

Report On

BASIS collaboration with ICT ministry to capture International market for building digital Bangladesh

By

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Student ID: 16104149

An Internship report submitted to the BRAC Business School in Partial
Fulfillment of the requirements for the degree of
Bachelors of Business Administration (BBA)

BRAC Business School

BRAC University

December, 2020

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Sumaiya Akhter Ahona
16104149

Supervisor's Full Name & Signature:

Ms. Rahma Akhter
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. [Rahma Akhter](#)

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

With due respect, this is my honor to submit my internship report under your supervision. I am submitting my internship report entitled **“BASIS collaboration with ICT ministry to capture International market for building digital Bangladesh”**

This report is the reflection of the activities of the International Affairs Department of Bangladesh Association of Software and Information Services (BASIS) and also describes the overview of the Association’s activities. It was a great opportunity for me to work in BASIS for 2.5 months, under the guidance of Nadia Tabassum, Senior Executive of International Affairs.

This internship has given me the opportunity to practically learn the marketing theories that I had learned in courses at BRAC University. I had the opportunity to learn about how different industry associations help to create an international market for the Local companies, How to do proper research before grabbing any international market, how to participate and also create international events for highlighting our industry. Not only International affairs but also I had worked to understand how BASIS along with the ICT Ministry is working tremendously for growing the Bangladesh Software industry better.

I have tried to reflect my best possible outcome in this report. It would be very kind if you receive my report and provide your valuable feedback. I trust that my report will meet your expectations.

Sincerely yours,

Sumaiya Akhter Ahona, 16104149

BRAC Business School

BRAC University

Date: December 28, 2020

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between

Name of Company: Bangladesh Association of Software and Information Services
(BASIS)

And the undersigned student at BRAC University

Student Name: Sumaiya Akhter Ahona104149

Student ID: 16104149

Signature of the Student

Sumaiya Akhter Ahona
16104149

Signature and Seal of the Supervisor

Nadia Tabassum
Senior Executive

International Affairs

BASIS

Acknowledgement

First, I want to express my gratitude towards the almighty for giving me the strength to complete my responsibility as an intern in BASIS and also complete my report in designated time. I am grateful to my academic supervisor Ms. [Rahma Akhter](#) for supporting and guiding me from the very beginning of my internship period. I am also grateful to Md. Syed Almas Kabir (president), Ms. Farhana A. Rahman (Senior Vice President), Hashim Ahmed (Secretary) and most importantly my Supervisor Ms. Nadia Tabassum (Senior Executive, International Affairs) and other Managers, Executives for providing me the necessary guidance and information to complete this internship report. Your precious guidance, cooperation, information and support made me more professional towards my work. Throughout the whole internship process, I was very much attached to my supervisor and other team members. The work environment is one of the most important motivations of this association. I feel much honored to be a small part of this organization and polish my professional skills. I am thankful and show my gratitude to all the co-operative employees and my academic supervisors to make this internship uncomplicated and special.

Executive Summary

I have been preparing this report as one of my important part of my undergraduate program is my internship report which was the mandatory requirement of the university to complete my graduation. I included my whole work experience as an International Affairs Intern in Bangladesh Association of Software and Information Services. As I have worked not only in international Affairs department but also other departments too. That is the reason I tried to cover every experience that I have. The main reason to prepare this internship report is to combine both the practical experience and theoretical learning, so I have prepared the report based on my experience, learning and tried to compile my journey of internship in this report. The learning that I have got in this whole journey is how BASIS along with ICT Ministry worked together so make our Software industry internationally renowned.

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List of Acronyms

<i>QMT</i>	<i>Query Management Team</i>
<i>SMCEO</i>	<i>Social Media Customer Engagement Officer</i>
<i>CRM</i>	<i>Customer Relationship Management</i>
<i>AHT</i>	<i>Average Handling Time</i>
<i>ART</i>	<i>Average Response Time</i>
<i>IA</i>	<i>International Affairs</i>
<i>BASIS</i>	<i>Bangladesh Association of Software and Information Services</i>
<i>ICT</i>	<i>Information and Communication Technologies</i>
<i>FFIEC</i>	<i>Financial Institutions Examination Council</i>

Chapter 1

Overview of Internship

1.1 Student Information

First of all, I want to thank you for giving me the opportunity. I am **Sumaiya Akhter Ahona**, ID-**16104149**. I admitted myself into BRAC Business School to finish my graduation in Bachelors of Business Administration. I have completed my major in **Marketing** and, minor in **Human Resource Management**. Being a student of BRAC University, it has always been in my Interest to work in the real corporate world and learn practically. I am admitted here to build professionalism, interpersonal skills, technical skills etc. It was my privilege to have such enthusiastic faculties and instructors who will help me be successful in my career. Being a part of BRAC Business School, competing with excellent fellow mates and taking learnings from amazing faculties is a life changing experience.

1.2 Internship Information

1.2.1 BASIC information

I have had the opportunity to successfully complete my internship at BRAC Business School from **Bangladesh Association of Software and Information Services**, shortly known as **BASIS**. It is situated in **BDBL Bhaban (5th Floor - West), 12 Kawran Bazar, Dhaka 1215**. I started my internship on **5th September, 2020** and finished a two and a half months program on **19th November, 2020**. As a marketing student, I wanted to work in such a place where I can communicate with different people, can do research and understand the national, international market of different industries. At BASIS, I got the chance to be a part of the International **Affairs Department**.

1.2.2 Internship Company Supervisor's Information

At BASIS, My Supervisor was the Senior Executive of BASIS International Affairs Department **Mrs. Nadia Tabassum**. She has handled the International Affairs Department singly for more than 2 years. Her contact details are given below

Contact number: +8801676433326

E-mail: international@basis.org.bd

1.2.3 Job Scope

Though I had started my internship in the International Affairs department on Bangladesh Software Association of Software and Information Services. But I had some great opportunity to work with other departments too. Such as, The Membership Department, Project Department, Research Department, Student Affairs Department, stakeholder department etc. I am giving my specific tasks below:

- Updating Master Database on MS Excel. Example: Ambassador and Commercial Councilors list of both Bangladesh and Foreign countries'
- Doing International Market Research of Software and IETS Industries. Example: Kenya, Netherlands.
- Making Database of stakeholders and the members of BASIS
- Making Presentations for the President and Directors of BASIS (International & National Event).
- Communicating with the members for different issues (BRAC bank credit card issues, Digital World 2020 etc.)
- Doing Digital Marketing in different social media by Scheduling Social Media posts.
- Working with the accounts department about the membership payment issues.
- Doing SWOT analysis of different International Market
- Working for Bangladesh- Canada collaboration
- Working for Thailand CeBiT 2020

- Working for JAPAN Desk.
- Basis Website Content
- Japan Desk Website Content.
- Working with Stakeholders
- Working with the project department for Digital World 2020 (Virtual)

These are some of the major responsibilities that I have worked specifically in my 2.5 months internship program.

1.3internship Outcomes

1.3.1 My contribution to the association

As I have already written previously that I have joined the International Affairs Department of Bangladesh Association of Software and Information Services on September 5, I would like to share my overall experience. If I start with the interview process, the process is not like other interviews. Firstly, after submitting the CV they called me for the written test. The test was 80 marks and 2.5 hour long. I had to write different applications for different government projects, Letters, Invitation letters, paragraphs about BASIS and Bangladesh Software Industry and also making slides about a particular topic. After completing the written test, they called me for an interview. As I have applied for both the Communication and International Affairs Department, they chose me for the International Affairs team.

In short, my work contribution is not only for the association but also for the software industry of Bangladesh. My major responsibility was creating opportunities for Bangladeshi Local Companies so that they can work internationally with international clients. I gave my contribution for updating and making the ambassador and commercial councilor list of both Bangladeshi and Foreign embassies so that we can communicate with them and build healthy relationships for understanding their international market more deeply and also make them informed about our software industries. I had made

presentations about the Bangladesh Software and ICT industry to represent our country internationally. I did different market research for finding the potential market and also did different SWOT analysis to find out the strength and weaknesses about our industry. The research work will help the local market to understand how they can do better for international work. So also use these researches to inform potential markets that we are better and can compete with other developing countries. I contributed to arrange different workshops, project works, national events, press conferences et

As I joined BASIS in the middle of my semester (Summer 20), it was difficult for me to balance both of my classes and office together. As this is not a private company but an association, I had to go to the office 6 days a week. I also sat for my final exams in the office without taking any kind of day off.

Total days	73 days
Working days in a week	6 days
Total hours	590 hours
Duration	2.5 months
Joining day	September 5, 2020
Last day	November 19, 2020

Table 1: represents the working periods and times in short.

1.3.2 Benefits to the students

I applied and was selected in other companies like ACI, BRAC Bank, Bee global LTD, and BASIS. But my decision to take BASIS for my internship has not been a disappointment. They provide me with the first-hand experience of the Bangladesh software industry. Not only did I gather knowledge about the industry but also learn how to cope with the corporate world. While working for the International Affairs Department, I knew the potential of our country in the Software and ITES industry. Also, as I have already said that I worked with different departments, it increases my multitasking skills.

They shuffle me in different departments to let me along with them know that which works I can do better. They also helped me to increase my technical skills as well like Microsoft Word, Microsoft PowerPoint, Microsoft Excel, and Microsoft Access etc.

The major benefits for joining at BASIS is given below:

- Got the opportunity to work with the leading software companies of Bangladesh.
- Got the opportunity to make networks in different business leads along with different ministries of Bangladesh
- Totally new experience of professional market research. In our university we only did market research and shared our findings with others. But here, I came to know how these findings help different associations to create opportunities for other local companies.
- Learned how to work perfectly under pressure
- It also helped me improve my multitasking skills. There is a point that I had to work for 4 departments at the same time with deadlines.
- Also, I was perusing my academic pressure at that period. So, it will also help to balance my higher studies and office work together in the near future
- I had no idea about the software industry of Bangladesh. Also, I had a very little idea about the international market as well. But now I have a brief idea about it.
- Got the idea about how ministries and associations are creating markets and opportunities for local companies
- I also increase my communication skills. I had to call different companies to pass different information, collect information from them, and also convince them to participate in different events.
- Trained me to make professional PPT slides and also trained me to give presentations in front of corporate people.
- I became more disciplined, punctual, responsible, and hardworking and developed the ability to cope with diverse people with proper approach and attitude.
- I have also prepared a report based on different work experience.

1.3.3 problems/ difficulties faced

I did not really face any serious type of difficulties. Everyone from the associations my boss, instructor, colleagues, the executive body everyone was really friendly, co-operative, helpful, decent. At first, I was facing difficulties because of the age gap with the permanent employees. And also, there was no one from BRAC University so I was facing difficulties mentally to cope up with the new place. Also, my supervisor, Mrs. Nadia Tabassum was affected by Covid-19 just after a week of my joining. So, it was more difficult for me to take instructions from her. Also, she was not able to guide me properly for her sickness. But after recovering from COVID-19, she tried her level best to train me. In the meantime, other colleagues helped me to come up with everything and gave me different work. Also gave me proper guidance and mental support to learn everything properly. Other difficulties that I have faced was, I had to work for 6 days a week. As I live in Narayanganj, I had to travel every day for many hours to reach the office. On the other hand, as I started my internship in the middle of the semester. I had to take the workload and the academic load together. Sometimes communicating with BASIS Members was difficult as there are different types of people I needed to communicate with. They also have to carry some confidential information. So sometimes I faced difficulties to work with that information. Other than that, BASIS is an amazing place to work. I never thought I would learn so many things from one place.

1.3.4 Recommendations

- The internship program should be more systematic and focused
- I felt that the payment of the internship was too low. It was 5000 BDT with lunch and snacks facilities. But the value I gave to the association, 5000 BDT, was pretty low.
- Another thing is, 6 days in a week is very hectic for any intern. As interns also have other academic pressures like writing internship reports, communicating with faculties etc. also we need our personal space too. So, it is pretty tough to make time when I have to give 6 days in a week for my office work.

- During this pandemic situation, every workplace should consider home office facilities for ensuring the safety of their employees.
- There are some decision-making problems at BASIS as well. They should be more cooperative while making decisions. Especially when it comes to ensuring the employees' health safety.
- As they follow a particular governing body/executive body, every process is pretty slow there. Whenever they want to make any changes, or want to do a specific work, or take decisions for something, they have to get permission from 9 executive body members which eventually slows the process.

These are some recommendations that I want to suggest for the betterment of future internships.

Chapter 2

Organization Part: Overview, Operations & a Strategic Audit

2.1 Introduction

2.1.1 Objectives

The main objective of this chapter is basically to know about the organization briefly. Each and every section will give some new ideas about what is their work, how they do their work, what the strategies they follow, their organizational structures etc. it also explains how they contribute themselves for the betterment of Bangladesh Software Industry. I explained every single detail about the management team. Also, what is their work, how they operate with the secretariat team and additionally how they got elected as the Executive board along with the processes. I also introduce the Secretariat team, which is basically the heart of Bangladesh Association of Software and Information Services. I also wrote about their national international events, and what kind of services they are actually giving to their members, also their non-members. I also gave a small idea about their marketing plans and places.

How the association operates their financial work, what is their position in Bangladesh. I also did some SWOT analysis about that association and depending on that I would suggest some recommendations as well.

2.1.2 Methodology

The places where I gathered this information is-

- Website
- Annual Reports
- Brochures
- Articles

- News portals
- Observations
- Internship experience
- Knowing from my colleagues and supervisor
- Dashboard Software

2.1.3 Limitations

First of all, Because of the pandemic situation, most of the executive team members were unable to come to the office and introduce themselves and talk about their working process individually. Secondly, many colleagues got affected by Covid-19, this is the reason I had to stop in the middle of a specific work. Thirdly, as my instructor got sick after a week of my joining, she was unable to communicate with me properly. As this association is working with the government for the betterment of the software business industry, there are lots of controversial information which can increase the quality of my internship report, but I cannot reveal it. As the executive board was unable to communicate with each other properly, the working process was very slow and lengthy. They usually arrange many international, national events, fairs, exhibitions, career fair, science fair, award functions, competitions like Japan IT Week, CeBIT ASEAN Thailand, GITEX Technology Week Dubai, APICTA Awards, NASA Space Apps Challenge, FOBANA etc. But due to Covid-19, they could not arrange any physical events. So, I did not get the experience of arranging any events. And lastly, there is very little information about Bangladesh software industry in Google, Wikipedia and in others social media or search engines, also there is no such articles which can provide specific and authentic information about the software industry.

2.1.4 Significance

I have included mainly-

- The company overviews

- The organizational structure
- The management team and how they work
- The secretariat team and their positions
- Mission
- Vision
- Their marketing practices
- SWOT analysis & Porter's five factors for better understanding
- Financial ability
- Their operations
- And lastly some recommendations

2.2 Company Overview

Bangladesh Association of Software and Information Services (BASIS) is the national trade body for Software & IT Enabled Service industry of Bangladesh. It was established in 1998, Bangladesh Software association has been working with the vision of developing vibrant software & IT service industry in the country. BASIS started its journey with only 18 charter members. Today the membership stands almost sixteen hundred (1593). Members of BASIS account for the lion share of the total software & IT services revenue of the country. BASIS, through its regular programs and activities, works on the following broad objectives:

- Domestic market development by creating awareness among potential IT users from both private and public sectors
- Establishing market places for IT solutions and ensuring level playing field for local software and ITE service industry
- International market development through networking and business linkage events as well as brand promotion of the industry at international level
- Capacity building of the member companies as well as the industry as a whole through management/entrepreneurship development initiatives
- Technology training and resource sharing

- Member service development and delivery in different operational and business support areas like financing, tax, export/import, remittance, foreign visit, contract & legal issues, IPR etc.
- Advocacy for business friendly and enabling government policies for the development of software and IT enabled service industry
- Social contribution, as a responsible citizen group, towards the long-term national vision of becoming a technology driven knowledge economy, particularly through engaging with the young generation for motivating and guiding them for becoming future technology leaders.

BASIS has already gained modest success in attaining the above-mentioned goals. For domestic market creation, BASIS has a wide range of programs and activities. Every year BASIS organizes BASIS SOFTEXPO, the biggest software and ITES exposition in the country. During the recent years, SOFTEXPO has become the yearly mega marketplace where software & IT service companies in the country project their products and services to potential IT users, both at corporate/organizational and individual level. BASIS periodically publishes software and IT service catalog /directory for promoting local solution providers to the potential business clients. For development of the market in the government sector BASIS has been working closely with different concerned Ministries, agencies, NGOS and other concerns of the Bangladesh government.

These initiatives are aimed at helping the member companies to become competitive at local and international level. These include training programs (technology and management; till date over two thousand professionals have received training from BASIS), promotion and sharing of best industry practices, quality drive across industry etc. In the recent past, BASIS has also taken steps for in-depth industry research and development of white papers for providing strategic guidance to its members. With regard to policy advocacy for the sector, BASIS regularly interacts with concerned agencies of the Government and other relevant stakeholders. BASIS played an active role in the formulation of National ICT policy 2018, Digital Commerce Policy 2018 etc. BASIS has also strongly advocated for industry support related policies and issues (tax

exemption facility, EEF policy, Special Foreign Exchange rule for BASIS members etc.) for software and ITES industry. BASIS represents the industry in different national level committees including Digital Bangladesh Task Force (headed by PM), High Tech Park Development Authority and Executive Committee of Bangladesh Computer Council (BCC).

MISSION

To develop the ambition, capacity and sustainable growth of the BASIS member companies, and to lead and deliver the BASIS contribution to One Bangladesh.

VISION

To lead the development of a vibrant, sustainable and successful software and IT service industry in Bangladesh.

2.3 Management Practices

2.3.1 Top Management:

BASIS members have elected a new 9-member Board of Directors known as Executive Council (EC) for a two years term by direct voting on March 31, 2018. The EC has the overall responsibility for running the affairs of BASIS and setting policy guidelines for its secretariat. The current EC (2018-2020) is as follows:



President

Mr. Syed Almas Kabir

Company: MetroNet Bangladesh Limited.

Follow: 



Senior Vice President

Ms. Farhana A. Rahman

Company: UY Systems Ltd.

Follow: 



Vice President (Admin)

Mr. Shoeb Ahmed Masud

Company: Business Automation Limited

Follow: 



Vice President (Finance)

Mr. Mushfiqur Rahman

Company: Spectrum Software & Consulting (Pvt) Ltd.

Follow: 



Director

Mr. Tamzid Siddiq Spondon

Company: ZANALA Bangladesh Ltd.

Follow: 



Director

Mr. Didarul Alam

Company: Shooting Star Limited

Follow: 



Director

Ms. Luna Shamsuddoha

Company: Dohatec New Media

Follow: 

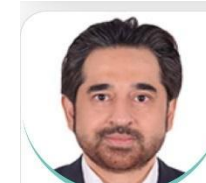


Director(Till-29th Dec 2019)

Mr. A.K.M Fahim Mashroor

Company: Ajkerdeal.com Ltd.

Follow: 



Director

Mr. Mustafa Rafiqul Islam Duke

Company: Flora Telecom Limited

Follow: 



2.3.2 Management Responsibilities:

Before explaining anything about the Executive Council, I want to share about the selection process of the Board.

There are almost 1593 members (companies), they select different candidates for different departments from the biggest software companies. These candidates have to have BASIS membership and also have to clear all their dues and fees. After get selected as a candidate, they will do their own marketing, they will share their plans and potentials about the Future of BASIS, along with the betterment of Bangladesh Software Industries. After doing the publicity, the members along with the secretariat team will give votes for the most eligible candidate. And after selecting the executing team, and launching the inauguration ceremony, the elected Executive Council will be dedicated themselves for 2 years for the betterment of BASIS.

The Management takes necessary decisions for the betterment of Bangladesh Software association. They also planned different strategies for long term betterment of BASIS. After taking different strategy decisions. They usually let the secretariat team know about their new terms and policies and also their future plans. Like-

- New Advocacy for Software & ITES

- Corporate Tax Exemption
- Building Network Possibilities
- Access to programs and projects
- Arranging different cooperative Seminars and Workshops
- Arranging helpful Training Courses
- Launching Software and IT Service Catalogue
- Arranging different award function to motivate companies to do something some innovative
- Sit with the ministries to find out different ways so that it will be beneficial for software industries of Bangladesh
- Help government to build budgets for an entire year
- Merchandise
- Secretarial Assistance for International Fairs
- Recommendation of Trained Human Resources

2.3.3 Organizational Structure and Governance

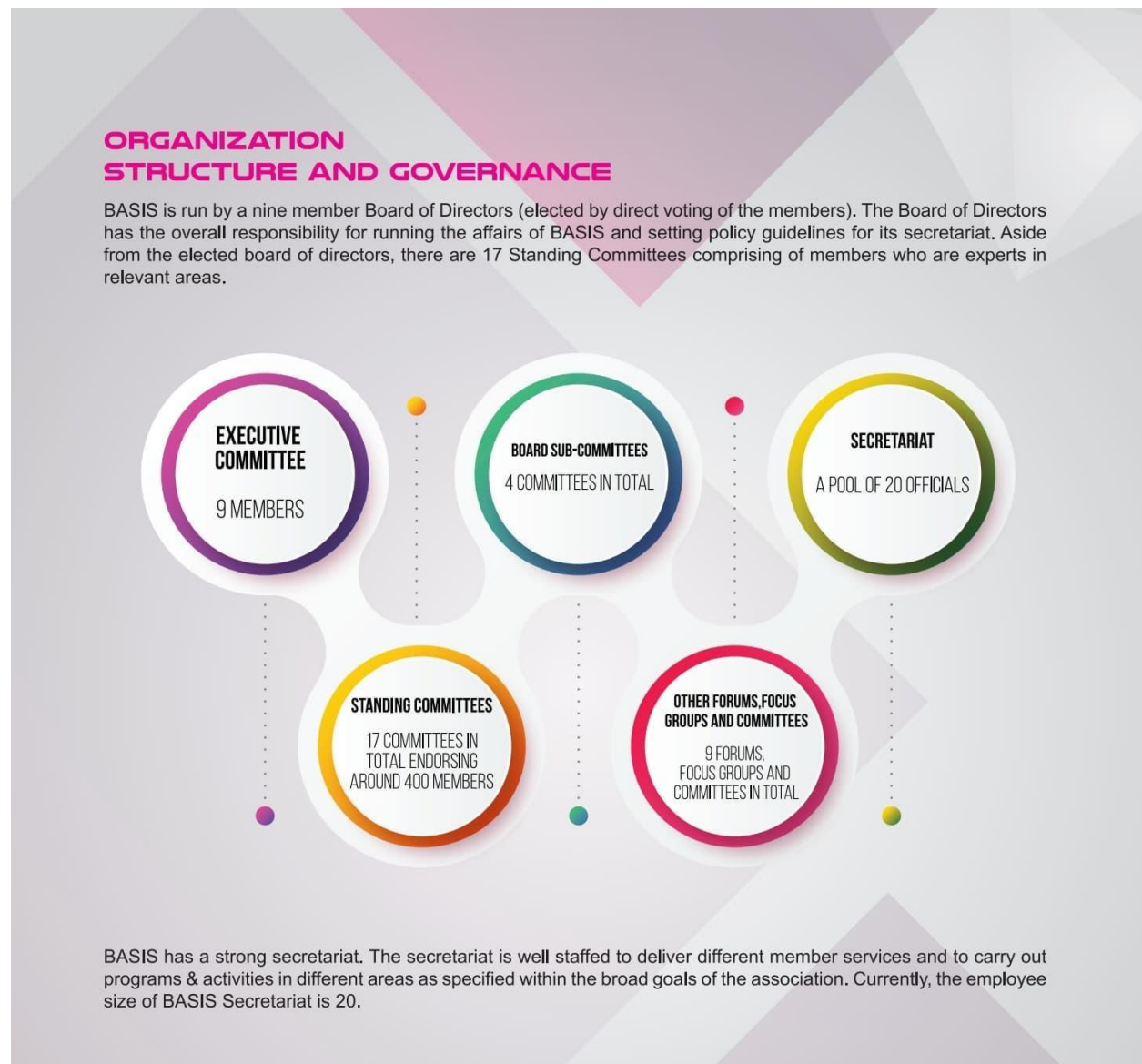


Figure 1: BASIS organizational structure & governance

2.3.2 BASIS Secretariat Team



Secretary
Hashim Ahmed

Email: secretary@basis.org.bd
Phone: 09612322747 (Ext: 103)

Follow: [!\[\]\(ad2809997d5b0f10f575f16c506f73ef_img.jpg\)](#)



Deputy Secretary
Farzana Akter

Email: ds@basis.org.bd
Phone: 09612322747 (Ext: 116)

Follow: [!\[\]\(42809253693285004295f1400ff05296_img.jpg\)](#)



Manager, Events & Branding
Rajib Ahmed

Email: event@basis.org.bd
Phone: 09612322747 (Ext: 111)

Follow: [!\[\]\(a38c897b15b546b1da0605aab96c93f1_img.jpg\)](#)



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Follow: 



Senior Executive, Content & Research

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Follow: 



System Engineer

Masudur Rahman

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Follow: 



Executive, Corporate Affairs

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Phone: 09612322747 (Ext: 110)

Follow: 



Executive, Web & IT
Toufiq Elahi Plabon
Email: web@basis.org.bd
Phone: 09612322747 (Ext: 128)
Follow: 



Manager, STP1
Shakila Sultana
Email: stp1@basis.org.bd
Phone: 09612322747 (Ext: 121)
Follow: 



Executive, STP-1
Rakib Khan
Email: executive.stp1@basis.org.bd
Phone: 09612322747, (Ext: 125)
Follow:

These is the full secretariat tem of Bangladesh Association of Software and Information Services. Who worked six days in a week to execute the Decisions of the executive board, also for the betterment of the members of BASIS and the better future for Bangladesh software industries

2.4 Marketing Practices

2.4.1 List of 4P's of BASIS

Product

Their products are basically their services. There are two types of services offered by Bangladesh Software Association

1. Paid services
2. Free services

If any company wants to get their services. They have to be their member. Or if they are non-members, they can apply through their website. Without getting BASIS Membership, no one can take these services and lots of other advantages

The paid services are:

- BASIS-BRAC BANK CO-BRANDED CREDIT CARD (VISA)
- BASIS-EBL CO-BRANDED CREDIT CARD (MASTERCARD)
- CREDIT CARD- AUDIT SERVICE (REFILL)
- REMITTANCE AGAINST PURCHASE OF SOFTWARE THROUGH E-DELIVERY
- 10% EXPORT CASH INCENTIVE
- Rental Facilities at BASIS Premises
- Training
- SCB ERQ ACCOUNT SERVICE
- SUPPORT BY STP-1
- SEMINARS AND WORKSHOPS

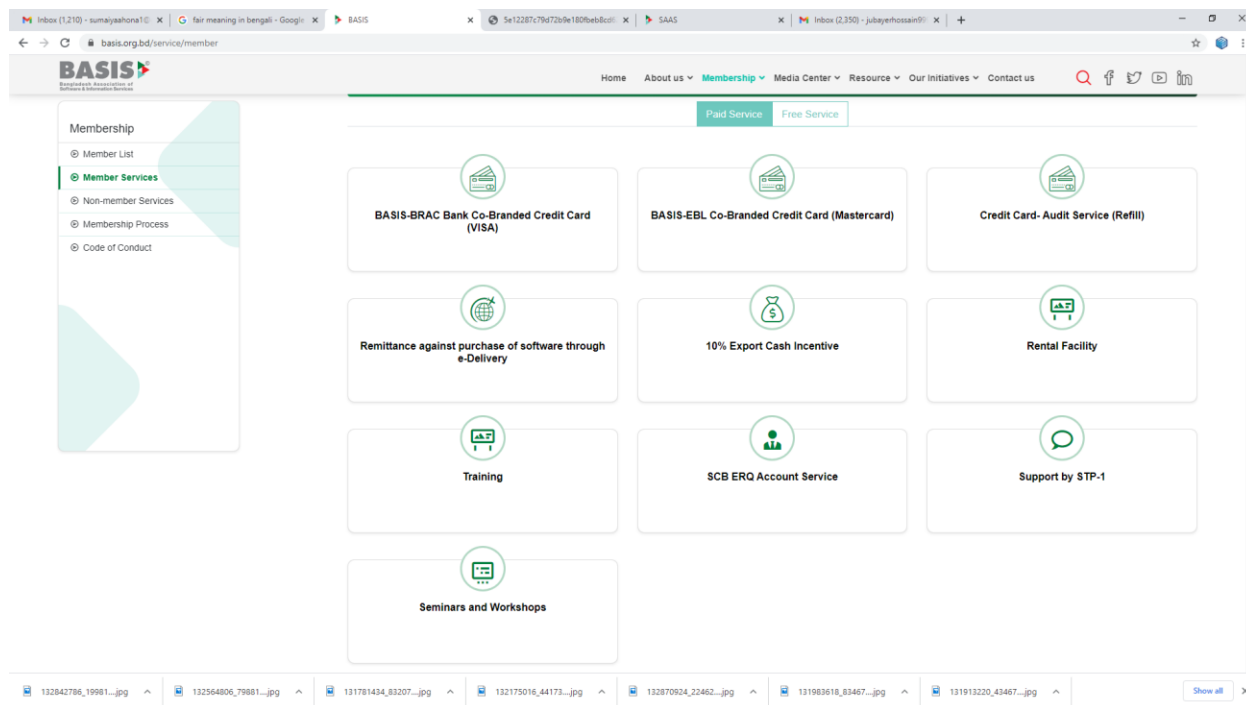


Figure 2: BASIS Website where members can see the paid services

The free services are given below

- Seminars & workshops
- DBBL VIRTUAL CARD
- BASIS-BRAC BANK Digonto Financing Scheme
- Loan Facility from Shahjalal Bank Limited
- Loan facility from IDLC
- Loan facility from IPDC
- BANK ASIA SHADHIN FREELANCER PREPAID CARD
- INSURANCE FACILITY FROM GREEN DELTA INSURANCE COMPANY LTD.
- ADVICE ON TAX & VAT
- COUNSELING ON IPR/COPYRIGHT/PATENT/TRADEMARK
- BASIS PRIVILEGE CARD
- LEGAL ADVICE
- RECOMMENDATION NOC/CERTIFICATE

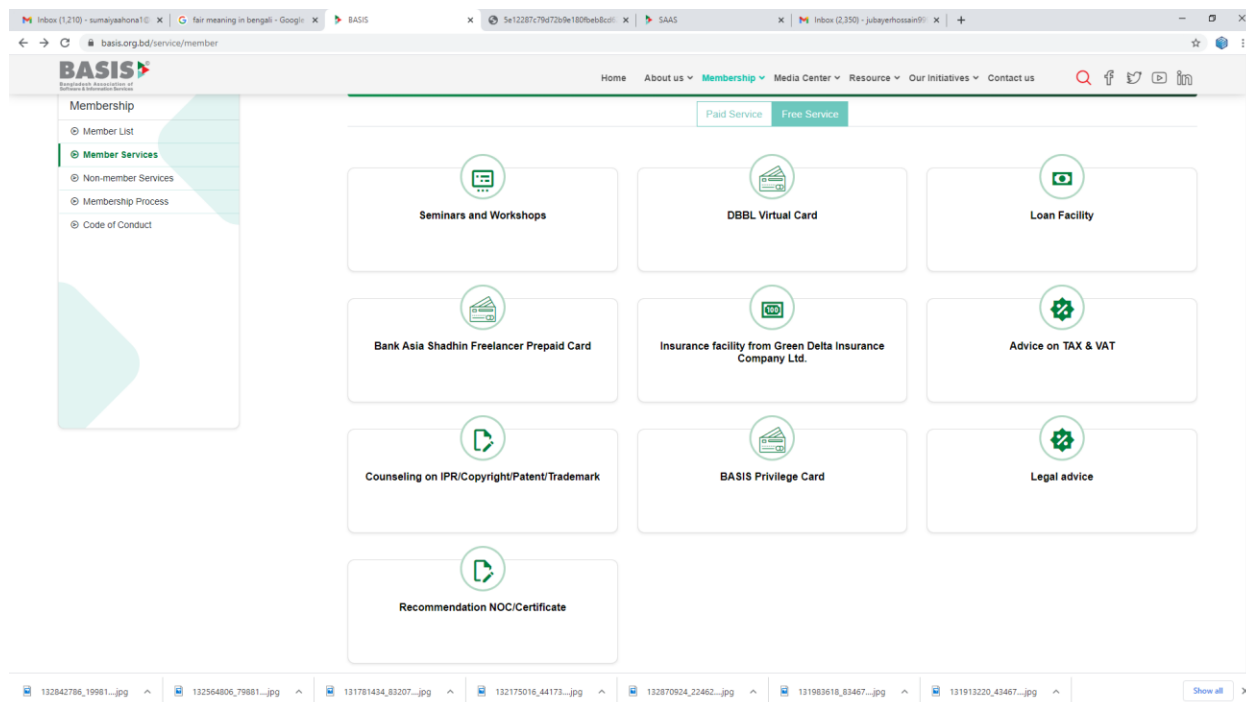


Figure 3: BASIS Website where non- members can see their paid services

Recently they also have started some non-member services. But they must have to pay for every service. Such as-

- BANK ASIA SHADHIN FREELANCER PREPAID CARD
- REMITTANCE AGAINST PURCHASE OF SOFTWARE THROUGH E-DELIVERY
- 10% EXPORT CASH INCENTIVE
- Rental Facilities
- Training
- Seminars and workshops
- DBBL virtual Card
- SCB ERQ ACCOUNT SERVICE

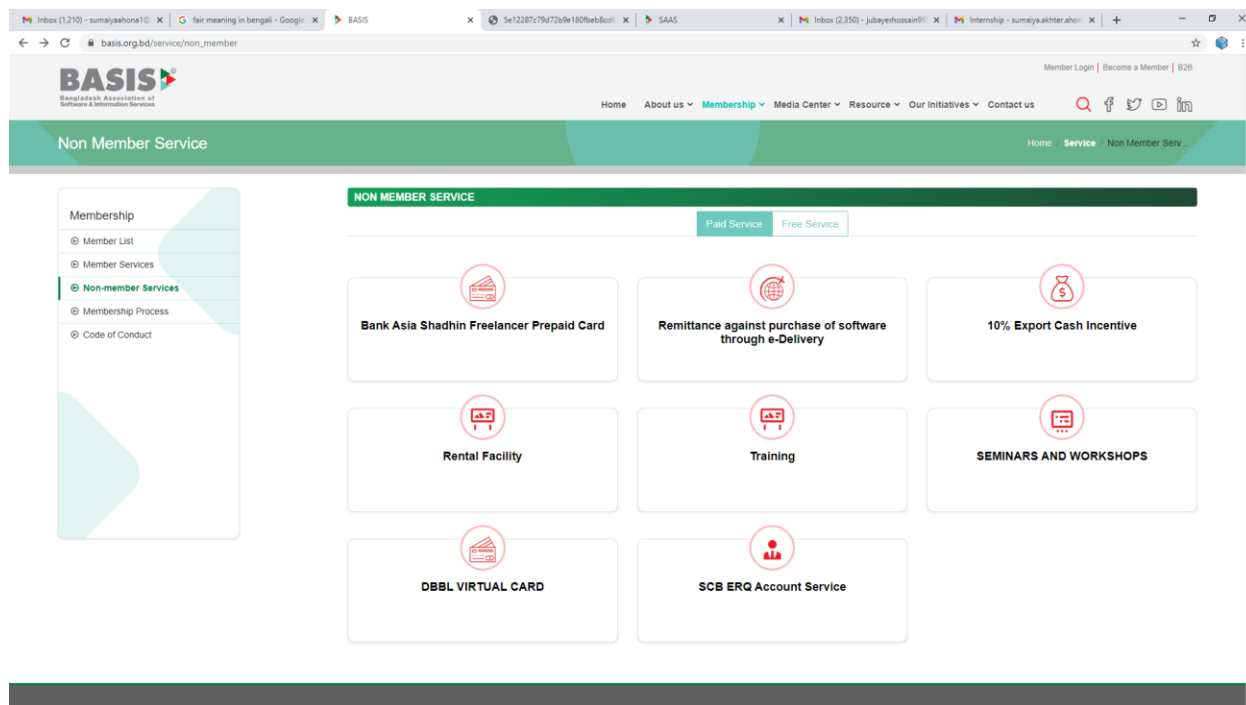


Figure 4: BASIS Website where members can see the free services

Price

BASIS charges monthly from their members. There are two types of members at BASIS.

- **General Member**- Those who have minimum 2+ years operational experiences
- **Associate Member**- Those who have operational experience from 0 months to 2 years

The current fee structure is given below:

Category	Admission fee	Subscription
General member	20000	10000
Associate member	10000	5000

Table 2: represents the yearly charges of membership

Otherwise they arrange different seminars, events and also they have their paid services. Whenever they launch new services they fix their payment according to the services.

Place

BASIS is situated in the heart of Dhaka. It is standing in one of the busiest commercial areas in Dhaka. The address is BDBL Bhaban (5th Floor - West), 12 Kawran Bazar, Dhaka 1215. As the service is totally desk based so it does not really matter from where you are providing the service to the customers as we have the software itself that helps us to reach every customer individually via their smartphones. They also can share their problems via websites. Thanks to the web developers who work so hard to update the website from time to time so that members can get all the services properly.

Even in the middle of the pandemic, I heard they conduct their operations via online. They bought zoom for a year so that they can do their work properly. But from August, they started working from office to ensure the best services to the members.

Promotions

They usually do their promotions on Facebook. They have a verified Facebook account. They usually update their Facebook profile every day to give update about their recent works.

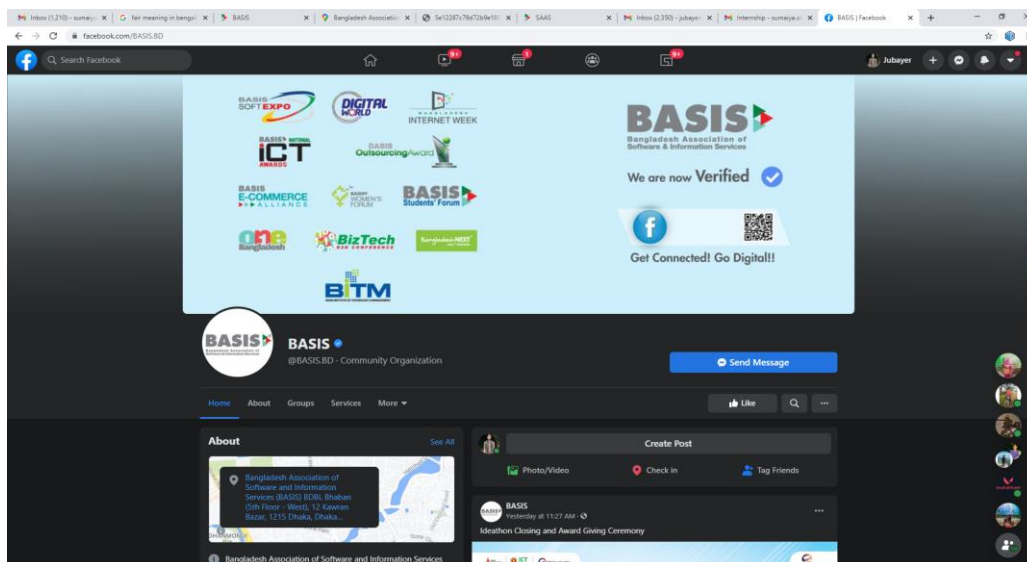


Figure 5: BASIS verified Facebook page

They also have their website, they post their achievements and all the daily news from time to time. They also do offline marketing like newspaper articles, banners of different events etc.

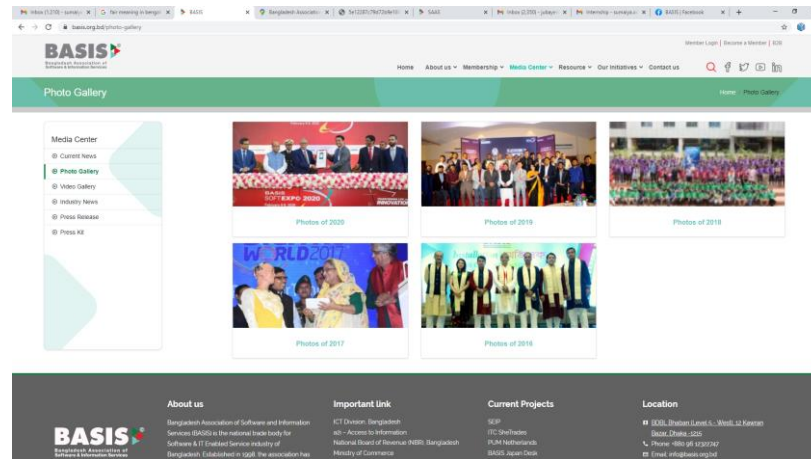


Figure 6: BASIS Website Gallery Section

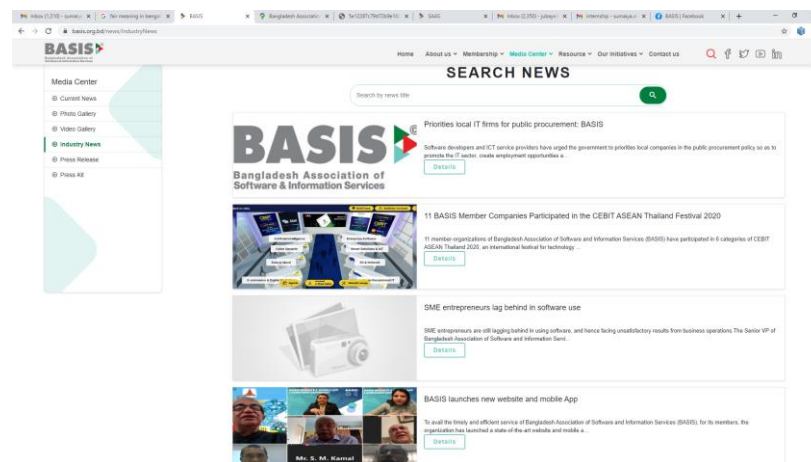


Figure 7: BASIS Website News Section

2.4.2 Extra 4Ps of BASIS

Most of the people think that there are only 4p's (Product, Price, Place, Promotions), but there are another 4p's as well

People

Bangladesh Association of Software and Information Services have many departments to conduct their operations.

- Executive Council
- Secretary
- Event & branding department
- Procurement & Logistics department
- Admin department
- Accounts department
- Designing department
- Member service department
- International Affairs department
- Content & Research department
- Communication department
- Stakeholder department
- System IT department
- Corporate affairs
- Web department
- STP department

Principle

The core values and principles of BASIS is

Trustworthy - in its representation of its member companies, in the delivery of its operations, and its relationships with its partners and stakeholders

Respected - as the recognized national trade body for the software and IT service industry of Bangladesh

Innovative - in the services it provides through its secretariat, and it undertakes programs and development initiatives to support the sustainable growth of the sector

Ambitious - in its aims aspirations for the software and IT service industry in Bangladesh

Representative - in embracing companies from across the software and IT service industry of Bangladesh

BASIS is an association, and Bangladesh ICT ministry mostly works with BASIS. This association does not have any competitors.

Process

They always follow the chain of commands. The executive council usually takes decisions and sometimes they do meetings with the secretariat team to take decisions for different events or services. After that the secretary will deliver the updated events or terms or services.

Performance

Bangladesh Software Association established in 1998, Bangladesh Software association has been working with the vision of developing vibrant software & IT service industry in the country. BASIS started its journey with only 18 charter members. Today the membership stands almost sixteen hundred (1593). These increasing numbers of members can give a glimpse of their performance. They also have the best partners for their services.

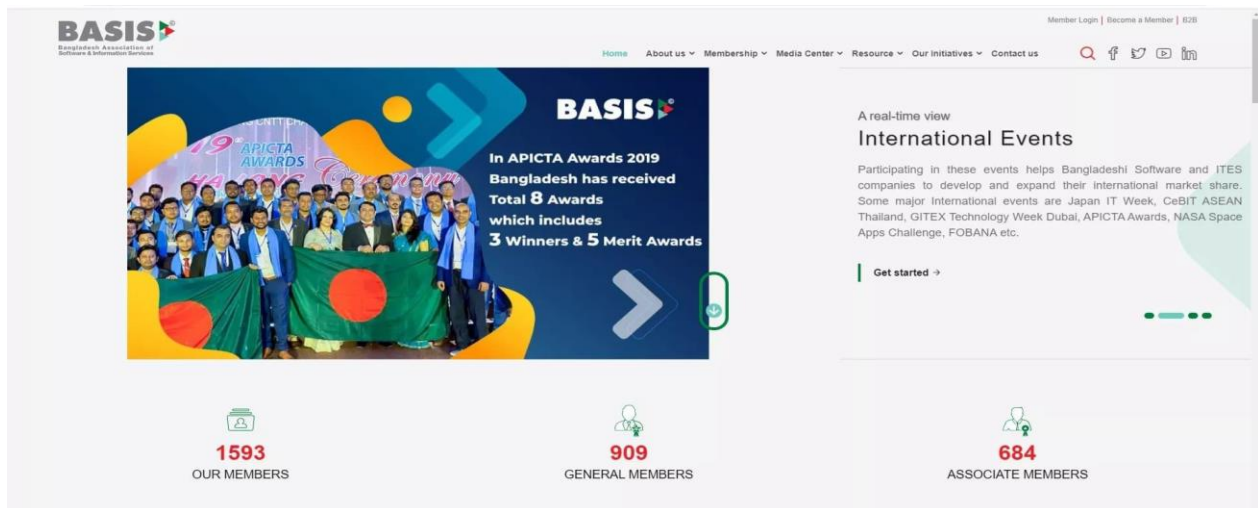


Figure 8: BASIS members' representation



Figure 9: BASIS Partners

2.5 Financial Performance and Accounting Practices

Bangladesh Association of Software and Information Services has their own accounts department, which is handling singly the whole part of the association's cash flow, all the payments of members, as well as the payment of different events and rental facilities.. This department's main works are -

- Preparation of monthly accounts.
- Tally records.
- Fund management.
- taking payments from the members and providing them payment slips
- Interdepartmental records and cash incentive.
- Tax assessment.
- Monthly salary flow.
- Daily expenditures
- Collecting rental payments
- Ensuring event payments
- Update websites for payment clearance.
- Sponsored
- Government funds

This accounts department is highly confidential. They usually don't reveal their information and working patterns to others. Even with the other departments, they always maintain their own privacy. This is the reason I could only collect some basic information about the process

2.6 Operations Management and Information System Practices

2.6.1 Operations Management

BASIS has their own Administration Department for different operational works. They have Mr. Shoeb Ahmed Masud who is the Vice President (Administration). He always takes care of different structural work of BASIS. And he always keeps the Admin Officer Mrs. Fatematuz Zohora Asha updated for daily administrative works. Sometimes the secretary Mr. Hasgim Ahmed and Deputy Secretary Farzana Akhter also take care of the

administration department along with the HR tasks including interviewing, selection, recruitment, performance appraisal, compensation management and separation. Also they take care of tasks like managing all the member's information, providing the new recruiter's appointment letters, ID cards, giving them access to the office by registering them into the entrance machine, planning incentive and appraisal plans for full-time employees etc.

2.6.2 Information System Practices

BASIS has their own team who always updates their information system practices. Toufiq Elahi Plabon, Executive of Web & IT, always publishes news, different articles also updates the websites that they use to communicate with their members. Also BASIS have a System Analyst Engineer, Masudur Rahman. Whenever the website faces any kind of technical difficulties, he is always ready to solve the issue. Also whenever they want to launch a new website or new system, they hire another company to build the program for them and Masudur Rahman is always there to guide or assist the whole program. Till now they have 3 websites for doing their operations properly.

- Basis official website
- BASIS-Japan Desk website
- SAAS Website

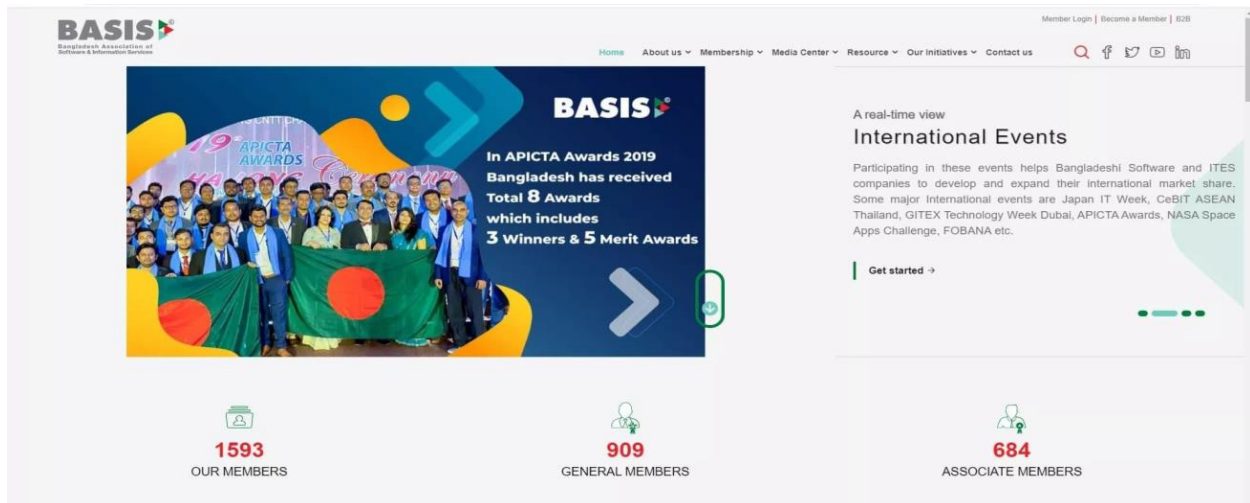


Figure 10: BASIS Official Website

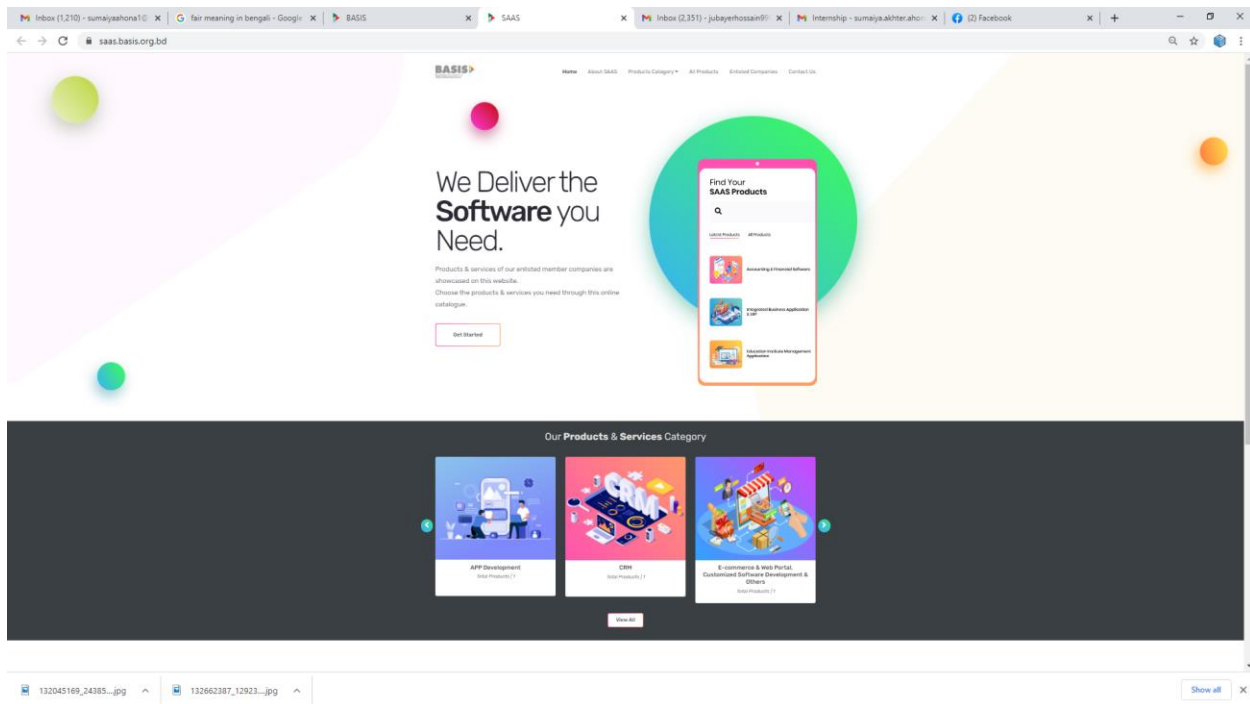


Figure11: BASIS SAAS Website

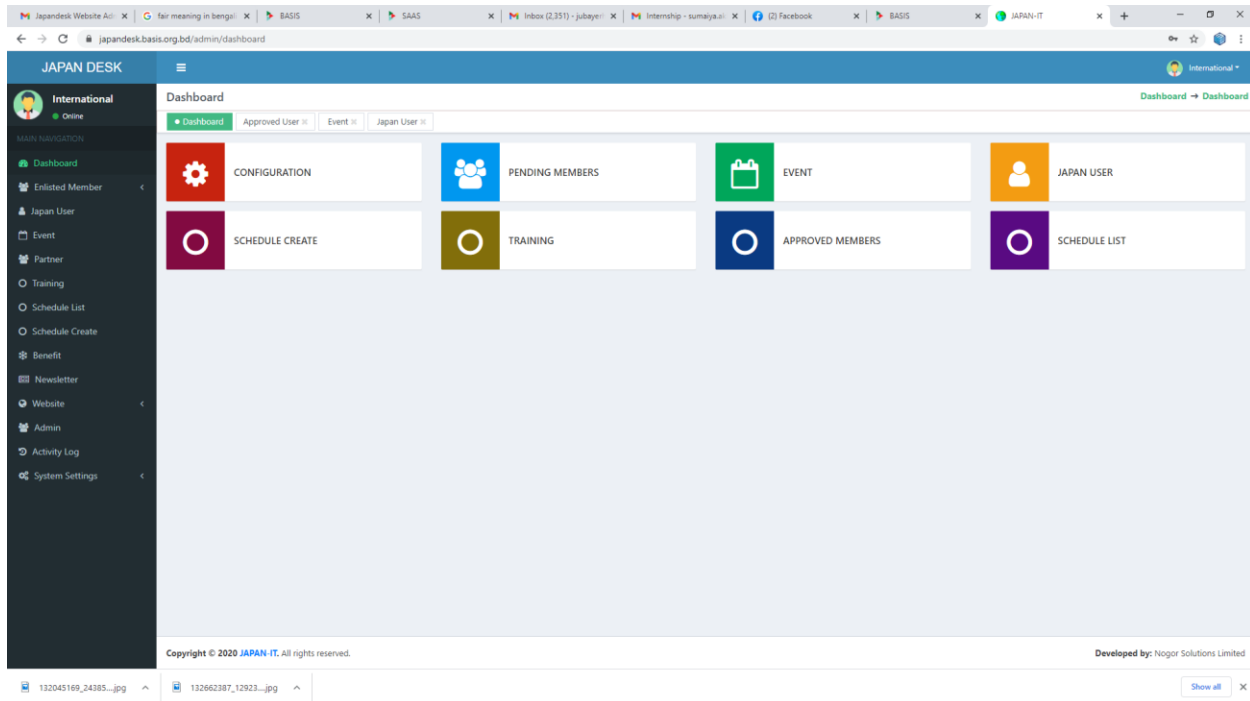


Figure 12: BASIS Japan-Desk Official Website

Though they did not officially launch the BASIS Japan-Desk website. They will launch it on 31st December, 2020. But still the BASIS members are using it for doing business with Japan.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis of BASIS

A SWOT Analysis for will include assessment and results of the organization's Strength, Weakness, Opportunity and Threat. Hence, we will try to analyze the 4 major Segmentation for BASIS and see if they have a good future ahead.

Strength:

1. Strong Experienced Executive Body
2. Efficient, skilled and well trained human resource.
3. Quality service at a constant growing rate.
4. Organized get of responsibilities for each employee.
5. Management and Supervision.
6. Excellent work environment.
7. Almost 1600 members (Companies)
8. A huge amount of active members

Weaknesses:

1. Slow growth rate
2. Manpower is not as much as needed
3. Payment is not as impressive as it supposed to be, so employees can get demotivated
4. Communication gap between Executive Council & Secretariat team
5. Inactive members
6. No long term plan and structure

Opportunity:

1. They have huge government support
2. Almost every government tender demands BASIS certification software companies nowadays
3. Software & IETS industry is growing so fast in Bangladesh
4. Almost every software company wants to get BASIS certificate
5. Retaining skilled and experienced fresh graduates.
6. BASIS carries an excellent reputation in software industry

Threats

1. Covid-19 is an ultimate threat for the association
2. 2 years duration for Executive Council is a very short period of time for executing a plan
3. Shortage of long term or broader execution plan
4. Lack of coordination of the Executive Council

2.7.2 Porters Analysis of BASIS

As we all know there are six factors of Porter's Analysis which helps to define how feasible the business is and shows the position of BASIS among competitors and the industry.

Competitive Rivalry

In Bangladesh, the number of competitors is low. And the strength of the competitors are also low. No other association is doing as good as BASIS. Also BASIS has tremendous strength and healthy profit. So, the competitive rivalry is low for BASIS.

Threat of New Entrants

BASIS is dominating the market for last 25 years. No other associations have these much reputed members on their list. And it also has a tremendous reputation in Bangladesh Software Industries. So the threat of new entrants is low for Bangladesh.

Supplier Power

The key suppliers especially for the Associations are the software companies who have to be paid on a yearly subscription basis. As there are Thousands of such members nationally, the bargaining power of suppliers is less.

Threat of Substitutes

As I have already discussed, BASIS has dominated the market for the last 25 years. No other associations have these much reputed members on their list. So the threat of a new entrance is also less for Bangladesh.

Bargaining Power of Buyers

The Bangladesh government declared that no company will get a tender without a BASIS certificate. So if any company wants to have bigger projects. They have to have a BASIS certificate. So the bargaining power of Buyers is low.

So this is how we can understand that in Bangladesh, the position that BASIS is holding is very high. And I can surely say that it will remain high if they provide same dedication every time

2.7.3 STP Analysis

Segmentation

As we all know that, market segmentation is all about dividing target market in a short specific group. If we think about Bangladesh Association of Software and Information Services, we can also segment BASIS into 4 category.

- **Demographic segmentation:** As BASIS conducts B2B business and they work with Software and ITES Industry only. But All the software and ITES Companies have to reach some specific criteria if they want to get BASIS certificate
 1. Have all the legal documents
 2. Have 2 years of working experience
 3. Work for commercial purposes etc.
- **Psychographic segmentation:** Always try to figure out the gaps of Bangladesh Software Industry before giving BASIS Certificate, BASIS Membership department arrange an interview session so that they can understand what kind of problems companies are facing to conduct the business
- **Behavioral segmentation:** not every software company wants to be BASIS member. Companies who earn foreign money also work for government ministries, want to have BASIS membership certificate.
- **Geographic segmentation:** The Company should have Bangladeshi trade license. And also have to have an office in Bangladesh

Targeting

The target customer of Bangladesh Association of Software and Association Services basically those companies who are doing business in Software and ITES Business inside Bangladesh. Also those who are willing to work with Bangladesh Government to achieve the target of making Bangladesh Digital within 2025. Providing different services and different opportunities they highlight their target.

Positioning

As we all know that position mostly mean how any company can represent their brand or product In front of the customers or service takers. Bangladesh Association of Software and information Services positioned their activity in such a way that any software company wants to have BASIS Certificate. They arrange national, international fairs, workshops, arrange award functions to position their brand in Bangladesh software industry.

2.8 Summary and Conclusion

Software and IETS business will be one of the greatest businesses of all time, not only in Bangladesh but also around the whole world. BASIS along with Bangladesh ICT Ministry is trying their level best to grow the reputation of the software industry internationally, as we already have for Bangladesh RMG sector. They want to create Domestic market development by creating awareness among potential IT users from both private and public sectors. They are working for Establishing market places for IT solutions and ensuring level playing field for local software and ITE service industry. International market development through networking and business linkage events as well as brand promotion of the industry at international level. It also helps the members for building Capacity as well as the industry as a whole through management/entrepreneurship development initiatives. BASIS give Technology training to non-tech people and also and share their resources if needed. The Member service development and delivery in different operational and business support areas like financing, tax, export/import, remittance, foreign visit, contract & legal issues, IPR etc. They arrange Advocacy for business friendly and enabling government policies for the development of software and IT enabled service industry. Their Social contribution, as responsible citizen group, towards the long-term national vision of becoming a technology driven knowledge economy, particularly through engaging with the young generation for motivating and guiding them for becoming future technology leaders. In the recent past, BASIS has also taken step for in-depth industry research and development of white papers for providing strategic guidance to its members. With regard to policy advocacy for the sector, BASIS regularly interacts with concerned agencies of the Government and other relevant stakeholders. BASIS played an active

role in the formulation of National ICT policy 2018, Digital Commerce Policy 2018 etc. BASIS has also strongly advocated for industry support related policies and issues (tax exemption facility, EEF policy, Special Foreign Exchange rule for BASIS members etc.) for software and ITES industry. BASIS represents the industry in different national level committees including Digital Bangladesh Task Force (headed by PM), High Tech Park Development Authority and Executive Committee of Bangladesh Computer Council (BCC).

2.9 Recommendations

1. Need to have a better systematic organizational structure for better resource management.
2. Need to have long-term plans for the future of BASIS
3. Try to retain fresh brains/ fresh graduate employees
4. Increase the internship payment
5. Increase the internship payment
6. Decrease the working day. 6 days a week is a lot for employees. They don't get personal time. And soon they will get frustrated.
7. The Executive Council should stay at least 4 years in the panel so that they can execute their plans properly.
8. Write more and more about the industry
9. Do international marketing for grabbing international market for national companies
10. Do proper research and publish articles about Bangladesh software industries.

Chapter 3

Project Part: “BASIS collaboration with ICT ministry to capture International market for building digital Bangladesh”

3.1 Introduction

Background of the study

I was appointed as an intern in the middle of Summer20 semester. I joined on September 5th and I served till November 19th. During this whole period, I tried my level best to understand the association, tried to improve my skill and also invest my skills for their betterment. I have prepared the whole internship report based on the knowledge and experience that I have gathered in this 2.5 month. Though I have worked with the maximum departments of BASIS but my dedicated Department was International Affairs. This is the reason behind choosing the topic related with international market. I really hope that I gathered enough knowledge to make my report more slandered.

Objectives

The reason behind writing this paper is to get an idea about one of the most important work that Bangladesh Association of Software and Information Services do for the betterment of Digital Bangladesh. To be specific-

- BASIS collaboration with ICT ministry to capture International Market

As BASIS is an association, it has vast working sectors. But among all, these two are the main objectives that I am going to cover in chapter 3 of my reports.

Significance of the Study

I have specially focused on the part that I have experienced in the 2.5 months of internship period at BASIS. As I was in the International Affairs Department which significantly worked to highlight Bangladesh Software Industry internationally. On the other hand, as I have already worked on other departments as well for taking some basic knowledge about how they are working to make Digital Bangladesh, I am going to cover that part too. So, completing this report is very much significant in terms of knowledge gaining and highlighting my whole internship learning journey. I really hope this report will regain much knowledge about the Bangladesh Software industry.

3.2 Methodology

As I worked in an association, so it is difficult to collect data primarily. If I have to collect data primarily, I have to reach almost 1600 companies to collect my samples. This is the reason I collected data by

- Interviewing the Executive Council and the whole secretariat team
- Collecting data from BASIS annual book
- Collecting data from their verified Facebook page
- Collecting data from their websites
- Reading different brochures
- By personal experience
- Collecting necessary Screenshots from their website to prove my claim

3.3 Findings and Analysis

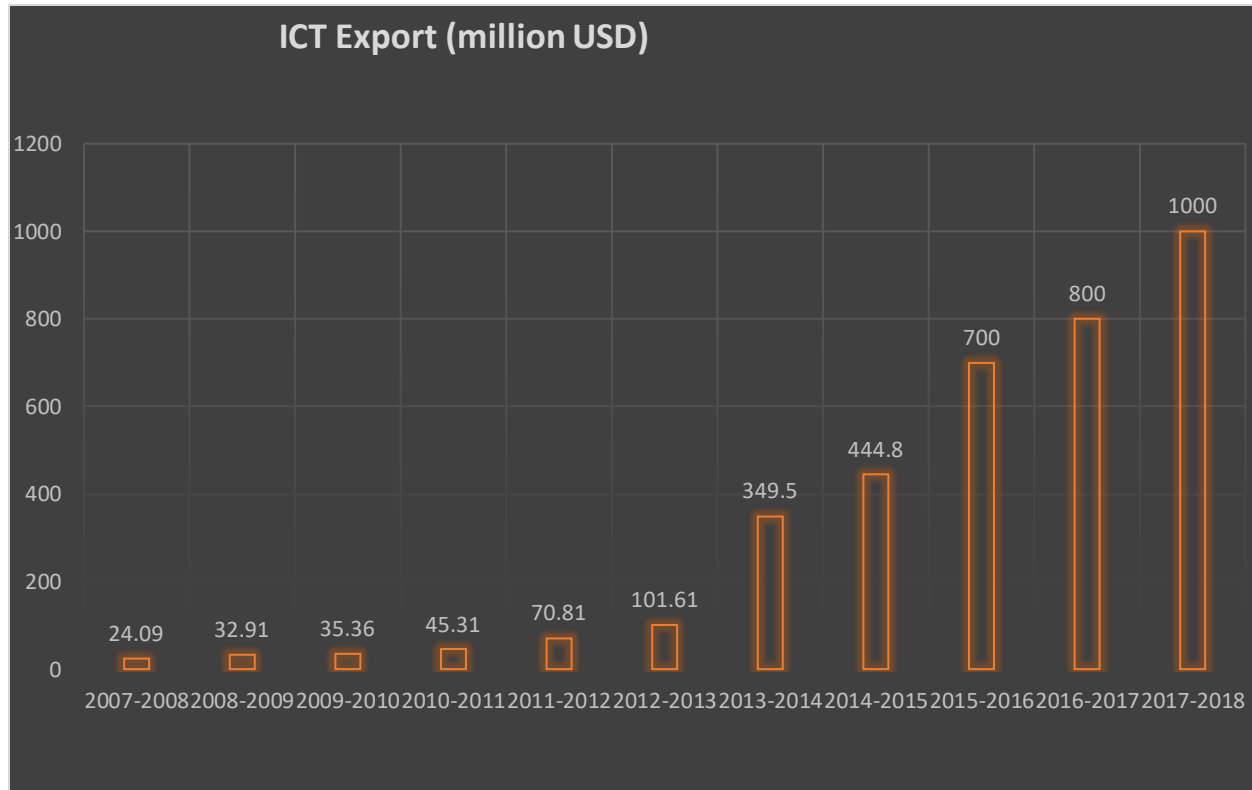


Figure13: ICT export

From this figure we can clearly understand how tremendously software business of Bangladesh is growing. From 2007 till 2013 the growth rate was cooperatively low. But in 2016 ICT ministry along with BASIS set a target that together they will grow the ICT industry and within 2021 they will hit 5 billion export target. Because of the Covid-19 the growing rate became slow in terms of exports. But we are hoping that within this year we will be able to cross 2 billion of export.

To hit the specific target BASIS is trying to collaborate with embassies of different countries to introduce our software industry. Till now they already collaborated with different countries and already started working with them.

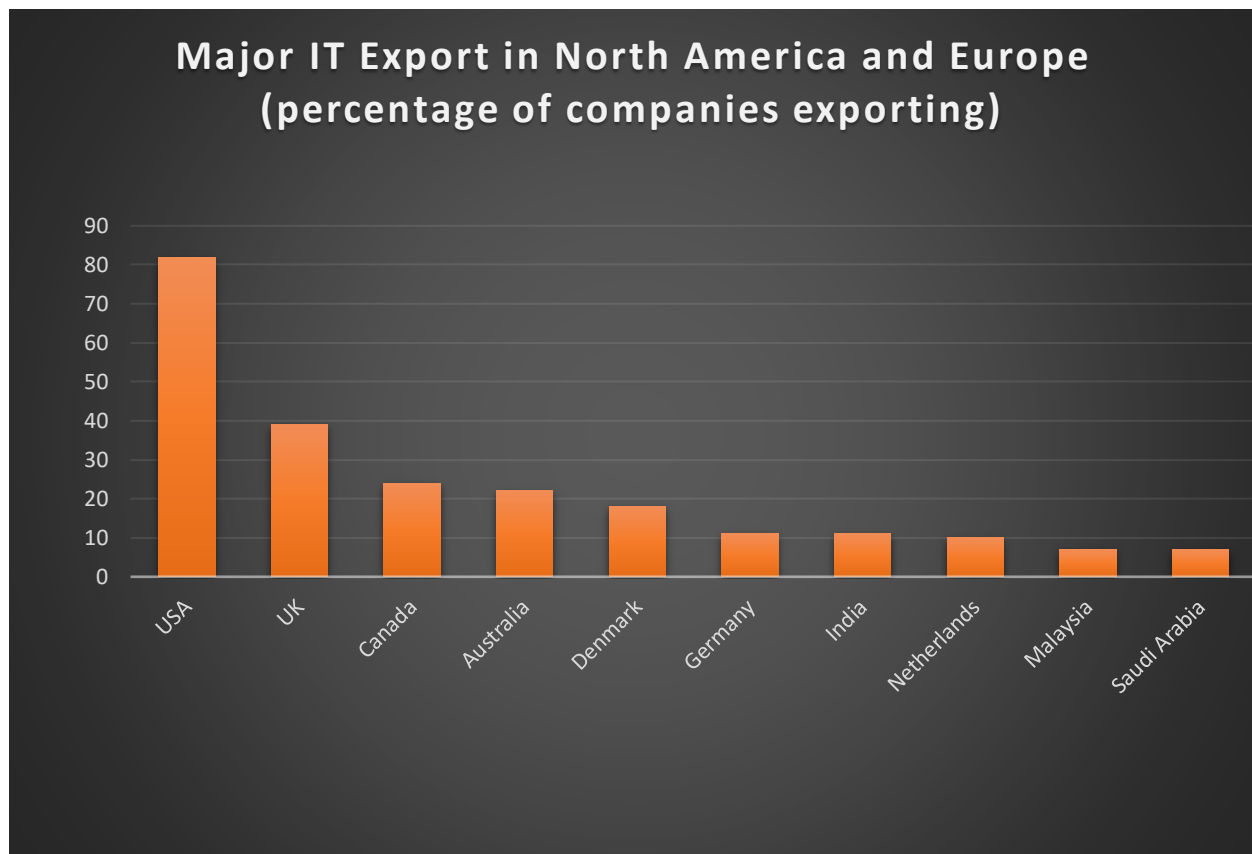


Figure14: BASIS member's international clients

They also made a collaboration with JAPAN IT association so that Bangladesh and Japan can work together. They already completed the B2B match making session. Soon they are going to launch a website so that Japanese Companies can directly communicate with Bangladeshi companies and also with BASIS. They also targeted to reach African market very soon.

Country	Ranking in South Asia	World Ranking	Score
Nepal	1	101	40.5
Bangladesh	2	102	39.5
Sri Lanka	3	109	33.0
India	4	117	28.0
Pakistan	5	127	23.6

Table 3: According to the Global Competitiveness Report 2018, Bangladesh scored 39.8 and ranked 102 among 140 countries in ICT adoption category.

As we can see here. Bangladesh scored 39.8 and ranked 102 among 140 countries in ICT adoption category. As because of Covid-19 the whole process became slow. But recently, BASIS and Bangladesh ICT Ministry targeted that within 2025 they will cross 5 billion export challenge.

3.3.1 Importance of Participating on international Fairs for capturing international market

Every year BASIS make some initiative to participate some of the most eye catching international fairs. There are three international fairs

- CeBIT Thailand
- Japan IT Week
- GITEX

All Bangladeshi companies can register through BASIS. Nut members of BASIS get some advantages while subscribing

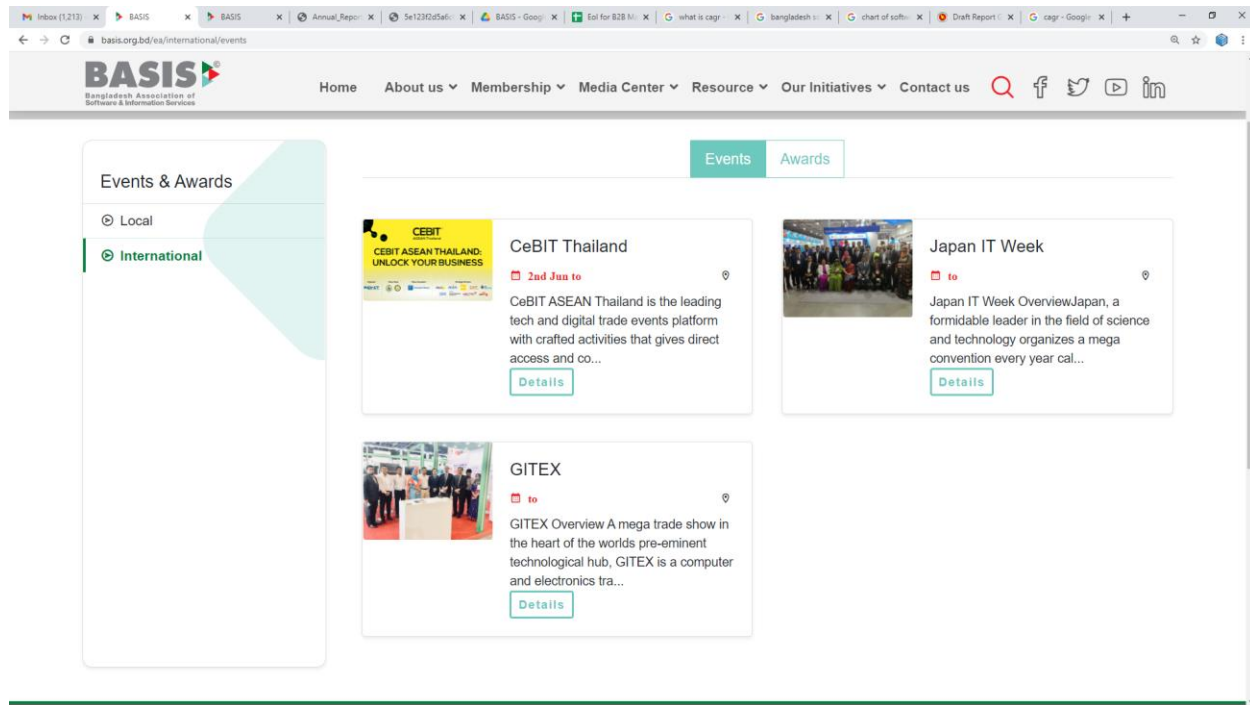


Figure15: BASIS have their website for registration on international events

CeBIT ASEAN Thailand

CeBIT ASEAN Thailand is the leading tech and digital trade events platform with crafted activities that gives direct access and connection with regional ASEAN technology decision makers across various key industries. CeBIT ASEAN Thailand comprises 6 key technology segments.

1. Enterprise Software & Cyber security
2. Data analytic & Cloud,
3. Digital Marketing & E-Commerce,
4. AI & IOT

5. Smart Solution and 5G,

These being the main sectors that drive ASEAN digital transformation of both government and private business.

CeBIT ASEAN Thailand is ASEAN's business platform & festival for innovation & digitization. The event generally attracts 8,000 technology professionals and business leaders from diverse industries. CeBIT ASEAN Thailand offers exciting possibilities for businesses keen to be at the forefront of innovation and technology.

Collaborating with the ICT Division and Bangladesh Hi-tech Park Authority (BHTPA), BASIS participates in CeBIT Thailand with a good number of BASIS member companies' participation.

Japan it week

Japan, a formidable leader in the field of science and technology organizes a mega convention every year called the Japan IT Week as it is gradually opening up its border to promote trade and innovation within the tech field. A nation with an ever-present need for skilled workforce to continue the proliferation of its techno enterprise, Japan IT Week is a prime venue where global tech brands, business leaders, job seekers and innovators flock to with the aim to establish a mutual trade relation.

BASIS is the local partner working to let Bangladeshi IT firms from private and public sector to find a platform in the Japan IT Week. Since 2015, Bangladesh has punctually had the opportunity to partake in this mega trade show and promote its IT sector on an international platform. The benefits for

Bangladesh had been enormous, from securing Bangladesh's spot as a key investment destination by Japanese firms to making Bangladesh a prime location for outsourcing and finally opening venues for overseas work opportunities for Bangladesh.

GITEX

A mega trade show in the heart of the world's pre-eminent technological hub, GITEX is a computer and electronics trade show, conference and exhibition that attracts a behemoth of tech leaders, enterprises and enthusiasts from all across the globe every year. BASIS has been participating in GITEX since last decade in collaboration with the Export Promotion Bureau (EPB).

3.3.2 Importance of organizing different trainings for maintaining international slandered

BASIS had organized training programs under the collaboration of BITM. Total fifteen BASIS member companies had completed 185 individual training batches

Company Name	Batches	Trainees
Leads Training & Consulting	59	633
Technobd Web Solutions (Pvt.) Ltd.	32	392
People n Tech	29	320
bitBirds Solutions	24	230
UY Systems Ltd.	11	115
E-soft	7	90
Business Accelerate BD Ltd.	7	77
Sigma System Pvt Ltd	6	69
US Software Limited	3	41
Nano Tech Solution & Consultancy	2	62
Bdjobs.com Ltd	1	7
Datapark(bd)ltd	1	10
Computers Ltd (Dhaka)	1	10
Multimedia Content and Communications Ltd	1	8
Genuity System	1	4
Total	185	2068

Table 4: number of enrollment for training

Organization wise Enrolled Batches

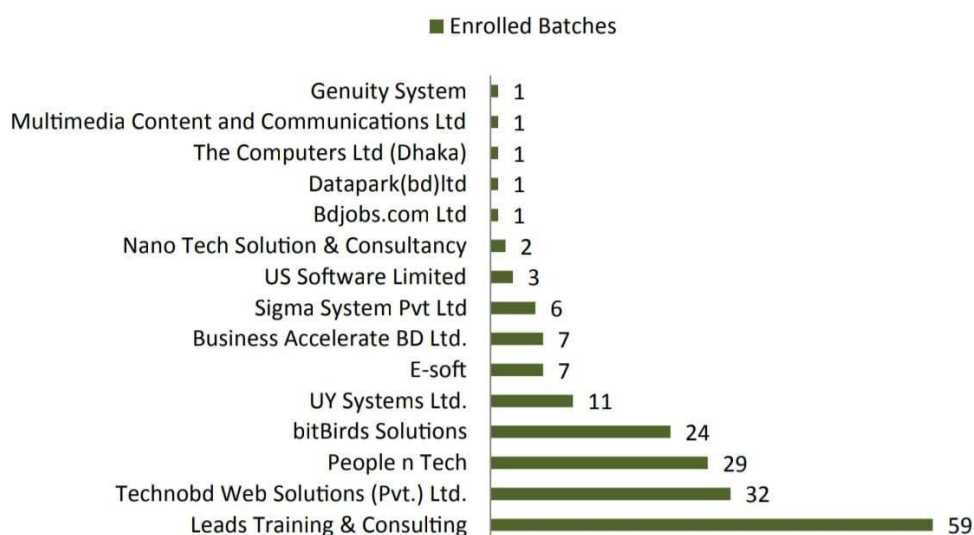


Figure16: Organization wise enrolled batches

Organization wise Enrolled Trainees



Figure 17: Organization wise enrolled trainees

Course wise Total Enrolled Trainees

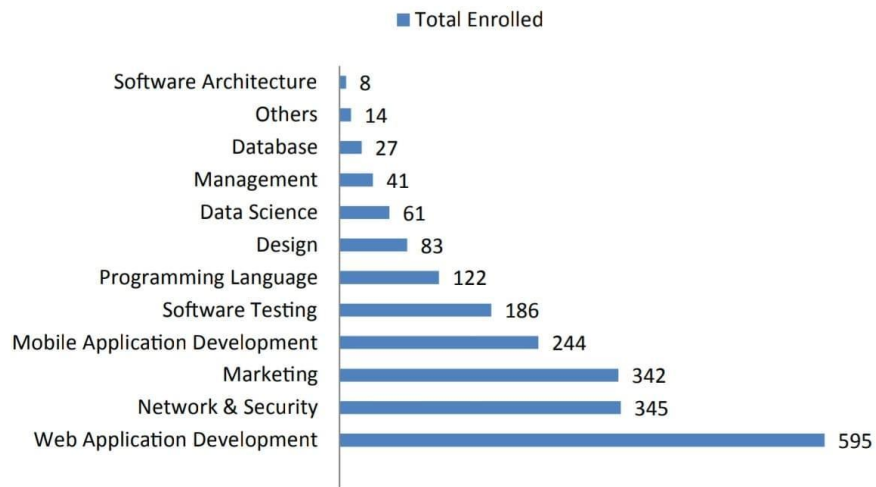


Figure 18: Course wise total enrolled trainees

These trainings helped the young generation a lot to have jobs in the Software industries. BASIS believe that only booking knowledge will not help fresh graduates to work international standard. So the training is must for job placements

Achievement of Job Placement

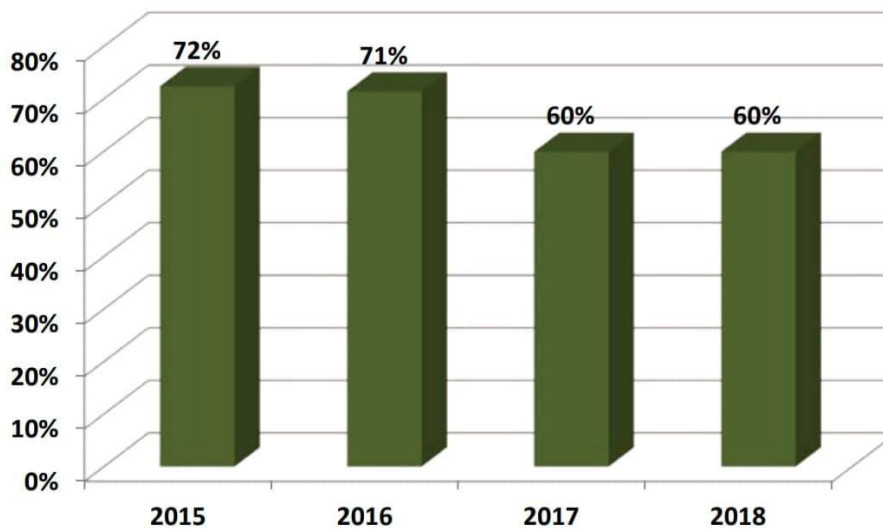


Figure 19: percentages of job placement in ICT industry

3.3.3 Future Scope

Bangladesh Association of Software and Information Services always try to work for the betterment of Bangladesh software and IETS companies and to make Bangladesh digital within 2025. They along with Bangladesh ICT Ministry have different project goals, deliverables, training, features, functions, tasks so that Bangladeshi companies can participate on those programs and make themselves better. They also arranges different national international events, fairs so that Bangladesh software industry can highlight themselves in international world.

3.4 Summary and Conclusion

This report includes the study about the most emerging topic of Bangladesh Software Industry and also Bangladesh Association of Software and Information Services collaborates with Bangladesh ICT ministry to capture international market. With the new era of the internet, software, ICT, IETS traditional working process is fading away. The working progress is increasing. We are focusing on how we can make the maximum output/production in minimum inputs. BASIS is coming with news ideas everyday so that our software industry can grow as fast as possible. Soon we will target our 5 billion export target within 2025. BASIS is researching about the loop holes that the Software industry have right now. They also found out what are the strength, weaknesses, opportunities and threats so that we can overcome all the difficulties. They also arranging local training system to enrich the quality of manpower. I included my whole work experience as an International Affairs Intern in Bangladesh Association of Software and Information Services. BASIS is trying to play a catalyst role so that its members can effectively provide support and technical guidance to different government initiatives taken in line with the Digital Bangladesh vision of the current government. Along with these initiatives of market development, BASIS also provides IT procurement advisory services to both public and private sector clients. With regard to export market development, BASIS regularly takes

initiatives for creating exposure for member companies to international markets with the help of different government and development agencies working in the export development area. Such initiatives include -arranging participation at international IT fairs & marketing missions, business linkage programs for outsourcing, B2B trade platform etc. There is a wide range of capacity building support that BASIS offers to its members.

3.5 Recommendations

The impact of software industry is usually visible after time being which is really Significant. With this, the rigorous checking of activities and the companies all time Management is must as brand reputation depends on its availability and services. But there are some basic recommendation from me which are-

1. 2 years duration for Executive Council is a very short period of time for executing a plan. They should be in the panel at least for 4 years
2. There is very less information about Bangladesh's software industry in Google, Wikipedia and in others social media or search engines, also there is no such articles which can provide specific and authentic information about the software industry. They should publish more about Software industry
3. As the executive board was unable to communicate with each other properly, the working process was very slow and lengthy. They should strengthen their communication
4. There working days should be 5 days in a week.
5. They need to be more collaboration with the Executive Board and the Secretariat team.

These are some basic recommendation that in want to recommend to the organization.

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