



‘Alokjatra’ an initiative for women to be self-independent





Internship Report On
'Launching "Alokjatra", a ride sharing service to empower women'

Prepared for

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Letter of Transmittal

5th April, 2018

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Subject: Internship Report on 'Launching "Alokjatra", a ride sharing service to empower women'

Dear Madam,

It is a great pleasure to have the opportunity to submit the report of my work experience as an Intern, under the Unilever Live Project Internship Program at Unilever Bangladesh Limited.

The experience has provided me the chance to work with an immensely notable multinational company such as Unilever Bangladesh Limited, allowing me to gain valuable insights into the professional life in one of the leading 'fast moving consumer goods' organization in Bangladesh.

It has been excellent experience for me working with the brand Fair and Lovely, and with some of the excellent brand managers in the marketing team of Unilever Bangladesh Limited. Through this report, I have tried to capture my overall work experience and other corresponding concerns as per your requirements.

I earnestly hope that the report will fulfill your expectations. I shall be happy to provide any clarification of required on any relevant matter.

Sincerely,

Sadan Kabir

Letter of Endorsement

This is to certify that Sadan Kabir, ID: 14104058, BBA Program, BRAC Business School, BRAC University has done this report on “Launching "Alokjatra", a ride sharing service to empower women” for the purpose of completing BBA internship program. I accept this report as a final internship report.

I wish every success and prosperity of his career and life.

Tanjina Shahjahan

Lecturer

BRAC Business School

BRAC University

Acknowledgement

Firstly, I am grateful to the Almighty Allah for keeping me in good health and giving me the strength to finish the report. I would like to thank my internship advisor, **Tanjina Shahjahan** for giving me the flexibility to complete my internship report in my own time.

I express my utmost appreciation to:

Tasmia Tasbih Nova HR Business Partner & Leadership Development Manager, **Shahrin Ali** HR Officer Employee Engagement to take me in on the Unilever Live Project Internship Program.

Syeda Anisa Murshed, Brand Manager of Fair & Lovely, who has been a great mentor throughout the entire duration of internship program. Her guidance and constant support has been the best motivating factor for me to grow as a professional individual. I am grateful to **Nurul Monowar** Category Head (Skin Care) of Unilever Bangladesh Ltd for his guidance towards my work and his personality from what I have learnt distinctly. **Shamroze Abedin** for her assistance in different projects which made my work a bit easier. **Urmeeh Rahman Silvee** for her guidance on my career and a brief idea of the office environment. **Mahdia Chowdhury** for being a fun loving and enthusiastic person which made my time there even inspiring.

Marufur Rahman Rana and **Arifur Rahman** from the company 'SSD-Tech' for giving their support and assistance to help complete my internship project. **Sawlat Al Zaman** and **Asif Khan** from the agency 'Adcomm'. They have provided with their expertise on the project which made the project to launch successfully. Also, to all my fellow interns who made the work environment very friendly and exciting.

Finally, my greatest gratitude and appreciation to my friends and family for their constant motivation and support.

Executive Summary

This internship report was illustrated as it is a one of the requirements in the internship course for all BRAC Business School students. The internship report gives an elaborate explanation of how the skin care brand Fair & Lovely by its Foundation contributes to the Unilever Sustainable Living Plan, of Unilever Bangladesh Limited (UBL).

Unilever's efforts to give back to the society led to the creation of Fair & Lovely Foundation. The Fair & Lovely Foundation helps women create pathways to self-reliance through scholarships, career guidance and online courses. Launched in 2003, the initiative has impacted thousands of women across India, Bangladesh, Pakistan, Egypt and Saudi Arabia with more countries being covered each year.

This internship report outlines the launch of a female ride sharing app which provides opportunities for women to be self-independent and earn their living. Fair & Lovely Foundation providing them with the down payment, scooter, training and other facilities to start off their journey with Fair & Lovely Foundation which creates a livelihood for themselves by sharing rides to the people of Bangladesh. To make the program credible and effective to its highest potential, a few efforts to partnership were taken with organization to operate the program successfully.

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Company Overview

Unilever Bangladesh Limited

Unilever is a British-Dutch Factory Manufactured Consumer Goods company found in 1930 through the merger of a Dutch Margarine company 'Margarine Unie' and the British soap maker 'Lever Brothers'. Unilever owns 400 brands all over the world and about 2 billion people all around the world use their products every day. 13 of their brands have sales over a Billion Euros currently.

The subsidiary of Unilever in Bangladesh was founded in 1964. The company was known as Lever Brothers till December 2004, when they changed their name to Unilever Bangladesh Limited. Headquartered in Gulshan Avenue (Dhaka), the company has their presence in over 98% of the households in the country. Their main factory is located at Kalurghat, Chittagong. Unilever Bangladesh Limited is the market leader in 7 of the 9\8 categories they currently operate in. The 20 brands of theirs ranging from personal care, home care and foods include Lux, Vaseline, Clear, Axe, Sunsilk, Ponds, Tresemme, Fair and Lovely, Taaza, Closeup, Pepsodent, Knorr, Pureit, Dove, Lifebuoy etc.

Brand Logo

The logo of any organization shows us what it is, its values and its mission. The logo of Unilever also holds those same meanings. The logo of Unilever is merely more than a large “U”. Within this logo is not only the main identifying factor of Unilever but also the many other factors and elements which make Unilever unique in its own right.

The current Unilever logo was designed in 2004 by incorporating 26 elements which all have some sort of importance or value to Unilever. For example: The lock of hair symbolizes the multiple shampoo brands of Unilever. Every aspect to the logo has a meaning to Unilever.



The different components of the brand logo Unilever



Sun

Our primary natural resource, the sun evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim-Fast and Omo all use radiance to communicate their benefits.



Hand

A symbol of sensitivity, care and need. It represents both skin and touch.

Flower

Represents fragrance. When seen with the hand, it represents moisturisers or cream.



Bee

Represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.



DNA

The double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.



Hair

A symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.



Palm tree

A nurtured resource. It produces palm oil as well as many fruits – coconuts and dates – and also symbolises paradise.



Sauces or spreads

Represents mixing or stirring. It suggests blending in flavours and adding taste.



Bowl

A bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.



Spoon

A symbol of nutrition, tasting and cooking.



Spice & flavours

Represents chilli or fresh ingredients.



Fish

Represents food, sea or fresh water.



Sparkle

Clean, healthy and sparkling with energy.



Bird

A symbol of freedom. It suggests a relief from daily chores, and getting more out of life.



Tea

A plant or an extract of a plant, such as tea. Also a symbol of growing and farming.



Lips

Represent beauty, looking good and taste.



Ice cream

A treat, pleasure and enjoyment.



Recycle

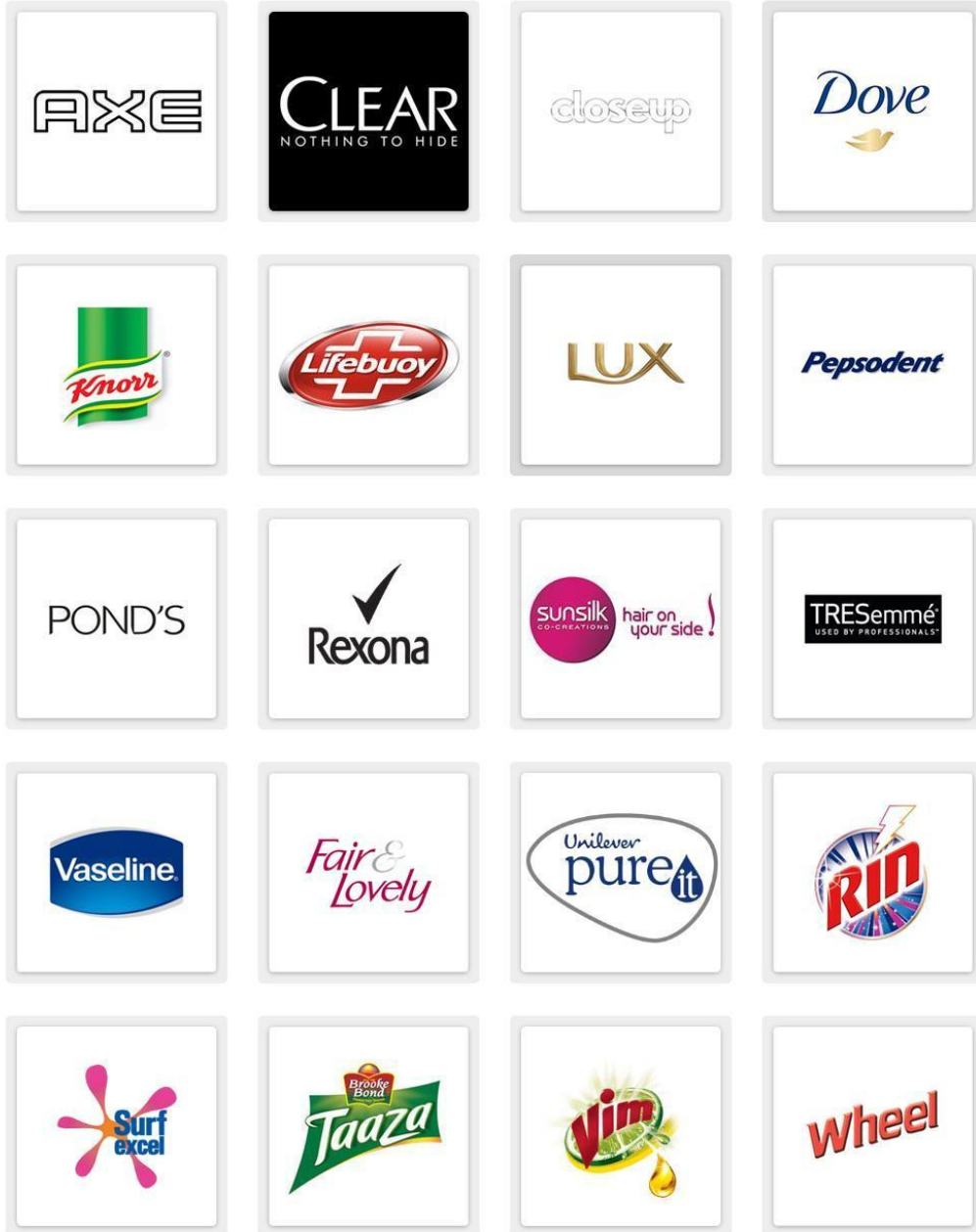
Part of our commitment to sustainability.



Particles

A reference to science, bubbles and fizz.

Products of Unilever Bangladesh Limited



Vision, Mission, Objective

Mission

“Unilever’s mission is to add vitality to life. We meet every day needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of life.”

Vision and Objectives

Unilever has a simple but clear purpose – to make sustainable living commonplace. They believe this is the best long-term way for our business to grow.

A clear direction

- Unilever’s distinct Purpose and the operational expertise across their business model will help realize the vision of accelerating growth in the business, while reducing environmental footprint and increasing our positive social impact. This is captured in the Unilever Sustainable Living Plan.
- By combining their multinational expertise with deep roots in diverse local cultures, they are continuing to provide a range of products to suit a wealth of consumers. They’re also strengthening our strong relationships in the emerging markets they believe will be significant for the company’s future growth.
- And by leveraging their global reach and inspiring people to take small, everyday actions, they believe Unilever can help make a big difference to the world.

Priorities and principles

- Unilever is committed to supporting sustainability and providing the consumers around the world with the products they need to look good, feel good and get more out of life

Introduction

Rationale

The rationale behind the report undertaken is that, as per the BRAC Business School policy, and the BBA program of BRAC University, all business students are required to complete an internship program and submit a report to successfully complete their BBA program. The Unilever Live Project Internship Program is a three months long program allowing business graduates to obtain hand on business knowledge and how companies operate and implement strategies and ideas.

Background

As my internship project, I was assigned to work under the brand Fair and Lovely which is one of biggest brand in Unilever Bangladesh Ltd.

Fair and Lovely has the Foundation established in 2003 which inspires women to be self-dependent and to earn their living on their own and achieve their dream by providing different facilities. Its moto itself is ‘Inspiring Women’

Objective of the internship

My objectives of the internship program were to establish Fair and Lovely brand itself to a ‘Brand Love’ to people of Bangladesh by initiating more sustainable projects like ‘Alokjatra’ which enables women to be self-reliant. However, I have set apart a few objectives for myself as well:

- Keeping day to day update with multiple stakeholders and agencies to meet deadlines.
- Learning the current market scenario of ride sharing service in Bangladesh.
- Acquiring a knowledge of the brand and its contribution to the society.
- Understanding how complimentary activities boost sales.

Review of Related Literature

In an article by Kamrul hasan at Dhaka Tribune mentioned that a private car remains unutilized 96% of the time. On average, 1.14 people occupy a private car. The report claimed a shared car was able to displace 9-13 cars on a daily basis. Furthermore, a report by Uber that is mentioned in that article claimed that they received over 1.5 million requests from passengers in Dhaka over the past one year. The report also says around 9,500 drivers make daily trips in Dhaka, and around 100 new drivers sign up with ride sharing every day.

In an article by Ahmed Ullah at Daily Sun mentioned Many female passengers avail themselves of the services, but they feel uncomfortable to take the service as they have to sit very close to the male biker on the vehicle. Launching female ride sharing service will enable women to the new work opportunity which make them self-reliant which leads to the empowerment of women in Bangladesh. The female riders will be able to earn around Tk 20,000 per month and other incentive facilities.

Jagaran Chakma from The Independent stated in one of his article, female employment is increasing by 4.4 per cent every year in Bangladesh. Also, women's presence in services is far less than that of men. (Gender Data Portal)

Activities Undertaken

Work Related

An Overview of Fair and Lovely Foundation

Fair & Lovely Foundation was instituted as part of Fair & Lovely's brand philosophy of empowering women to give them the confidence and self-belief to pursue their dreams. The key focus of Fair & Lovely Foundation is to make a meaningful difference to the lives of the young girls who receive the scholarship so that they become an inspiration for many more young women like them to have the confidence and self-belief to pursue their dreams. Fair & Lovely Foundation is a global initiative to economically empower millions of women and positively impact society. It invests heavily in the potential of women, to enable them to change their destiny.

It helps women create pathways to self-reliance by providing scholarships for higher education, vocational and job readiness training, and career guidance. Launched in 2003, the initiative has impacted thousands of women across India, Bangladesh, Pakistan, Egypt and Saudi Arabia with more countries being covered each year.

Their message to women everywhere – Step up, challenge yourself, pursue your dreams and take control of your destiny.

An Overview of 'Alokjatra'

Transport facility is very poor in Bangladesh. People toil a lot when they commute in public transport due to overload of passengers or shortage of vehicles. Besides, CNGs are not available and Taxi cab are not affordable for most of the commuters. To add to this woe, Traffic condition in Dhaka is one of the worst in the world. People are routinely stuck in traffic jam for hours on their way to office or any client meeting. When it is about woman passengers, the situation becomes worse in rush hours or emergency. Moreover, there is safety and security issue. Women

friendly fast and safe transportation service is not available.

Lot of women in the country want to be economically independent. But Employment opportunity as well as access to finance for self-employment for them is very limited.

‘Alokjatra’ a ride sharing service for women will benefit these two types of women mentioned above. Alokjatra will ensure two-wheelers driven exclusively by women drivers and in the process, will also create self-employment opportunity for women who wants to generate income by driving and provide fast and convenient ride share to female passengers. For Alokjatra the target partners are economically challenged women willing to be self-employed by working for this initiative. It will improve the quality of life of passengers and create woman entrepreneurs.

Differentiating Factors

Alokjatra is not only a platform to connect a willing passenger and a rider but also, unlike other ride sharing businesses, giving opportunity for woman without any bike to become the owner of the bike/scooter, provide ride share service and earn. The main differentiating factors of Alokjatra are:

- Alokjatra will welcome potential drivers who do not own any bike to operate
- It will arrange credit facility for purchasing bike by the drivers which will increase the availability of woman riders in general.
- It will also prepare the drivers by providing training and arranging driving license.

Organization- Wide

To execute the activities related to this project and also implement and launch the initiative we went on to partnering with different organizations. One of the biggest partner is SSD-Tech which has 4 sister concern companies. One of them is Circuitry Technologies Limited which worked

under SSD-Tech and partnered with us and closed down all the operational activities including supervision of the project. They came up with the proposal and suggested us to be a partner with this great initiative because of the brand value towards the consumers all over Bangladesh.

Also, there are other companies involved in this project as well. Most of the digital work for the project were supervised and also developed by the digital agency Adcomm. They suggested us with the contents, copyrighting for the website and communication reach. The website for the registration was created by Beatnik a website development organization. Their constant support on this sector provided us with a successful website. I had the chance to work with every one of the companies mentioned above and gave my insight on their work and generated strategies to up until the communication break of the launch. We sat several times and ideated about ‘Alokjatra’ also conveyed feedbacks from my supervisors and different managers from Unilever Bangladesh Limited.

Other Relevant Activities

There are a lot of activities related to this project to launch successfully and promote properly to the people of this country.

ONBOARDING PROCESS

The targeted women drivers will be working women or students looking forward to earning money. However, any woman, committed enough to remain involved until she owns the bike she was assigned to, is welcome on board. The main three characteristics that a woman will have to possess are –

- Courage and willingness to drive a bike
- Willingness to be self-dependent
- Hardworking enough to generate sufficient income

ACQUISITION

The women living in different dormitories or hostels will be reached and conduct activation program to onboard them. Besides, there will be press ad and digital ad. Aspiring drivers can

also apply spontaneously through our website alokjatra.net by creating a user ID. While applying for working as partner in the “Alokjatra”, an applicant must provide a copy of her valid NID and a reference contact.

INTERVIEW & VERIFICATION

After receiving the application, a meeting session will be conducted with the applicants. Then verification of the NID copy and the reference contact of selected applicants will be held.

TRAINING & ONBOARDING

After selection of the applicants, they will be trained for a month or so to develop working skill for the service and as well as to familiarize them with the processes and protocols of the platform. After completion of training the successful ones will be allowed to operate under the platform. Around 500 such drivers will be trained and ready to go in the first year of operation.

Constraints and Challenges

Organization based

The set of challenges I faced were some like the commute to the Unilever office was difficult as I live in Mohammadpur at it was difficult for me to find any bus around my home so I had to take Pathao or Uber every day. The challenge I faced was after office when returning home. After the long hours of commute and beating traffic, I barely had time to give attention to my personal life, my hobbies and my efforts to socialization with friends have decreased over time. It created an atmosphere of frustration when I was not able to find time to do any of my hobbies as almost every day I would return home at roughly around 8pm.

Another challenge I faced was having to coordinate work between the agencies and other stakeholders, where Adcomm is an agency who worked for us on the creative sector and SSD-Tech worked on the operational sector. So, it was sometimes difficult for me to convey message to one to another and keep up them with the update.

We also faced difficulty developing and creating the website. The creation of the website work was handed over to Beatnik a web developer company by SSD-Tech. We had to supervise and collect the work from the them and also share it with Adcomm for the beautification and copywriting issue that is related to the brand.

Academic Preparation

For my major I have chosen to study Marketing and Finance and I have completed my internship program in the marketing department of Unilever Bangladesh Limited. The theories and learnings correlated very little with the actual business environment. In my internship experience, I was not put in a position to apply any teaches or theories I was taught in my major courses, rather I had to think practically make decisions based on unexpected scenario which required a strong intuition and common sense. The only relevance I have found in my Marketing teachings were the marketing terms and key words used to define segments of the marketing plans, actions and activities of Unilever.

I feel that teachers should encourage students to participate in business competitions or even organize business competitions to help get an understanding of how to coordinate work on tight schedules and deadlines. As in most courses, we are only told to follow orders for quizzes, assignments and term papers. A fantastic example would be from Tahsan Khan sir's course where I learned a lot about branding and had known the real situation of our country and how a company works and how a brand can actually get close to a people as his lecture were mostly real life situation based related and also the project work and questions were from the actual scenarios as well.

Lessons learned from the internship program

Over the three months, I have been put in positions which pushed me to my boundaries of natural thinking, actions and habits. Along the way, I have seen characteristic changes in me, through these learnings.

Implications to Unilever Bangladesh

The organizations do not believe in micro-managing. In fact, no employee's actions are supervised from start to the end of a project, until required.

But employees do provide routine reports to their reporting line manager. Working independently and learning to think on the spot in times of crisis is what I learned. At the end of the day I learned that we are not always praised for the clever solutions we come up with at work and most people are not aware of how we deal with our work-related crisis. The reporting line manager expects to see productive results. This brings me to my second learning, which is the importance of being goal oriented. In the marketing floor of Unilever, every brand has a purpose. And for that purpose, to be fulfilled there are specific goals and tasks which need to be done. I learned to become highly ambitious. I have learned how well deadlines can be met if we follow a schedule of work to be done each day. This habit has taught me to be well organized with the work to be done and that planning ahead always helps.

Personal Development

In terms of personal development, it seemed quite unnoticeable in the beginning. Now that I look back, I have learned the healthy habit of making task lists to be done day by day. The importance of following up, planning ahead. A few values I can feel confident about are being confident about being punctual, making commitments, having an open mind to changes and new ideas, being brave and learning to value oneself and one's effort.

I have also understood that it takes time to create changes and provide results. Therefore, it is best to start early to start early to have work and progress done ahead. Another thing that still stands valuable till today, first mover's advantage always creates an upper hand.

These lessons I have learned through practice, action, mistake repeatedly on an ongoing process in the past 3 months. If I was to reflect back, other than the residential semester, I have learned a lot more about the practical interpersonal practices in the short span of time spent in the internship program compared to my time at BRAC University.

Concluding Statements

To summarize, here are a few points to understand the internship report at a glance:

1. Fair and Lovely Foundation to introduce a ride sharing service 'Alokjatra' which contributes to women empowerment and to Unilever's Sustainable Living Plan.
2. The purpose of the brand is to make women self-reliant and be ready to take responsibility on their own and make their own livelihood.
3. Apart from making taking care of the skin Fair and Lovely wants to reach to people as a brand love and contribute to their daily by launching different initiatives.
4. Fair and Lovely Foundation was established on 2003 and has been contributing to people of Bangladesh for years.
5. Agencies and companies who were involved in successfully launching the program are – Adcomm, SSD-Tech, Circuitry Technology Limited, Beatnik.
6. Activities required to launch the ride sharing service:
 - Groundwork and Terms and conditions agreeing between the operational, financial companies.
 - Creative work done by the agency for the communication break
 - Registration process through the website for the participants
 - Selection of the candidates interviewing them with verification
 - Training of the candidates and handing over the bike and license
 - Collection of the money from the riders
7. My experience in the internship program gave me a lot of opportunities to learn through trial and error and apprenticeship. Some to state are improving time-management, proactively taking initiatives, being goal oriented, maintaining schedules and meeting deadlines and following up frequently to make sure execution of plan is successful.
8. Some of the challenges I have faced in the internship are, the difficult commute from my home to the workplace, lack of time to spend for my hobbies, the initial long hours in the workplace and the work related constrains like translation technical errors and delays from the agencies' work.

I feel very proud, honored and excited to have had the opportunity to complete my internship with Unilever Bangladesh Limited and for being able to present my experience in the form of a report. The Unilever Live Project Internship Program 2018 was a rigorous program and is in my opinion pushed me to bring out the best in me. And this is the ideal program to get an understanding of how a business and its employees operate internally, the kind of constraints an organization might face and how to tackle them.

Recommendations

I have also come up with some suggestions to my internship period and with the project I was involved in and those are such:

- It would have been better if the company had an evaluation of the interns as well where the interns would have to present on the specific project he or she was assigned to.
- There could be a connection between the company and the institution where the interns can be kept updated and be conscious of the performance.
- There are some room for improvement in my project about the security concern of the riders.
- The legal issues and the activities can be supervised through external companies where a specific company should be assigned to only supervise that nothing illegal is happening in the street involving the program.
- The communication break should be getting huge exposure as this sector has a huge opportunity to fill in our country so that more and more people are interested in this project.
- Other organizations, who are related to these kinds of activities should be made aware so that they could also help and input their insights in the project.

References:

Ahmad Ullah (2017) <http://www.daily-sun.com/printversion/details/271450/Ride-sharing-for-women-soon>

Kamrul Hasan (2017) <http://www.dhakatribune.com/bangladesh/dhaka/2017/12/09/ride-sharing-revolutionize-dhaka/>

<https://www.fairandlovelyfoundation.in/>

Appendices



Figure 1 Fair & Lovely Foundation Logo (Bangla)

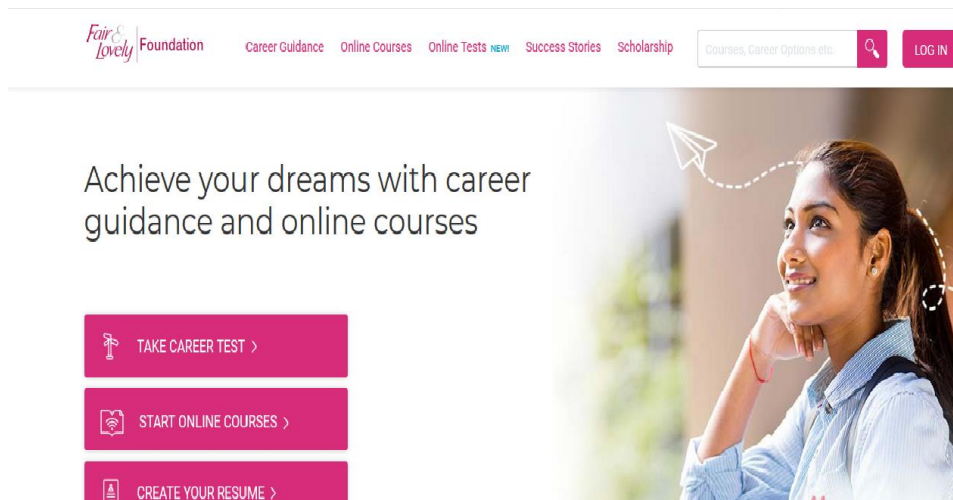


Figure 2 Fair and Lovely Foundation Website

