



Internship Report on Training Development Process of Software Shop Limited



Internship Report on “Training Development Process of Software Shop Limited”

Submitted To:

Mr. Mahmudul Haq

Associate Professor

BRAC Business School

BRAC University

Submitted By:

Md. Arafat Rahman Chowdhury

ID: 14364047

Program: MBA

Major: Human Resource Management

BRAC University

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Letter of Transmittal

27 August, 2017

Mr. Mahmudul Haq
Associate Professor
BRAC Business School
BRAC University

Subject: Submission of the Internship Report on “ Training & Development Process of Software Shop Limited”

Dear Sir,

It is my great pleasure to submit you my internship report on “**Training & Development Process of Software Shop Limited**”. I have completed my internship program in Software Shop Limited from 1st June 2017 to 10th August 2017 as a part of my MBA Program. I have tried myself to explain my learning and experience what I have gathered from my internship program briefly in this report.

I realize that this approach really contributes in giving my course learning a lasting shape in me. The whole report is based on my practical experience within this company. I have putted my best effort in completing the report with all the information that I have collected during my stay in Software Shop Limited.

I have great hope that the report will meet your expectation and my academic requirement and aid you in getting a clear idea about the subject.

Sincerely,

.....
MD. Arafat Rahman Chowdhury
ID: 14364047
Program: MBA
BRAC University

Supervisor's Certificate

This is to certify that the internship report on “**Training & Development Process of Software Shop Limited**” is an original work by Md. Newaz Sharif, ID No- 14364070; major in HRM, MBA Program, BRAC University. He accomplished this Internship Report under my supervision. So, he is directed to present this report for the partial requirement of the fulfillment of MBA program from BRAC Business School at BRAC University. The report has been prepared under my direction and I wish him every success in his future life.

.....
Signature of the Supervisor

Mr. Mahmudul Haq
Associate Professor
BRAC Business School
BRAC University

Student's Declaration

I do hereby declare that the work presented in this internship report titled “**Training & Development Process of Software Shop Limited**” is an original work done by me under the supervision of **Mr. Mahmudul Haq**, Associate Professor, of BRAC Business School, BRAC University.

No part of this report has been previously submitted for any academic certificate or Degree. The work I have presented also does not breach any existing copyright and any portion of this report is not copied from any work done by anyone.

.....
Md. Arafat Rahman Chowdhury
ID No.: 14364047
Program: MBA
Major: Human Resource Management.
BRAC University

Acknowledgement

The theoretical knowledge that is gathered from the educational institution is not sufficient to be aware the subject matter rather the practical knowledge. In order to resolve the dichotomy between these two areas, I was assigned as an intern in **Software Shop Limited**.

At the exceedingly beginning, I would like to convey my cordial gratitude to almighty Allah for giving me the strength and the self-possession to terminate the assigned job within the schedule time.

I would like to reimburse my profound respect to my supervisor Mr. Mahmudul Haq, Associate Professor, BRAC Business School, BRAC University, due to his generous and gracious guidance. I am also grateful to him for helping me to understand some miniature issues as well as those issues, which I have failed to understand during the preparation of the report.

At the same time, I also pay my heartily gratitude to Mr. Nawat Ashekin (Head of Department Of the Ecommerce & Digital Marketing), Mr. Md. Asifur Rahman (H.O.D of Service Assurance Department), Mr. Shahjada Redwan (Special Trainer of Business Development), and Mr. Omar Faruque (Manager, HRD) of Software Shop Limited who's were extended their helping hands by showing the right and effected path to me and by motivating me to implement my theoretical knowledge of Training & Development at Software Shop Limited.

Finally, I humbly appreciated the endurance & assistance of the entire work force of Software Shop Limited, for their time in making me able to complete my Internship Report. I have tried to prepare this report accurately. However, there might be some errors or mistakes. So, I seek your kind consideration as I am in the process of learning.

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Executive Summary

In this competitive arena of business organizations are trying their level best to wrap up the best feedback from the market place. Software Shop Limited is a growing company which has not expands its business unit yet. They basically are focused on the great demanding sector – the E-Commerce Business sector of Bangladesh. As the population and urbanization grows rapidly the demand of E-commerce Business rises as well. Meanwhile, the existing companies are not capable to fulfill the increasing demand. Thus, they are coming in the market by establishing the largest payment gateway business Unit. To enter into the market in a strong way, skilled human resources are very much vital.

As we all know that human resource is like the life and blood of every company, because skillful talents are the sources of getting competitive advantages. They need continuous upgrade of their skills, knowledge and attitudes as per the nature of the products and services. Training them to bring them on par with the organization's goals and in tune with the business trends is necessary, which will also ensure optimal performance from the employees.

Software Shop Limited defines different reasons or goals to conduct training among employees. Their first target is to ensure job satisfaction, motivation and morale among employees. Then to increase the efficiencies and the capacity of adopting new technologies and methods among the employees, which will also result in financial gain. Software Shop Limited also bring innovative culture in strategies and products through the trainings. Ultimately that will reduce employee turnover and enhanced company image.

Introducing training for employees is beneficial to get new skills and knowledge as well as develop the level of expertise. But they should find out a better combination between training and development. Because in Software Shop Limited the employee's career development issues still get ignored, where the main concentration is given only in the training part. So, the part of development should get more precedence and concentration than the present time.

1. Introduction

1.1 Introduction

Training is crucial for organizational development and success. It is fruitful to both employers and employees of an organization. An employee will become more efficient and productive if he is trained well. Training of employees takes place after orientation takes place. Training is the process of enhancing the skills, capabilities and knowledge of employees for doing a particular job. Training process molds the thinking of employees and leads to quality performance of employees. It is continuous and never ending in nature.

Software Shop Limited requires expert human resource which is remarkably different from the manufacturing and other service sector companies. Because all companies of this industry need to upgrade them constantly to stay in the competition. Every day the customers' demands are increasing and the competitors are also offering customized products, which is the nature of this industry. So, the success in this industry depends largely on the continuous upgrade of employees' skills and attitudes.

A strong training and development culture would motivate the employees of any organizations to improve and utilize their set own of skills and knowledge, which will also help the company to do better business and retain the employees for the long run. Training will bring the employees on par with the organization's goals and in tune with the industry trends. This approach has the potential to increase employee morale, thereby improving performance through reduction in grievances and through greater effort and diligence. An organization also can develop innovative solution culture as the need arises as well as the job satisfaction, organizational commitment and organizational citizenship behavior among its employees.

Most business peoples want to succeed, but do not employ in training design that promises to improve their chances of success. A well-conceived training program can help the firm to succeed. A program structured with the company's strategy and objectives in mind has a high probability of improving productivity and other goals that are set in the training mission.

Software Shop Limited has well developed infrastructure for the employee as well as other interested candidates. Different types of training programs are held in the office compound. These bring a positive environment of learning. The learning environment provided by Software Shop Limited is a function of their organizational culture.

At this time, Development can be defined as the nature and direction of change taking place among personnel through educational and training processes. The relative amount of training and education changes with the nature of task and the responsibility in the organizational

settings. As one goes upward in the organization, the amount of training usually declines and the amount of knowledge enhances. Explicitly, non-managerial personnel require more job and trade related skills than managerial personnel demanding the generalized and conceptual skills and human relations insights.

1.2 Importance of Employee Training and Development

Training and career development are very vital in any company or organization that aims at progressing. Training simply refers to the process of acquiring the essential skills required for a certain job. It targets specific goals, for instance understanding a process and operating a certain machine or system. Career development, on the other side, puts emphasis on broader skills, which are applicable in a wide range of situations. This includes decision making, thinking creatively and managing people.

A. Help in addressing employee weaknesses

Most workers have certain weaknesses in their workplace, which hinder them from giving the best services. Training assists in eliminating these weaknesses, by strengthening worker's skills. A well-organized development program helps employees gain similar skills and knowledge, thus bringing them all to a higher uniform level. This simply means that the whole workforce is reliable, so the company or organization doesn't have to rely only on specific employees.

B. Improvement in worker's performance

A properly trained employee becomes more informed about procedures for various tasks. The worker confidence is also boosted by training and development. This confidence comes from the fact that the employee is fully aware of his/her roles and responsibilities. It helps the worker carry out the duties in better way and even find new ideas to incorporate in the daily execution of duty.

C. Consistency in duty performance

A well-organized training and development program gives the workers constant knowledge and experience. Consistency is very vital when it comes to an organization or company's procedures and policies. This mostly includes administrative procedures and ethics during execution of duty.

D. Ensuring worker satisfaction

Training and development makes the employee also feel satisfied with the role they play in the company or organization. This is driven by the great ability they gain to execute their duties. They feel they belong to the company or the organization that they work for and the only way to reward it is giving the best services they can.

E. Increased productivity

Through training and development, the employee acquires all the knowledge and skills needed in their day to day tasks. Workers can perform at a faster rate and with efficiency thus increasing overall productivity of the company. They also gain new tactics of overcoming challenges when they face them.

F. Improved quality of services and products

Employees gain standard methods to use in their tasks. They are also able to maintain uniformity in the output they give. This results with a company that gives satisfying services.

G. Reduced cost

Training and development results with optimal utilization of resources in a company or organization. There is no wastage of resources, which may cause extra expenses. Accidents are also reduced during working. All the machines and resources are used economically, reducing expenditure.

H. Reduction in supervision

The moment they gain the necessary skills and knowledge, employees will become more confident. They will become self-reliant and require only little guidance as they perform their tasks. The supervisor can depend on the employee's decision to give quality output. This relieves supervisors the burden of constantly having to give directives on what should be done.

Need for Training of Employees arises due to the following Factors:

(i) Higher Productivity

It is essential to increase productivity and reduce cost of production for meeting competition in the market. Effective training can help increase productivity of workers by imparting the required skills.

(ii) Quality Improvement

The customers have become quality conscious and their requirement keep on changing. To satisfy the customers, quality of products must be continuously improved through training of workers.

(iii) Reduction of Learning Time

Systematic training through trained instructors is essential to reduce the training period. If the workers learn through trial and error, they will take a longer time and even may not be able to learn right methods of doing work.

(iv) Reduction of Turnover and Absenteeism

Training creates a feeling of confidence in the minds of the workers. It gives them a security at the workplace. As a result, employee turnover and absenteeism rates are reduced.

(vi) Technology Update

Technology is changing at a fast pace. The employees must learn new techniques to make use of advance technology. Thus, training should be treated as a continuous process to update the employees in the new methods and procedures.

(vii) Effective Management

Training can be used as an effective tool of planning and control. It develops skills among workers and prepares them for handling present and future jobs. It helps in reducing the costs of supervision, wastages and unethical behavioral incidence. It also helps increase productivity and quality which are the cherished goals of any modern organization.

1.3 Origin of the Report

Master of Business Administration (MBA) is a specialized course. The total course is designed with an outstanding combination of practical and theoretical aspects. After completing MBA courses certain times is preserved for internship which is a curriculum requirement. Master of Business Administration (MBA) requires at least 3 months' attachment with an organization followed by a report assigned by the supervisor in the organization and endorsed by the academic supervisor. I took the opportunity to do my internship in **Software Shop Limited**. My academic supervisor is **Mr. Mahmudul Haq**, Associate Professor, BRAC Business School; BRAC University approved the topic, authorized and supervised me to prepare this report as part of the fulfillment of internship requirement. The report is titled "**Training & Development Process of Software Shop Limited**".

1.4 Objectives of Study

The main objectives of the report are as follows:

- To gather general knowledge and experience of arranging internal training programs.
- To analyze the training and development process of Software Shop Limited.
- To understand the importance of training and development for a Largest Payment Gateway company in Bangladesh.
- Identify the outcomes and effectiveness of training programs of Software Shop Limited.
- Also, to provide some recommendations on the drawbacks related to training and development.

1.5 Scope of Study

Software Shop Limited provides a vast scope of assembly knowledge and work experience by taking part in the training and development process. Some of those are discussed below:

- Considerate the training and development process of Software Shop Limited is the main focus of this report. Here I can gather the knowledge and experience about how an organization identify their training requirements and conduct those effectively.
- It is now an obvious thing for me that, training & development is needed for long term sustainable growth.
- I can also understand why and how training plays a great role for employee's development.
- The report also gives me the chance to find out the drawbacks or required improvement in the training process.

1.6 Methodology of the Study

In order to make the report more presentable, two sources of data & information have been used widely. Both *primary* & *secondary data* are used to generate the report.

Primary data:

- Personal observation.
- Practical work exposure by taking part in the training process.
- Informal conversion with the supervisor and colleagues.

Secondary data:

- The company's website.
- Various review journals were used as sources of relevant secondary data.
- Other secondary sources were books and articles on the related factors in the conceptual framework of the report.
- Some formally shared information by the company.
- Relevant file study as provided by the supervisor.

2. Overview of Software Shop Limited

2.1. A Sustainable Journey

Software Shop Limited (SSL Wireless) started its journey in 1999 as an associated company of one of the biggest garments exporting groups in Bangladesh, Concorde Garments. Since then it has come a long way contributing in the IT education sector, later from the year 2007, it revamped as SSL Wireless and started focusing on the domestic software development and telecommunication VAS business.

Over the last ten years, SSL has been focusing on the development of media and financial services and is at present serving 20+ TV and Online News Channels, with "45+ leading private and public banks, 12+ insurance companies, and 800+ corporate businesses of Bangladesh offering application software solutions including Mobile VAS, Mobile Financial Services, Messaging Solutions, Mobile Recharge, Online Payments, Internet Banking VAS and Payments Solutions, Agent Banking Services etc. They are also serving the government by providing SMS service to the Passport Office, BRTA and DESCO.

With its consistent efforts, SSL has been able to become the LARGEST Merchant Solution Provider serving 1000+ merchants across the country through its Internet Payment Gateway Solution called SSLCOMMERZ. Out of the total online transaction in Bangladesh, 80% of those are processed through this gateway.

SSLCOMMERZ platform is also licensed and authorized as PSO (Payment Systems Operator) by Bangladesh Bank to operate its Payment Gateway services.

Since 2009, SSL has been working as the authorized distributor of Symantec Inc, USA, and have been delivering Website Security Solutions to numerous banks, telecom, corporate and e-commerce sites.

SSL Wireless has been working as the local partner of CA Technologies, USA, for more than one year and offering 2FA solutions to the Payment Card Industry of the country. SSL has already signed agreement with 10 prominent banks which included Standard Chartered Bank, BRAC Bank, etc.

In the rise of latest cyber security threats in Bangladesh, SSL Wireless has partnered with Alien Vault to bring an unique approach which can help the local organizations, banks and other enterprises to accelerate and simplify threat detection, incident response, and regulatory compliance. Alien Vault provides world's most renowned and reputed Unified Security Management (USM) solution.

SSL have been the pioneer in retailing TV contents showcasing over mobile WAP portals. SSL Wireless has been the first solution provider to offer Airtime Recharge & Bill Payment Service using Internet Banking Service. It was also the first to launch the country's first web based mobile top-up retailing service named www.easy.com.bd that was accepting local

VISA, MasterCard and Dutch Bangla Bank cards as payment method. SSL is currently connected with all the Telecom Operators as the largest virtual distributor in Bangladesh.

SSL Wireless has also launched its brand new platform called etunes for addressing the copyright issues of music industry. Through etunes platform, artists can earn his/her deserved revenue by selling of their music through different channels like website, mobile site, app, caller tunes, etc.

The people at SSL are all well aware about their specific duty towards the society and the industry. This advantage along with the precise understanding of the local market lets SSL to serve its customers with the appropriate solutions and services. The following reasons have played a vital role in the rapid growth and expansion of SSL Wireless.

For its outstanding efforts in innovation of new mobile services for Telecom Operators and TV channels, SSL Wireless has received the "Best Innovative Service 2010" Award from GrameenPhone. Its contribution was also recognized by "mBillionth Award South Asia 2011" in the areas of Mobile Banking Services, which was held in New Delhi, India. Its e-commerce service brand "SSLCOMMERZ" was also nominated for excellence in online payment service in the "National Digital Innovation Award South Asia 2011" that was held in Bangladesh.

E-tunes, SSL's platform for music distribution and production has won the BRAC-Manthan Award 2016 which was held in Bangladesh, followed up by its win in the prestigious South Asian event Manthan Award 2016.

2.2 Vision Objectives

"To become the leading Application Service Provider in the Asia Pacific Region and slowly outgrow that to be the leading player for financial and non-financial value added services delivered through a competent team with a continual focus on innovation & diversity."

2.3 Mission Statement

Being one of the leading mobile based Value Added Service providers in Bangladesh, SSL Wireless believes in offering the most appropriate service and solutions specially tailored to the customers' needs. With our business integrity, intelligence and expertise, we aim to reach the hands of millions of users regardless of their locations and needs.

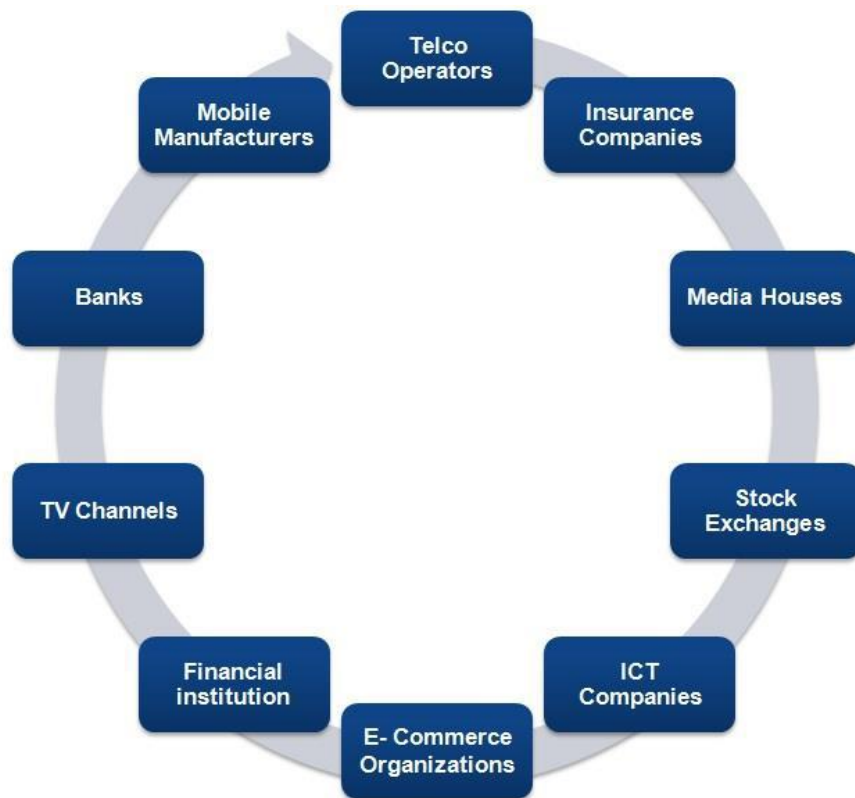
At SSL, our mission is:

- To positively impact the local economy by implementing innovation ecosystem
- To ensure the best quality services
- To nurture the human resource to its best capacity and
- To empower people regardless of their location, race, culture or heritage by connecting the dots

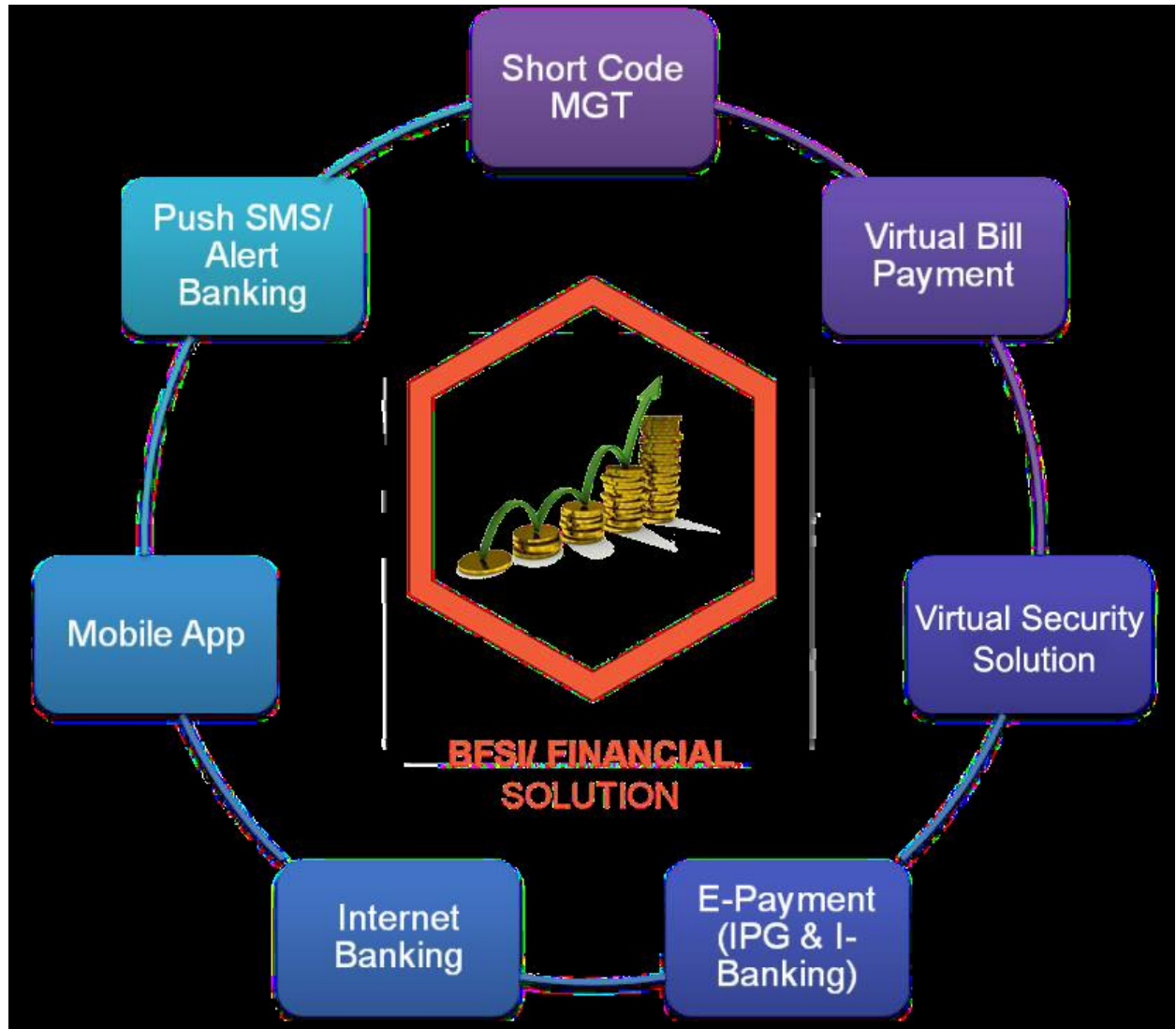
2.4 Corporate Core Values

- Satisfaction and safety of the consumer;
- Ethical conduct and respect in relations with competitors and partners;
- Developing the value of staff members: recognition, opportunities and professional growth.
- Compliance with the laws in force;
- Social and environmental responsibility: respect for neighboring communities,
- Implementation of socio-cultural projects, respect for the environment.

2.5 SSL's Stakeholders at a Glance:



BFSI (Banking & Financial Services Institutes) Solutions:



2.6 SERVICE AREAS

Mobile Messaging Platform

- SMS Enquiry and Notification Services
- SMS Voting & Polling
- SMS Banking
- SMS Insurance etc.

Mobile Application & Content Services

- Mobile Applications
- WAP Contents
- IVR Services etc.

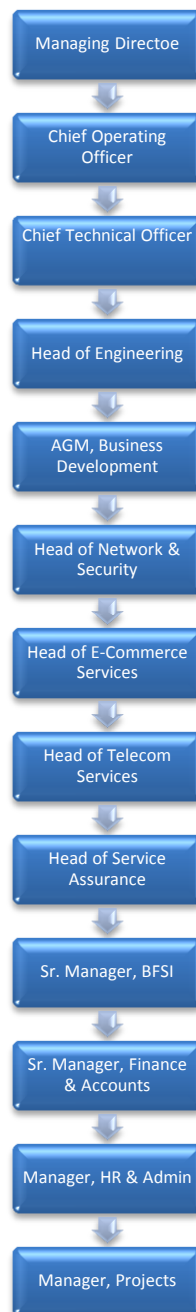
Mobile Financial Services

- Mobile Banking
- Mobile Trading
- Mobile Top-Up
- Mobile Bill Payment etc.

E-Commerce Services

- Merchant Online Payment
- Online Top-Up
- Online Trading etc.

2.7 Organogram



2.8 MAJOR CLIENTS

A. Banking and Financial Service Institutes

SSL Wireless is connected to **48** leading private and public banks, and **15** prominent insurance companies of Bangladesh offering them various types of solutions as per their requirements.

Banks



Insurances



B. TV Channels & Newspapers

SSL has **exclusive partnerships** with the leading **TV Channels** of Bangladesh for providing mobile based **VAS** for their viewers. At present, we are providing services to **52+ TV & Print Media**. SSL's VAS include SMS polling/voting, quiz contests, real-time opinion polls, IVR news, Mobile TV, Video on Demand etc. SSL is at present offering these services exclusively to the viewers of:



SSL is providing mobile WAP and web based news services to different news media such as Banglanews24.com & Prothom-alo.

C. Mobile Handset Companies

SSL Wireless has provided Digital Warranty/Sales Tracking and Mobile Embedded VAS services to more than **15 mobile handset companies** of the country.



D. Govt. Departments and International Donor Agencies

SSL Wireless has provided various IT related services to various Government departments & agencies, utility companies and international donor agencies. Some of the companies are as below.



E. International Partners

SSL Wireless has been successfully providing various IT solutions such as 3D Secure Solutions, Mobile Banking, Field Force Management as the authorized partners/distributor of 7 international companies.



F. Brokerage Houses

The following brokerages houses are currently using the Mobile Enabled Trading Solution (With M-STOCK) of SSL Wireless.



SSL is providing mobile WAP and web based news services to different news media such as **Banglanews24.com & Prothom-Alo**.

- SSL is the **local partner** of three of the world's most trusted Network Security Agency; **Symantec (Formerly VeriSign Inc.) Thawte and GeoTrust**.

- SSL **manages** the biggest competition based **nationwide events** (i.e. PEPSI Football Mania, Marks All-Rounders etc.) for the **MNCs, Media channels and Mobile Operator partners**.

- SSL is providing **research based non-conventional guidelines** to the channels/producers to make TV programs more interactive, innovative and interesting enough **to push up Channel TRPs**.

- SSL provides **Bulk SMS, Push-Pull facility** to different **corporate business houses and association** in Bangladesh.

- SSL has provided SMS service for PEPSI's popular prize winning contest "**PEPSI Football Mania**" and managed a Call Center Service for the contest. It is also providing SMS notification and registration service for the nation's biggest talent hunt "**Marks All-Rounder-2010**". In addition to providing Push and Push-Pull SMS services SSL is also providing web services for Mark All-Rounder website.

- SSL has developed an online payment gateway called **SSLCOMMERZ** that enables merchants to receive payments on the internet through local credit and debit cards. Since its inauguration different merchants have already connected to SSLCOMMERZ and are providing online shopping service to its consumers. It has developed an e-store called **ekushey.com.bd** where persons can purchase products using local **credit and DBBL Nexus cards**.

G. SSLCOMMERZ MERCHANTS

Our secure Online Payment Gateway platform **SSLCOMMERZ** is the first & largest Merchant Solution Provider (MSP) of Bangladesh having 1000+ e-Commerce websites under coverage, among which some are noted below:

G.1. EDUCATION SECTOR



G.2. TRAVEL & AVIATION



G.3. MOBILE AIRTIME & INTERNET RECHARGE



G.4. ONLINE TICKET PURCHASE



G.5. LIFE STYLE PRODUCT



G.6. ONLINE MUSIC PRODUCTION



G.7. E-COMMERCE WEBSITES (EXCLUSIVE)



2.9 PRODUCTS AND SERVICES

SSL Wireless provides Value Added Services (VAS) and mobility solutions to the telecom operators, corporate, banks & financial institutes, government organizations, and SME segments and is connected to all the six mobile operators in the country. SSL specializes in the SMS, MMS, IVR, WAP, J2ME, and WEB based solutions and has been the market leading ASP to generate additional revenue for these organizations. From its beginning, SSL has been providing many different critical application solutions to the financial industry in the space of Mobile Financial Services (MFS) like SMS/Mobile Banking, Alert Banking, M-Insurance, M-Stock, Agent Management, Mobile Airtime Recharge etc. SSL has also started its Merchant Payment Services through SSLCOMMERZ gateway providing solutions to merchants and banks as the hub in the middle.

❖ **Short Code Management**

SSL empowers its customers to communicate between varied IT backend systems and mobile phones using SMS Services. We provide a unique, end-to-end, global carrier-grade mobile data service. Its mobile data service offering includes "plug and play" application licensing and hosting. Employing a partnership with Mobile operators, worldwide recognized content providers and Mobile Handset producer, with a clear focus on SMS and mobile based data communication.

SSL's Short Codes service allows enterprises to create a unique mobile identity and managed SMS based campaigns and initiatives through a web based interface. SSL's provides web based tools that allow:

- Short Code Management
- Keyword Management
- Campaign Management
- Real-Time Data Analysis
- Piracy Guard
- Retailer's Stock Request Alert / Inventory Management
- SMS Based Order Management
- Reservation service

❖ **Business SMS**

In the modern era of communication, SMS (Short Message Service) has become an effective medium of communication to disseminate information to the target clients and stakeholders. It is a useful medium through which the clients can be reached in the shortest possible time and in the most direct channel possible.

They have a segmented database of around 3 million mobile numbers, which could be utilized to reach large number of customers within shortest possible time. This service will reduce cost and expense of marketing communication and increase market image of your company. You can also send Bengali SMS to your target customers and achieve a greater impact in the market. The SMS can be read if the handsets are compatible with Bengali fonts.

❖ **Push-Pull SMS Marketing**

World's best marketing tool is now available at your disposal. Incorporating the Push-Pull SMS marketing, consumers can request your special offers and take part in various marketing campaign. Get a keyword on our SMS Short code number to get connected with your customers anywhere any time. Incoming messages can be directly submitted to your database or you can also view the same from our website. Push-Pull SMS marketing offers one stop interaction media through which we could interact with our customers directly and conduct various Media Promotion events like Contests/ Survey, Lucky Winner Draw, Bids, Product Enquiries, Lead generation in a cost effective manner.

❖ **Payment Gateway (SSLCOMMERZ)**

We at SSL Wireless, have come up with the secure online Payment Gateway platform, **SSLCOMMERZ**, to make internet shopping as simple, secure and rewarding as using cash. SSL Wireless has been able to become the first & largest Merchant Solution Provider (MSP) of the country having 1000+ top e-Commerce websites under coverage through SSLCOMMERZ. With this facility, merchants are able to offer their clients a secured way to make payment for products and services from their Bank Accounts, Debit Cards or Credit Cards, Proprietary Cards along with Internet Banking and Mobile Banking. The design of this Payment Gateway is structured in such a way so that it can facilitate from all existing and advanced technology in Bangladesh. It uses encryption and an end-to-end data authentication system to assure clients of security. SSL Wireless also developed e-commerce websites for many companies with integration to the Payment Gateway for transferring payments from the customers' account to their bank account.

While SSLCOMMERZ is integrated with a merchant's or company's website or mobile app, the users are able to make payments using different payment channels such as their Bank Accounts, using Debit/Credit Cards, or Internet (Net) Banking or Mobile Banking.

SSLCOMMERZ was nominated for Excellence in Online Payment Service in the **National Digital Innovation Award South Asia 2011**, and was awarded the **Payment Systems Operator (PSO)** license by the Central Bank of Bangladesh.

❖ **Virtual Recharge (easy.com.bd)**

For the first time in Bangladesh, SSL Wireless has introduced Mobile Airtime Recharge along with postpaid bill payment service for third parties through its Virtual Recharge Platform called **easy.com.bd**. Individual users can register into this portal and recharge their mobile airtime using different payment channels through the SSLCOMMERZ gateway. Several banks and online portals are using the API services of Virtual Recharge to send prepaid recharges and postpaid bill payment to any mobile number of all the six domestic mobile operators.

Through **easy.com.bd** customers can instantly recharge their prepaid or pay postpaid connection bills by using their Bank Accounts, Debit/Credit Card or Internet Banking or Mobile Banking. Users can also recharge their ‘Qubee’ and ‘Banglalion’ internet connections through this online portal or mobile application of the same name.

SSL also have a special platform called “**Easy Corporate**” for corporate houses or resellers who wish to send mobile airtime recharges to a group of mobile phone subscribers in bulk through online. Corporate users of this platform can purchase airtime from us and allocate balance to their employees and clients.

❖ **Online Music Portal (etunes.com.bd)**

SSL Wireless has launched the first ever legal online music platform in Bangladesh named **eTunes.com.bd**. eTunes provides high quality MP3 musical contents with preview facility. Users can purchase their desired song by debit/credit cards or using internet banking & mobile banking options through the SSLCOMMERZ platform.

eTunes aims to empower all the stakeholders connected to the music industry by establishing a transparent means of music distribution through Digital Media while satisfying the thirst of music lovers by introducing quality songs of different genres. eTunes aims not only to make it convenient for citizens but also save our music industry by saving the struggling artists & musicians. eTunes also ensures the royalty of singers, composers, lyricist and others related with music.

eTunes, at large, is to benefit the music industry of Bangladesh by creating a legal online music distribution channel. The key objective of eTunes is to stand against piracy. At present, eTunes is also working with producing and promoting new songs. eTunes has won the **BRAC Manthan Digital Innovation Award 2016** and also received the Runner-up prize in **Manthan Award 2014**.

❖ **Digital Marketing (Ngage)**

Ngage is a digital marketing and creative services wing of SSL Wireless. Ngage works with Digital Marketing, Content Development and Media Buying & Management. It assists clients to build a strong market value and accelerate a better brand position through digital marketing. Ngage aims to provide branding services in the most accurate and effective way. Understanding online market and social media, Ngage provides strategy, development, consultation and execution to bring all aspects of social media and traditional marketing efforts into alignment with unified goals and purpose.

Ngage is the best at improvising with clients' resources to provide them with the most optimized solution based on their needs. Ngage is built with a breadth and depth of strategy services - across business, brand, experience, channel and technology. Ngage helps brands to build strong equity, figuring out their positioning, USPs, and objectives, for their desired specific goals. Defining the space a brand should occupy in the minds of the Target, determining what emotional and communication levers will drive the business strategy. By bringing these perspectives together, Ngage creates a comprehensive strategic vision for clients' brand's engagement through digital channels.

❖ **Mobile Application Development - Android/Java/Windows/Apple**

If you're wondering where to reach your customers these days, we have two words for you: mobile apps. According to a recent study by Flurry, US consumers are spending more time on mobile apps than they are browsing the web- on either mobile phones or a computer. That's a huge leap—and it happened in just three years.

The implications for businesses are huge. It means that mobile apps for the tablet and Smart Phones are here to stay, and mobile applications development can provide you with a powerful platform to engage your customers. Mobile apps let your customers interact with your company anytime, anywhere, and on any device, even without an Internet connection.

Our mobile apps development services make any customer interaction easier – from shopping and payment to finding information or placing an order.

❖ **IVR & Call Centre**

We can provide complete **call center solution** in both hosted and in-house module. We can also provide call center Telephony Software as per your requirement. We also offer consultancy on and any kinds of Call Center, IP Telephony related issues.

IVR solutions have **used pre-recorded voice prompts** and menus to present information and options to callers, and touch-tone telephone keypad entry to gather responses. Modern IVR solutions also enable input and responses to be gathered via spoken words with voice recognition. IVR solutions enable users to retrieve information including bank balances, flight schedules, product details, order status, movie show times, and more from any telephone. We can design total Interactive Voice Response systems as per your organizational requirement.

❖ **Web Design & Web Application Development**

SSL Wireless is well experienced in designing and developing **static and dynamic websites**, including **e-commerce sites**, for businesses of all sizes. We are also capable to develop WAP enabled sites, especially suited for the use by mobile phones. Our concept is simple: we create the absolute best place on the web for your company. Before anything else we do, we learn who you are and how you do it. Our amazing custom design team goes to work sun up or sun down to bring that same allure, personality and success to your online home. We can

work on **PHP, Java, .NET, Cold Fusion** to meet the complex requirements and high expectations of our valued clients.

❖ **AlienVault**

SSL has started working in partnership with AlienVault - a developer of commercial and open source solutions to manage cyber-attacks, including the Open Threat Exchange, the world's largest crowd-sourced computer-security platform with more than 26,000 participants in 140 countries that share more than one million potential threats daily. AlienVault Labs threat research team maps out the different types of attacks, latest threats, suspicious behavior, vulnerabilities and exploits they uncover across the entire threat landscape. They leverage the power of OTX, the world's largest community-powered repository of threat data to provide global insight into attack trends and bad actors.

With the resources and support from AlienVault, SSL is working to address and provide proper solution to the banks and financial institutes of the country, complying with the Circular issued by the Bangladesh Bank about Cyber Security Management in Finance/Banking Industry.

❖ **Customized Solution**

Looking for competent custom software solutions? We create it for you. Rising competition in IT industry has given rise to desire of custom software development that requires an in depth proficiency of developers and flexible yet structured methodology to create high quality software development solutions with tactical differentiation and operational superiority. We believe in increasing competitiveness in the global scenario by offering:

- Experienced, skilled, highly qualified and technically proficient staff dedicated to the project.
- Full cycle software development process, right from product design and offshore software development to outsourcing application support, maintenance and enhancement.
- Cutting down and integration of multiple process initiatives.
- Unparalleled speed of execution.
- Reduction of development costs.
- Compression of development time.

3. Training & Development

3.1 Training & Development

The quality and variety of the employee training provide is key for motivation. Reasons for employee training range from new-hire training about operation, to introducing a new concept to a work group to bringing in a new computer system.

Reason for conducting an employee training session, need to develop the employee training within the framework of a comprehensive, ongoing, and consistent employee training program. This quality employee training program is essential to keep staff motivated about learning new concepts and department profitable.

A training program begins with the creation of an employee training manual, in either notebook format or online. This manual acts as a building block of practical and technical skills needed to prepare the new individual for his or her position. In order for the department to understand current policies and procedures, a manager must ensure the department manuals or online employee training are kept current. This includes any system enhancements and / or change in policy or procedure.

Another of training includes having the new associate train directly next to an existing associate. Some call this On the Job Training (OJT) or side-by-side training. This type of employee training allows the new associate to see firsthand the different facets of the position.

OJT allows the new hire the opportunity to develop a working relationship with an existing associate. This type of employee training reinforces concepts learned in the initial training and should be used to reinforce and apply those same learned concepts.

A continuing education program for a department is just as important as the new hire training. When training a new associate, I have found that they will only retain approximately 40 percent of the information learned in the initial training session. Therefore, a continuous effort must be placed on reminding the staff about various procedures and concepts. This continuing education can be formal or informal. The author's preference is always with a more informal approach.

The formal or traditional approach, to employee training often includes a member of management sending a memo to each associate. The informal, and often more appealing approach to a visual learner, is to send a one-page information sheet to staff. This information sheet, called a training alert, should be informative and presented in a non-threatening manner. Therefore, if the policy or procedure changes the informal approach would better prepare the department to receive this presentation.

3.2 Purpose of Training & Development

While some people think of training objective as a waste of valuable time. The counterargument here is that resources are always limited and the training objectives actually lead the design of training. It provides the clear guidelines and develops the training program in less time because objectives focus specifically on needs. It helps in adhering to a plan. Given below the objective of training & development:

i) Information:

At its most basic form, a piece of information about something is a "unit of awareness" about that thing. (A field of philosophy, epistemology, includes analysis of what is really information and what isn't. This field might visit the question: "If a tree falls in the forest, does it make a sound?") Some people think that this awareness occurs only in the brain and, therefore, usually comes from some form of thought. Other people also accept information as a form of realization from other forms of inquiry, e.g., intuition. Training provides many kinds of information for the employee:

- What's kind of job?
- What's to be doing to hear?
- Position to the organization.
- Competitor to the organization.

ii) Knowledge:

Knowledge is gleaned by organizing information. Typically, information evolves to knowledge by the learner's gaining context, perspective and scope about the information. Gathering knowledge for employee is the most important objective to organization. Many kinds of knowledge gather to be hear such like:

- Job knowledge.
- Known to be organization.
- Known to be competitor.

iii) Skills:

Skills are applying knowledge in an effective and efficient manner to get something done. One notices skills in an employee by their behaviors. When employee skill will be developed then organization will give better output.

- Employee will be gendered professional skill
- In this sector employee, will know to the organizational environment.
- Employee will know to how facing to organizational situation.
- Organization build quality employee.

iv) Task:

A task is a typically defined as a unit of work, that is, a set of activities needed to produce some result, e.g., vacuuming a carpet, writing a memo, sorting the mail, etc. Complex positions in the organization may include a large number of tasks, which are sometimes referred to as functions.

- What is the organizational objective it will know to the training & development?
- Organization known to who a perfect to which sector.
- Organization finds out the best employee.

v) Job:

A job is a collection of tasks and responsibilities that an employee is responsible to conduct.

- Employee finds out the best carrier.
- Organization finds out the best employee.
- Employee gander that kinds of knowledge that is suitable for carrier.

vi) Role:

A role is the set of responsibilities or expected results associated with a job. A job usually includes several roles.

- Organization maintains proper rules & regulation.
- Employee knows to organizational maintaining role.
- Organization can find out to rules breaker.

vii) Learning:

Typically, learning is viewed as enhancing one's knowledge, understanding or skills. Some people see learning as enhancement to one's knowledge, awareness and skills. It's important to note that learning is more than collecting information more than collecting unredeemed books on a shelf. Depending on the needs of the learner, knowledge is converted to skills, that is, the learner knows how to apply the knowledge to get something done. Ideally, the skills are applied to the most appropriate tasks and practices in the organization, thereby producing performance results needed by the organization.

- Employee learn to how to doing work.
- Employee know to how maintained rules & regulation.
- Employee learn to job responsibility

viii) Continuous Learning:

Simply put, continuous learning is the ability to learn to learn. Learning need not be a linear event where a learner goes to a formal learning program, gains areas of knowledge and skills about a process, and then the learning ceases. If the learner can view life (including work) as a "learning program", then the learner can continue to learn from almost everything in life. As a result, the learner continues to expand his or her capacity for living, including working.

- When training will be continuing than employee will be learn many things.
- System wise gander knowledge.
- Provide best learning things.

ix) Training:

This term seems to be the most general of the key terms in employee training. Some professionals view education as accomplishing a personal context and understanding of the world, so that one's life and work are substantially enhanced, e.g., "Go get an education." Others view the term as the learning required to accomplish a new task or job.

- Organization provide training for find out best employee
- Employee takes training to give best output.
- Organization provides training for maintaining organization perfectly.

x) Development:

This term is often viewed as a broad, ongoing multi-faceted set of activities (training activities among them) to bring someone or an organization up to another threshold of performance. This development often includes a wide variety of methods, e.g., orienting about a role, training in a wide variety of areas, ongoing training on the job, coaching, mentoring and forms of self-development. Some view development as a life-long goal and experience.

- Best employee provides best output.
- Developing employees, the best asset of the organization.

3.3 Staff Training Opportunities

Human Resource Department draws up an Annual Training Calendar-based on the identified needs of the employees and an eligible employee or employees may be nominated for the said training. From template 01, we will have a decent idea regarding annual training calendar. On returning from an overseas training or an external training within the country an employee may be required to submit a Trip Report to his/her Functional Head and also debrief, the Management or their Line Manager, as required. An employee may also be required to cascade the learning's from the training to other employees of the organization, selected by the HR Department or the Management.

An employee may also be required to submit an Action Plan to his, /her Line Manager or the Management; outlining how the skills developed during his/her training will be transferred to the work place.

3.4 Method of Training Process of Software Shop Limited

Several types of method need to apply for providing the appropriate training of the employees of SSL. SSL is familiar two types of training method which are applied to provide the training among the employees.

3.4.1 Pre-Service Training:

Pre-service training is a process through which individuals are made ready to enter a certain kind of professional job. They are not entitled to get a professional job unless they can earn a certificate, diploma, or degree from the appropriate institution. Pre-service training contents emphasize mostly technical subject matter. Basically, SSL tries to give them enough chance to the employee so that they will be able to get the proper training by involving with them. So, the pre-service training is one of the greatest advantages for the employees from the SSL.

3.4.2 In-service Training and Staff Development:

In-service training is a process of staff development for the purpose of improving the performance of an incumbent holding a position with assigned job responsibilities. It promotes the professional growth of individuals. It is a program designed to strengthen the competencies of extension workers while they are on the job.

In-service Training is a problem-centered, learner-oriented, and time-bound series of activities which provide the opportunity to develop a sense of purpose, broaden perception of the clientele, and increase capacity to gain knowledge and mastery of techniques.

- **Foundation Training:**

Foundation training is in-service training which is appropriate for newly recruited personnel. (Template 02) Besides technical competence and routine instruction about the organization, every staff member needs some professional knowledge about various rules and regulations of the government, financial transactions, administrative capability, leadership ability, coordination and cooperation among institutions and their linkage mechanism and so on. Foundation training is made available to employees to strengthen the foundation of their service career. This training is usually provided at an early stage of service life.

- **Maintenance or Refresher Training:**

This training is offered to update and maintain the specialized subject-matter knowledge of the incumbents. Refresher training keeps the specialists, administrators, subject-matter officers, extension supervisors, and frontline workers updated and enables them to add to the knowledge and skills they have already. Maintenance or refresher training usually deals with new information and new methods, as well as review of older materials. This type of training is needed both to keep employees at the peak of their possible production and to prevent them from getting into a rut.

- **On-the-Job Training:**

This is ad hoc or regularly scheduled training, such as fortnightly training under the training and visit (T&V) system of extension, and is provided by the superior officer or the subject matter specialists to the subordinate field staff. This training is generally problem or technology oriented and may include formal presentations, informal discussion, and opportunities to try out new skills and knowledge in the field. The superior officer, administrator, or subject-matter specialist of each extension department must play a role in providing on-the-job training to the staff while conducting day-to-day normal activities.

- **Career or Development Training:**

This type of in-service training is designed to upgrade the knowledge, skills, and ability of employees to help them assume greater responsibility in higher positions. The training is arranged departmentally for successful extension workers, at all levels, for their own continuing education and professional development.

- **Apprenticeships:**

For centuries, Apprenticeships were the major approach to learning a craft. Seeking apprenticeships may be a very useful & effective way to eventually develop a new skill. The apprentice worked with a recognized master crafts person.

- **Continuing Professional Development:**

Many professions require verification of ongoing training to retain certification, e.g., social workers some fields of law, nurses, etc. Professionals must stay up-to-date in the views & practices necessary to lead & manage in today's organization.

- **Continuous Learning:**

Continuous learning is learning how to learn. Typically, this involves developing skills in reflection, which is the ability to continually inquire & think about experience to draw conclusions & insights.

- **Job Assignments:**

Job assignments are wonderful opportunities from which to learn. To cultivate learning, consider having employees write short reports, including an overview of what they did, why they did it, what areas of knowledge & skills were used, how the job might have been done better, what areas of knowledge and skills would be needed to improve the job.

- **Job Rotation:**

This can be one of the most powerful forms of development, allowing learners to experience a broad range of managerial settings cultures & challenges.

- **Off-the-job Training:**

This occurs when workers are taken away from their place of work to be trained. This may take place at training agency or Local organization, although many larger firms also have their own training centers.

- **Peer-Based Methods:**

This includes formats where peers focus on helping each other learn, e.g., by exchanging ongoing feedback, questions, supportive challenges, materials, etc. Perhaps the best example is the action learning process.

- **Professional Organization:**

A wide variety of professional organizations often offer courses, seminars, workshops & sessions from conventions

- **Self-Directed Learning:**

Highly motivated learners can usually gain a great deal of knowledge & skills by identifying their own learning objectives, how to meet those objectives & how to verify they have met the objectives as well.

- **Training Courses & Workshops:**

Workshops, seminars, convention sessions, etc., are useful, in particular for highly focused overviews of a particular subject or training about particular procedures. Workshops typically include some hands-on practice by the learner, & can be very practical means to learn a certain technique or procedure.

- **Management Development:**

Training is generally associated with operation or non-management employees: management development is associated with managerial personnel. This is a process of developing & educating selected personnel in the knowledge, skills & attitudes needed to manage in future positions. Companies use management development to ensure the long-run successes of the organization, to furnish competent replacements, to create an efficient team that works well together, & to enable managers to reach their potential. It may also be needed because of high executive turnover, a shortage of management talent, & our society's emphasis on lifelong education & development.

3.5 Training on Different Criteria

3.5.1 Training on value:

The Organizations values guide the way they work with colleagues, customers, suppliers and other stakeholders. The values – responsive, trustworthy, creative, international and courageous – show how they can build the culture which will help them to achieve their business goals and make Mutual Trust a great place to work. The values reflect extensive internal, customer and market research and show how they can all be led by example to be the right partner.

3.5.2 Training on people wise:

Having prepared their staff for People wise through an extensive communications and change management programmed, they needed to train around 300 people quickly and cost effectively in how to use People wise and the new people management processes. Induction training plays a vital role for engaging people into the workplace. People needed to understand about new people management processes, elements of the new structure.

3.5.3 Training on corporate responsibility:

The corporate responsibilities of the Mutual Trust bank are-

- ❖ Researching Diversity & Inclusion.
- ❖ Employee Engagement.
- ❖ Learning & Development.
- ❖ Performance Management.
- ❖ Reward & Recognition.
- ❖ HR Operations

-  Health & Safety.
-  Human Rights.
-  Employee Standards.

3.6 Others topic of employee training and development at Software Shop Limited:

- **Communication:**

Now a day's communication plays a vital role in the business world. As a result, SSL pay attention on communication while provide training to their employees.

- **Computer skill:**

In the modern business world organizations, even can't think without computer. As because SSL is a IT based organization and all of its works are computer based, employees need to have this skill is mandatory.

- **Customer service:**

To achieve the customer confident on any organization employees, have to be well trained in customer service operation.

- **Diversity:**

Work force diversity training makes an employee confident about his or her career development. Employees faces different types of situation where had to play their best part.

- **Human relation:**

Training creates the attitude to create the relation with others both inside and outside of the organization to achieve the individual and organizational goals.

- **Safety:**

Safety training increases the employee awareness to deal with the different situation. Uses of fire extinguisher and emergency natural calamity surveillance systems are trained by the department of admin here.

- **Ethics:**

Different people have different morality. Training helps to accommodate and combine their ethical view towards a common point achieve a common organizational objective. While this issues arises, generally the trainer focuses on the basic virtues of human being and then make the benchmark of ethics clear to all.

3.7 Development

SSL is concerned with attempts to improve the overall performance and effectiveness of their Employees. Development refers to those learning opportunities design to help employees grow. Efforts towards development often depend on personal drive and ambition.

3.8 Employee development method of SSL

Assistant to positions:

Assist to positions is very effective technique to develop employees of SSL. Employees with demonstrated potential are given the opportunity to work under an experienced or successful employee. In this process an individual, perform many duties under the watchful eye of experienced person.

Seminars:

Seminar is a traditional from to develop employees. It is a widely practiced by SSL. These offered an opportunity for individuals to acquire knowledge and develop their conceptual and analytical abilities.

Mentoring:

In case of mentoring, a senior employee takes an active role in guiding another individual. Mentoring is a helpful device to develop employees and it is widely followed to develop new employees of SSL.

3.9 Training Analysis Report

Post training analysis summary is the report of trainings. This is published at the end of every month by the Training manager or Training Coordinator to the stakeholders. From this report the stakeholders can have the information of training attendance, participant's performance and feedbacks, evaluation process, new skill rating if earned etc. at a glance.

3.10 Both Training & Trainer's Evaluation

After every training, both training & trainer's evaluation has been made. To make the overall program a perfect one Index uses some formats. From templates 3, we can get a basic idea about the format.

From the comments, the training manager take corrective actions by consulting with the Top Management. Training Manager also summarize the Trainer's performance feedback to update the trainer database and upgrade the ratings.

3.11 Training Record

The expert manager and coordinator need to continue the training record regularly. It helps them to prepare the status report and action plan. The training record template is given in the appendix part by mentioning templates no 4.

3.12 Training Institute of SSL

SSL has its personal training institute which call SSL Wireless training institute. From where it also trains employee that is given below:

- SAIC Institute of Management & Technology (SIMT)
- W3Space Technologies
- **BASIS** Institute of Technology & Management. Development for professional & skilled in IT sector **BASIS**

3.13 Satisfaction about the Training

Almost employee satisfied on SSL training session at home and abroad. Here on thing is important to say that is SSL almost employee is recruited before 09 years ago, So, when they recruited that time training process was so worse. However, at the recent time SSL training session is standard level. Because almost employee have good idea about the training. SSL has provided standard training manual and evaluation paper. So, the employees also have idea about the training manual. Employees are satisfied on the training and appreciated training manual.

It is not necessary that all company has to apply training and development processes. Only those company can use these training processes those who are needed this. But it is also true that if any company uses these training processes they can be able to improve their image as well as their profitability. Applying Training and Development process a company can fulfill their all lacking. It brings perfection not only in a person but also in a company. Also, the training procedure may able to gather the better reward by providing proper training guideline to the employees of SSL.

3.14 Findings of the Study:

Training is crucial for organizational **development** and success. It is fruitful to both employers and employees of an organization. **Training** is the process of enhancing the skills, capabilities and knowledge of employees for doing a particular job. Over the years training and development plays a very significant role to the betterment of Index Group and their employees. There are lot of positive aspects of this process as well as some drawbacks or concerning issues, which are discussed below:

- Even though SSL is an IT Based organization, but still no automated trainings and development tool is available there.
- The organization does not give enough priority on the skill rating of the employees in the yearly performance appraisal process. So, that might make the trained or skilled employees dissatisfied.
- There is some margin of error in the internal audit contents of the training process. And internal audit has not taken place consistently at the end of every month, which is a violation of the training policy. So, the training manager and coordinator get reluctant sometime to maintain policy or guidelines accordingly.
- Sometime it is necessary to hire new employees because it is not possible all the time for the existing employees to gain new skills by participating in some trainings.
- They training materials and tools are not fully capitalized and the found data were remaining unutilized in many cases. For example, after making any training session the research team put the documents a side and they try to forecast on the next training session. But, to make proper analysis, those training related documents should be archived properly.
- The Training process is not that much qualitative and quantitative, but they are trying to develop by using digitalized system.
- They overall intradepartmental synchronization is not that much for better cooperation.
- Sometime it would be very difficult for the company to retain the well-trained employees, unless the company provides them better opportunities to grow.
- The Training and Development process is open ended and where the employee can express their view in this regard.
- It is a really tuff ask for the participants to balance their job responsibilities by attending training sessions frequently.
- SSL provides Training and Development program at Bangladesh but number of employee to abroad for Training is none.
- People get the both formal and informal environment over there.
- Working environment is very nice that is why employee feels comfort to work with such environment.

- The on the job and off the job Training and Development programs used by the SSL is remarkable. Beside this they have to arrange more facilities like they can arrange outside visits, what their competitor did and get better results.
- So ultimately the company is putting so much effort on training or skill development of employees, but the employees' career development part remains undermined.

4.

Recommendation & Conclusion

4.1 Recommendation:

- Software Shop Limited use a traditional training manual but HRD should research their providing training manual is how much effective.
- In the training department of SSL, although they use latest technology but the training process should be upgraded with used latest technology as much first that they alive with competitive world.
- In the Business Unit Level when an employee could transfer to another department during that time that employee is needed at least seven days training according on the transfer position.
- At SSL training is provided in both formal & informal way. It is ok, but if they can introduce a new way to improve the skills of the employee it will definitely works. For example, The Training Department can find out a best place to initiate they're off the job training. Brain Storming game, puzzle solving and may more critical analysis will help the development department to find out the drawbacks and position to be improved.
- Training evaluation process and form is to be more modernized
- Software Shop Limited is not providing motivational training to entry level. If they provide motivational training, then entry level employee will more motivate about organization.
- Training an employee is expensive, especially when he or she leaves the firm for a better job. So, the nominators must nominate the employees carefully who are motivated and have the mindset to serve the company for the long run.
- Irrelevant documentation should be avoided from the training process.
- Employee trainings and workshops should be administered in order to give them knowledge and professionalism in customer interactions. They should be taught about how to deal with problem customers and problematic situations.
- SSL's training department has not sufficient training instrument as a result HRD cannot provide training to large number of employee at a time.
- The company should concentrate more to the career development of the employees rather than skill development to retain them for the long run.

- There should be some monetary reward as well as recognition for the successful implementation of trainings in projects for the team members.
- The company also can introduce some training programs with certification to uphold the enthusiasm throughout the year.
- They are focusing on training only, rather they should now put emphasize on their development portion.
- Employees career and overall attitude towards organization and aptitude should be prompt up according to the demand.
- By nursing the employees properly, the human resources department can find out their future talent who will ultimately serve for the organization.

4.2 Conclusion:

Software Shop Limited has been within business industry for the last 10 years. It has observed the change and the uplift of the Industry and foresees the industries future within the country and outside. The products and services as well as their work environment also encourage individual and collective growth.

So, to absorb and adopt new tools and technologies SSL is emerging in the Bangladesh market with VAS & Ecommerce Business. Because of the constant upgrade demand of the E-Business, the company cannot afford to stay behind than the competitors.

The overall training and development side is very consistent and successful in positioning training programs to bring the employees knowledge and skill level high for quite some time. And the employees are also realizing those skill and knowledge in a professional manner. But now the company needs to create a best mixture among the training and development. If the company can ensure a better career growth for each admirable employee, then they can be the market leader. Because they have got every potential to reach that level.

4.3 References:

Books & Articles

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3. <https://www.linkedin.com/pulse/20140816203308-59817714-benefits-of-training-anddevelopment-programs- in-business-organizations>
4. https://www.google.com.bd/?gws_rd=cr,ssl&ei=kwgmVtuyGYi8uATc8YS4Bw#q=training+and+development+process

Personal Interviews with Employees

1. Md. Nawat Ashekin (Head Of E-Commerce & Digital Marketing)
2. Shahjada Redwan, (CTO & Strategy Planner)
3. Ifthekar Alam Ishaq, Trainer
4. Omar Faruque, Manager (HRD)

Others

1. Class lectures
2. Official documents shared by the supervisor
3. Organizational manuals

Appendix

Template: (01) Training Calendar.

Sl. No.	Topic Name	Category Of Training	Participants Data			Source (Trainer)	Date	Status	Remarks
			Dept. Name	Enrolled	Attended				
1	Audit & Risk Management	Internal	Finance	6	5	External	28/8/2017	Done	
2	Labor Law & Labor Union	Internal	HR & Admin	4	4	Internal	12/9/2017	Postponed	
3	Leadership Quality	External	HR, Admin & MKT	5	4	External	15/9/2017	Done	
4	Excell Proficiency	Internal	MIS, Commercial	4	4	Internal	20/9/2017	Done	

Template: (02) Induction Feedback Template.



Phone: +880 28316009, +880 2 8316969
 Email: info@sslwireless.com
www.sslwireless.com

Staff Induction Feedback Form

Employee Name: _____

Start Date: _____

Position: _____

Department: _____

To ensure our staff induction Procedures are working effectively and efficiently and help new members of staff settle in well, we would appreciate you taking a few minutes to provide us with feedback. If there are any areas you are not sure about, please do ask your Line manager or Human Resource Manager.

Feedback on the induction process	Comments
How would you rate your welcome to the Company	Score out of 10 Comments:
How would you rate your induction	Score out of 10 Comments:

Template (03): Trainers Evaluation Form



Phone: +880 28316009, +880 2 8316969
Email: info@sslwireless.com
www.sslwireless.com

Trainers Evaluation Form

Date of Presentation:

Presenter's Name:

Topic or Session:

***Please complete the evaluation for today's training session- your feedback is valuable to us and is appreciated.
SSL is committed to continual improvement and suggestions will be considered for future training needs.***

Criteria	Strongly agree 4	Agree 3	Disagree 2	Strongly Disagree 1	Not Applicable 0
Training was relevant to my needs					
Materials provided were helpful					
Length of training was sufficient					
Content was well organised					
Questions were encouraged					
Instruction were clear and understandable					
Training met my expectations					
The presenter and / or presentation was effective					

1. What did you enjoy most today?
2. What did you learn today?
3. How will you implement this into your department's operation and in what time frame?

General Comments:

Template: (04) Training Record



Phone: +880 28316009, +880 2 8316969

Email: info@sslwireless.com

www.sslwireless.com

Training Record

Program Subject/Title:

Department:

Date:

Time:

Sl. No.	Name of Participant	Dept. / Area / Designation	Signature

Verification of training effectiveness:

Sl. No.	Verification Criterias	Satisfactory	Further training required
1	On job performance		
2	Personal interview & discussion		
3	Written test		

Remarks:

Signature of verifying authority

Date