level positions into the organization for job vacancies so that fresh graduates get opportunities to work with Robi.

Chapter 6: *Conclusion*

Conclusion:

Comparing practical knowledge with theoretical involves identification of weakness in the branch activities and making recommendations for solving the weakness identified. Through all departments and sections are tried to cover in which I got the chance to gather practical experience for the internship program; it is not possible to go to the depth of each activities of branch because of time limitation. However, highest effort has been given to achieve the objectives the internship program.

Robi is one of the leading telecom sectors in Bangladesh. It is currently in number three position after Grameenphone and Banglalink. Robi has the potential in it to move one step up in the telecom sector. I had the greatest of opportunity as a fresh graduate to work in a company like Robi Axiata Limited which has massive reputation in and around the country. There are many product and services of ROBI that is available in market. At this moment the company is in growing position. Robi's decisions are based on facts from market research and coverage survey. The company also monitors it's competitor's activities and is proactive in marketing decisions. Robi Axiata Limited has progressed well in comparison to peers in the recent years and has not made any short cuts and willing to take all the necessary steps to avoid any slip. Robi's sincere commitment with the passion to excel cannot stop their journey for a better tomorrow.

This report showed information about 'Intern Satisfaction at Robi Axiata Limited'. I conducted a survey on 25 interns and collected feedback from them. I built the foundation of my project with their feedback.

The three months long internship aided as a very good prospect for me to gain a wealth of real world knowledge concerning the corporate world which I hope would gear me for the approaching years to come.

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