Report On

Prospects of outsourcing business in Bangladesh; experience of ServicEngine Limited

By

Baijed Hossain Bipul
Student ID: 17264073

An internship report submitted to BRAC Business School in partial fulfillment of the
requirements for the degree of
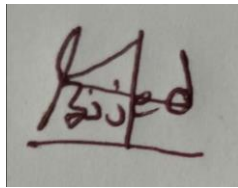Master of Business Administration (MBA)

BRAC Business School

BRAC University
January 2021

Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

_____
Baijed Hossain Bipul
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Supervisor's Full Name & Signature:

_____
Ms. Parveen Sultana Huda
Adjunct Faculty, Graduate School of Management,
BRAC University

Letter of Transmittal

January, 2021

Ms. Parveen Sultana Huda

Adjunct Faculty,

Graduate School of Management,

BRAC University

66 Mohakhali, Dhaka-1212

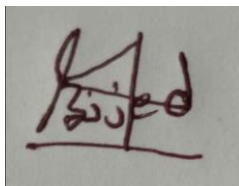Subject: **Submission of internship report**

Dear Madam,

This is an amazing privilege for me to present my internship report titled "Prospects of outsourcing business in Bangladesh", authorized under your supervision, as a partial requirement for the completion of BUS699 (Internship).

This report attempts to examine the lessons and experiences of my full-time work at ServicEngine Ltd. It then goes to analyze the prospects of outsourcing busines in Bangladesh.

I am grateful to you for your kind assistance and supervision in preparing this report. I have tried my best to complete the report with the essential details. I believe that the report would fulfill the requirements.

Sincerely yours.

_____

Baijed Hossain Bipul
Student ID: 17264073
BRAC Business School
BRAC University
10th January, Sunday, 2021

Acknowledgement

First of all, I would like to express my gratitude to my internship supervisor, Ms. Parveen Sultana Huda. Her frequent guidance and advice played a crucial role in the report's implementation. She continuously gave me her recommendations in making this report as perfect as could reasonably be expected.

Her direction and support have given me the essential knowledge into the investigate issue and cleared the way for the significant finishing of the work in a short duration. I would certainly not be able to complete the work in an acceptable way without her consistent encouragement and helpful guidance from time to time.

I am indebted and grateful to Mr. Akram Hossain, (COO, ServiceEngine Ltd, Bangladesh branch), Mr. Iftekhar Rahman, (Senior Program Manager), Ms. Rabeya Akter (Assistant Program Manager), Mr. Abdullah Al Mamun (Assistant Program Manager), Mr. Dalim Mia (Assistant Program Manager) for their earnest co-operation and encouragement to give me the opportunity and continuously offer assistance for making a standard report.

Executive Summary

Outsourcing industry in Bangladesh is flourishing day by day. According to the Oxford Internet Institute (OII), about 5,00,000 active freelancers are working regularly in Bangladesh, out of 6,50,000 registered freelancers. Bangladesh supplies 16% of the total online workers worldwide, the second highest after India. Currently, Bangladesh has 103.253 million internet users. In the last few years, BPO (Businesses process outsourcing) sector has gone through massive expansion and it has achieved 24 percent year growth and it shows signs of more expansion. This rapid growth has inspired me to write my internship report on prospects of outsourcing business in Bangladesh.

This is the internship report based on my full-time job at ServicEngine Ltd as an Analyst under Risk and Compliance division from 18th October, 2016 to till date as a requirement of my MBA program at BRAC Business School, BRAC University. My job experience in outsourcing industry has given me the opportunity to explore this sector.

In the first part of the report, I have described my company contributions, the benefits I have earned, the challenges I have faced and my suggestions. ServicEngine Ltd is a leading IT enabled outsourcing firm in Bangladesh. This job has given me the opportunity to explore the outsourcing industry and find its prospects. Outsourcing projects are very unique and the number of projects is infinite. I analyze financial risk data like fraud, corruption, bribery, money laundering etc. There is a separate data capture team that captures crime type, criminal's personal details from authentic daily newspapers published worldwide. Thus, we develop our huge crime database. Our clients are global and they send us their queries and we analyze our database to send them possible risk alerts from our database. It has demand in financial security sector.

In the second part of the report, I included general details and description of the company, management and marketing strategies, technology procedures, challenges and suggestions. ServicEngine Ltd is the largest outsourcing firm in Bangladesh in terms of revenue and number of employees. It has joint venture with Abdul Monem Ltd, country's one of the largest conglomerates.

The final part is about the outsourcing industry in Bangladesh. I have analyzed the contribution of this industry in our economy and golden opportunities for this sector to solve the problem of unemployment. I have also discussed about the challenges and my findings, recommendations regarding that. Freelancers of Bangladesh are generating $100 million annually, according to the ICT Division of Bangladesh. The wage rate in Bangladesh in IT industry is over 50% cheaper than other countries. Labor cost is around $8 per hour than other BPO countries like Philippines ($20) and India ($15). Office set up and infrastructure development costs are also cheap in Bangladesh. Power crisis, low internet speed, money transaction problem, political crisis, lack of technical skills, poor English language knowledge, lack of intellectual property rights are the main problems for the growth of outsourcing industry in Bangladesh. If Government can take immediate actions to solve these issues, thousands of job opportunities can be created in outsourcing industry. More training institutes can help to improve skills. Outsourcing can provide more employment opportunities than many other sectors.

Keywords: Outsourcing; Freelancers; BPO; ICT; ServicEngine Ltd; IT enabled; data analysis; economy contribution; unemployment; prospects;

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List of Acronyms

COO   Chief Operating Officer

BPO   Business Process Outsourcing

SLA   Service Level Agreement

Ltd   Limited

KPI   Key Performance Indicator

IT   Information Technology

LAN   Local Area Network

USA   United States of America

VP   Vice President

CIP   Commercially Important Person

BASIS   Bangladesh Associations for Software and Information Services

BCS   Bangladesh Computer Samity

BCC   Bangladesh Computer Council

IAOP   International Association of Outsourcing Professionals

Chapter 1

Overview of full-time job

1.1 Student Information

Student name: Baijed Hossain Bipul

Student id: 17264073

Program: Master of Business Administration (MBA)

Major: Marketing

1.2 Job information

1.2.1 Job period, company name, designation, department, address

Job Period: 18th October 2016 to till date.

Company name: ServicEngine Ltd (joint venture with Abdul Monem Ltd)

Designation: Analyst; Email: bhbipul@sebpo.com

Department: Risk and Compliance

Address: 08 Abbas Garden, Mohakhali DOHS, Dhaka 1206

1.2.2 Company supervisor information

Supervisor name: Ms. Rabeya Akter

Designation: Assistant Program Manager

1.2.3 Job description

Our partner organization has world's largest private financial crime database. Our clients are worldwide. They send us queries with person or organization details. We analyze that database and send back possible alerts. It has worldwide demand in financial security sector. Clients are most of the world's top financial organizations. Data analysis is a brainstorming task. Since I work in Risk and Compliance department, there are compliance issues. Our company does not allow me to disclose everything about this job. That is one of the limitations for this report.

Our clients' satisfaction is our main goal. We believe that our business partner's growth will bring growth in our business as well. We have to maintain challenging target of production and quality. Outsourcing business is a global business and there are competitors worldwide. To compete strongly in the market and keep earning remittance are big challenges for us.

We work as a team. Individual interests are given less priority. To meet the Service Level Agreement (SLA), we work all together and thus we have been able to deliver satisfactory service. I have learned how to work as a team and how to co-operate in a professional environment. We help each other if anyone faces difficulties. Without good team work it is not possible to compete in the market.

I have day to day tasks and our team leaders monitor my performance in a regular basis. I have to report to them and environment is very friendly. Our project managers evaluate our whole team performance and they report to the top management.

1.3 Job outcomes

1.3.1 My contribution to the company

I have been working at ServicEngine Ltd since last four years. From the very beginning I tried my best to add value in the company. Besides my regular office hours, I contributed in revenue generation by doing overtime. After gaining the initial experience I started to assist the juniors and newcomers. We have 24/7 operations in three shifts morning, evening and night. I have always followed my manager's instructions and there was not a single complaint against me in this period. I have been successfully doing my job responsibilities and meeting individual Service Level Agreement (SLA) regularly.

1.3.2 My benefits

After completing my graduation, ServicEngine Ltd has given me the opportunity to start my career as a full-time employee. This is my first full-time job in my professional life, so it is very special to me. I have learnt about professional environment and how to work as a team. This job has taught me how to accept challenges and work under pressure to meet target. This professional experience will add significant value in my future career. I have got the opportunity to work with many amazing people. They are very supportive that makes my task easy. We compete in a global market and all of our clients are from foreign countries, so I have got the opportunity to earn remittance for our country.

1.3.3 Difficulties

I have faced some difficulties and problems in my job as well. Data analysis is a brain work. The production target and quality level is very challenging to achieve. Since the operation is 24/7, we have night shifts also. Every male employee has to do minimum one night shift in a week. The compliance issue is very strict. In our project we cannot bring mobile phone, camera or any electronic device with us inside the production floor. We have to keep mobile phone in

the locker room. The only way of communication during office hours is office land phone but anyone can use personal mobile by going outside the production floor. So, there can be communication gap with friends and family members. We cannot use any social media like Facebook, YouTube during our office hours.

1.3.4 Suggestions

Maximum difficulties are because of our clients' requirements. Since the project is under Risk and Compliance department, there are many restrictions. The company can minimize Production and quality target to a certain level so that employees can work in a relaxed mood.

Failure to meet job target leads to termination. Management should consider more to give employees more opportunities to recover and improve.

More training facilities can be provided so that the trainees learn quickly and get ready for production. The company needs a good number of employee year long. They can have contract with the universities to get quality graduates besides just posting in the online portals.

Chapter 2

Organization overview

2.1 About ServicEngine Ltd

ServicEngine Ltd is a premier business process outsourcing company that began in 2006. It is a joint venture between ServicEngine Ltd, USA branch and Abdul Monem Ltd, Bangladesh. ServicEngine Ltd is the largest outsourcing firm in Bangladesh in terms of revenue and number of employees. The company was awarded 1st position in the President's Award for Industrial development 2017' in Hi-Tech industry https://www.bd24live.com/servicengine-limited-receives-the-first-position-in-presidents-award-for-industrial-development-2017/.

ServicEngine is a trusted Business Process Outsourcing (BPO) partner specializing in Digital Advertising Operations, Application Development and Support, Data Solutions, Risk and Compliance support, Software development, Software Quality Assurance, etc. Our expert service teams complement and improve the day-to-day operations of clients' in the advertising and technology industries. ServicEngine helps clients exceed their own goals by leveraging the best technology talent in the world.

2.1.1 ServicEngine Ltd at a Glance:

Company Name	ServicEngine Ltd
BASIS Membership No.	G302
Year of establishment	January 2006
Address	08, Abbas Garden, DOHS, Mohakhali, Dhaka - 1206
Contact No.	Phone: 8822396 Ext-101, 8827193 Fax: 8827193
Company website	www.sebpo.com
Organization's head in Bangladesh	ASM Mohiuddin Monem, Chairman

2.1.2 Countries Operations:

ServicEngine Ltd is successfully operating in the following 3 countries with head office situated at New Jersey, United States. In 2006, Bangladesh became a proud country of this company, now a days, it is one of the top Business Process Outsourcing company in Bangladesh as well as all over the world. It has operation in El Salvador as well.

UNITED STATES
78 E Main Street
Marlton, NJ 08053

SALES@SEBPO.COM

BANGLADESH
8 Abbas Garden Rd
Mohakhali Dhaka 1212

JOBS.BD@SEBPO.COM

EL SALVADOR
Edificio Avante
Calle Llama del Bosque

JOBS.ES@SEBPO.COM

2.1.3 ServicEngine Named Top 100 Global Outsourcing Company by IAOP®

ServicEngine Ltd, a leading provider of global technology talent, has been named to "The Global Outsourcing 100" (GO100) for 2018, the annual listing of the world's best outsourcing service providers compiled by the International Association of Outsourcing Professionals (IAOP®). This year marks the fourth time SEBPO has been honored on the GO100 by IAOP for the company's excellence in categories such as customer service, innovation, and corporate social responsibility.

2.1.4 ServicEngine named for third time to Inc. 5000 List of Nation's Fastest-Growing Companies

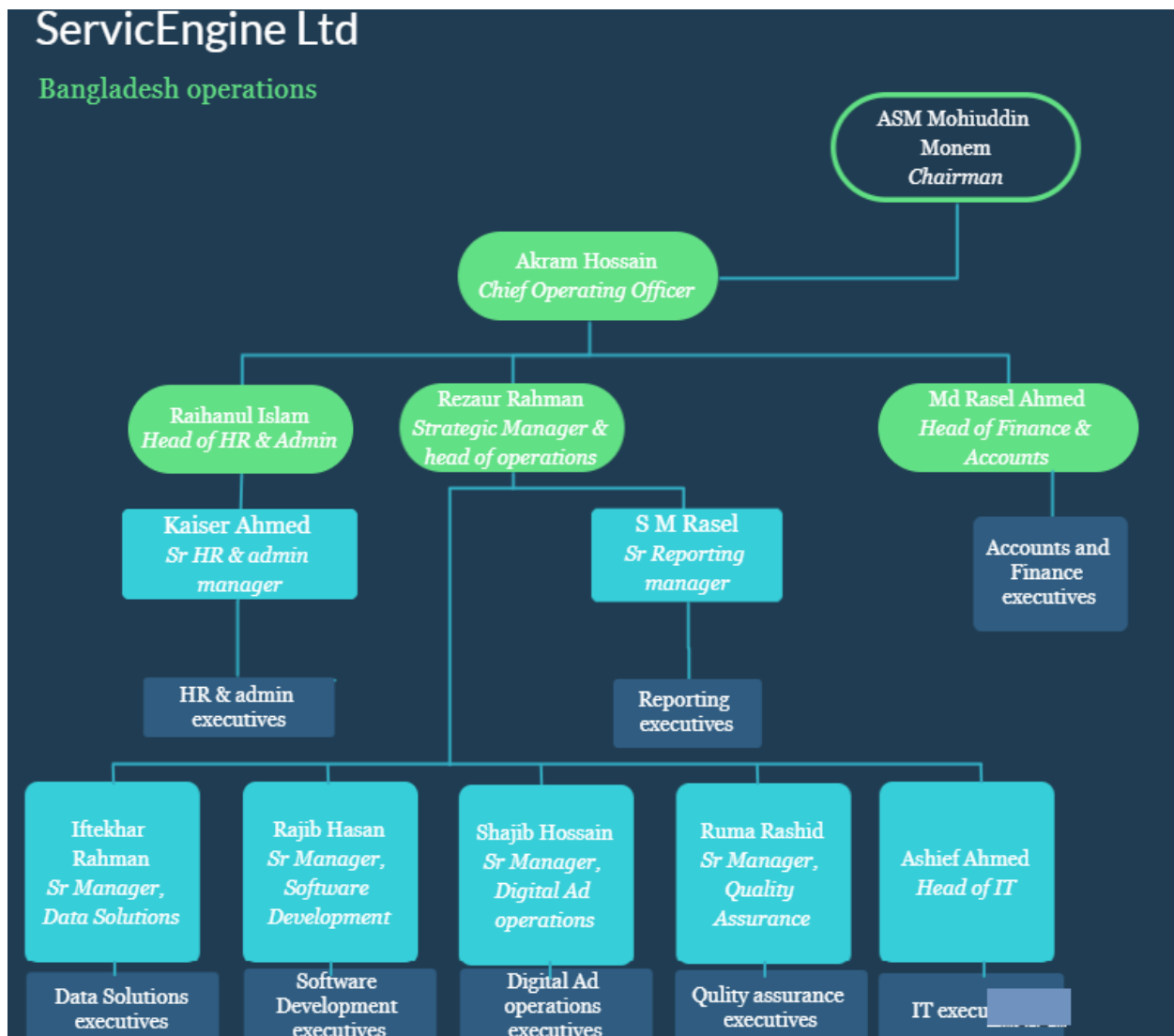Inc. 500 Magazine announced in 2017 that ServicEngine has been named to its annual Inc. 5000 list, an exclusive ranking of the nation's fastest-growing private companies. As the only digital advertising/outsourcing organization on the 2017 list, ServicEngine is also the fastest-growing company in the digital advertising outsourcing market.

2.2 Management Team

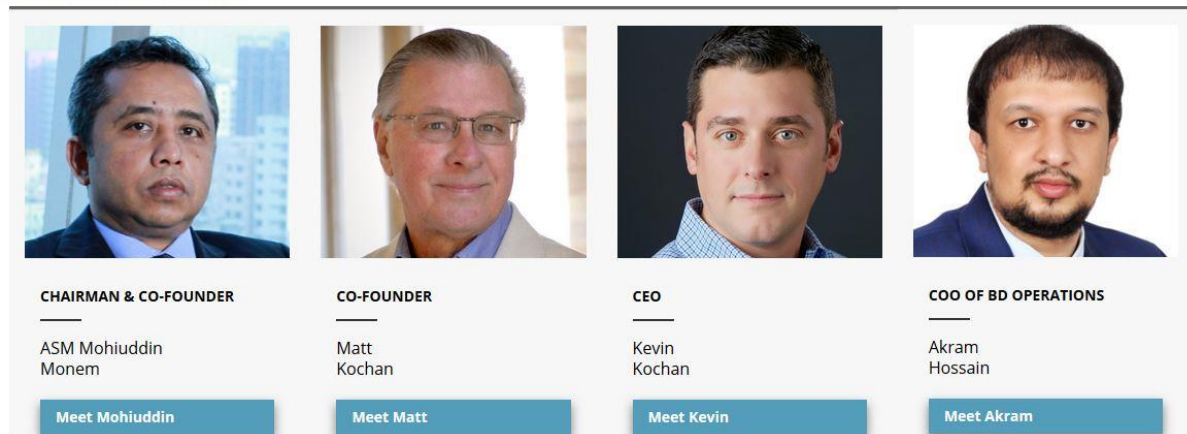ServicEngine Ltd started its operations in Bangladesh in 2006 with only about 50 employees. Now, in 2021, about 1,000 employees work full-time here in Bangladesh. This rapid growth indicates the prospects of outsourcing business in Bangladesh.

ServicEngine has separate operations management team for Bangladesh. Organizational chart for ServicEngine Ltd in Bangladesh is given below:

Global top management team of ServicEngine Ltd is given here:

LEADERSHIP TEAM

CHAIRMAN & CO-FOUNDER	CO-FOUNDER	CEO	COO OF BD OPERATIONS
ASM Mohiuddin Monem	Matt Kochan	Kevin Kochan	Akram Hossain
Meet Mohiuddin	Meet Matt	Meet Kevin	Meet Akram

2.3 Operations Management

There are about 1,000 employees working in ServicEngine Ltd, Bangladesh branch. If we get more projects, thousands of more youths can find job here. Most of the employees are working as Executives/Analyst. Some of them are in mid-level managerial positions like Team Leader, Assistant Manager, Manager, Senior Manager. Every team leader has about 15 executives in his team. Team Leaders are responsible for team performance and work under Assistant Managers' directions. Managers/Assistant Managers have to report to Senior Managers and finally Senior Managers report to the top management about operations and performance.

Implementation Plan

ServicEngine's VP for Advertising Operations, creates a custom implementation plan: a road map for a successful launch and continuous growth.

Documentation

As the relationship progresses and changes occur, we record all activities to keep staff up to date and documents, like the implementation guide, current.

Training

We are experienced with dozens of ad ops and creative production platforms.

Governance Calls

A scheduled governance call takes place each week to review tasks, discuss hot topics, and more.

Performance Reviews

Each quarter, and once per year, we provide business reports that document KPI's, analyze strengths and areas for improvement, and plan for what's ahead.

2.4 Information System Practices

ServicEngine is an IT enabled outsourcing company. So, information system is very developed and world class. We have 24/7 dedicated IT support team. We have county's fastest internet connectivity. With Local Area Network (LAN) system all work stations are connected with local server. Local server is also connected with the partner company's server which is located in the USA. For employee performance monitoring and evaluation, we have our own software management system. We use our own official mailing system.

2.5 Competitive Analysis

Strength: ServicEngine is one of the most fastest growing outsourcing companies worldwide. Bangladesh is a very popular destination for outsourcing because of cheap man power. In outsourcing business, it is not necessary to be present physically with clients. It is a joint venture with Abdul Monem Limited, which is one the largest industrial conglomerates in the country. So, the management team as well as the investors are very strong financially. Government is offering many subsidies for outsourcing business. About 1,000 employees are working in ServicEngine and most of them are young aged.

Weaknesses: We lack of highly expert IT workers in Bangladesh. Projects like software development needs skilled employees but we do not have that much skilled candidates though there is demand. Abdul Monem is a large conglomerate in the country. So they cannot give much attention in this outsourcing business.

Opportunities: Outsourcing industry is developing day by day. It is expected that GDP contribution of this industry can compete with the ready-made garments industry as well. There are lots of outsourcing projects and future prospects. We currently have 8-10 projects but there are many clients worldwide whom we can look forward to. Right now, all clients are from foreign countries. In near future domestic market will also be added in the project list.

Threats: Outsourcing is an open industry. Competitors are worldwide. We have to compete with India, Vietnam, China, Sri Lanka, Pakistan and many other countries. There are many projects and clients who can cancel order any time. IT outsourcing is totally dependent on internet connectivity. So, slow connectivity is a hinder in revenue generation. Political stability is also essential since it is foreign investment.

2.6 Summary and Conclusions:

ServicEngine has taken place in the 1st position in the President's award in IT industry for three consecutive years. Our chairman sir is one of the highest tax payers in the country and has been awarded as a Commercially Important Person (CIP) because of ServicEngine Ltd. It has given employment to thousands of employees. There are lots of prospects for ServicEngine. Though there are domestic and global challenges, we believe with clients' satisfaction, ServicEngine will go so far in near future and will set an example in Bangladesh IT outsourcing industry.

2.7 Recommendations for ServicEnigne Ltd:

As an employee of ServicEngine Ltd with about four years of experience, I have some recommendations. They are –

1) Should look for new projects worldwide not just relying on current clients.

2) All of the present projects are foreign orders. They can explore the domestic market and new projects for local market as well.

3) Can set up operation offices in new countries. At present ServicEngine has operations in three countries, they are the USA, Bangladesh and El Salvador.

4) Can improve the brand name by marketing. Though ServiEngine is a large company, people still do not know about it that much.

Chapter 3

Prospects of outsourcing Business in Bangladesh

3.1 Introduction:

This report aims to focus on the current situation and future prospects of outsourcing business in Bangladesh. Outsourcing (also sometimes referred to as "contracting out") is a business practice used by companies to reduce costs or improve efficiency by shifting tasks, operations, jobs or processes to an external contracted third party for a significant period of time. The functions that are contracted out can be performed by the third party either onsite or offsite of the business. Outsourcing can be both domestic and foreign contracting. Sometimes it is offshoring or near-shoring. But the business firms usually prefer to contract with the distant countries employee because it reduces their certain cost. In this era of globalization, the global market becomes closer. Here are some common reasons to outsource:

- ✓ Reduce and control operating costs
- ✓ Improve host company focus
- ✓ Gain access to world-class capabilities
- ✓ Free internal resources for other purposes
- ✓ A function is time-consuming to manage or is out of control
- ✓ Insufficient resources are available internally
- ✓ Share risks with a partner company

The basic objectives of the study are:

- To know about Business Process Outsourcing sector in Bangladesh.
- To know the factors and challenges of outsourcing services in Bangladesh.
- To know about the financial benefits of this sectors.
- To know about the Government intervention, facilities provided to this sector.
- To know the problems and prospects of outsourcing sector in Bangladesh.

3.2 Literature Review:

Most of the times companies outsource their tasks to cut their costs. For instance, they give away their peripheral or "non-core" commercial expenditures, huge burden of tax, high energy charges, disproportionate government regulation and production which also includes labor expenses. The reason for such initiatives is taken to evade unusually high corporate taxes and mandated benefits.

There are 4 types of outsourcing. The types are discussed below:

- ✓ Near-shore Outsourcing
- ✓ Onshore Outsourcing
- ✓ Offshore Outsourcing
- ✓ Business Process Outsourcing (BPO)

Near-shore Outsourcing: The practice of getting the work done by the neighboring countries is known as Near-shore Outsourcing. Corporations usually do this to lessen their costs. For example, America sometimes outsources their work to their neighboring countries like, Mexico and Canada. Japan does the same thing with China.

Onshore Outsourcing: When the subcontractor is from the same geographical boundary, then it is called Onshore Outsourcing. For example, Grameen Phone appointed a 3rd party contractor to collect their unpaid postpaid bills.

Offshore Outsourcing: In this case, the main company outsources their tasks to other countries, which cannot be their neighboring country. For example, in ServicEngine Limited, we have clients from foreign continents. Most of the time Offshore Outsourcing takes place for Information Technology (IT) related works.

Business Process Outsourcing (BPO): Business process outsourcing (BPO) is the contracting of a definite commercial job, such as payroll, human resources (HR) or accounting, to a third-party service benefactor. Usually, BPO is applied as a cost-saving measure for tasks that a corporation or organization needs but does not depend upon to keep their position in the marketplace.

In this paper I have covered the roll of our company in Business process outsourcing (BPO).

3.3 Methodology:

This study is based on theoretical data as well as some statistical data. Regarding my organization information, I have collected all the data from the superior of the organization as well as websites of the ServicEngine Ltd. Here I tried to show the overall Business Process Outsourcing summary in Bangladesh with a sampling on ServicEngine Ltd. Data has been sourced and collected, to achieve the objective of the research. They were to be characterized, examined, construed and presented in an orderly manner so that the major points can be found out. All the materials have been gathered from primary and auxiliary sources. Most of the related data has been collected by working in the department and by discussing with the employees and managers. I have also used my work experience to finish this report.

Primary Data:

- Primarily the data was collected by conversing with the staffs and employees of the company.
- My honorable Assistant Program Manager Ms. Rabeya Akter played a great role to provide authentic and exact information.
- Direct observations played a major role to support my learning and to find out more about the topic.

Secondary Data:

- Secondary data was assembled from the website of ServicEngine Limited.
- The Journal and Prospectus of the organization plays also a great role to collect information.
- Internet was a great help as well.
- I collected information from newspapers, articles, research journals.

3.4 Findings and Analysis:

3.4.1 Bangladesh: The Ultimate Destination for Outsourcing

Outsourcing is an easy way to earn money sitting at home, and it is the open source of employment. As we do not have so much job opportunity, we can take outsourcing as a profession even after completing our graduation. It doesn't mean that only younger are eligible for outsourcing, people of all ages from young to old can take outsourcing as an occupation.

One must know the essential thing about outsourcing before the starting of it. Basic computer knowledge, an internet connection, and web browsing experience are the primary requirements for outsourcing. Only these are not enough for starting outsourcing; there is some other essential information that one must know. To know these information, one can take the help of different training center. There are many outsourcing training centers in Bangladesh and anyone can get training from there.

Different outsourcing companies like *upwork.com, freelancer.com, fiverr.com, peopleperhour.com* are offering many jobs and before starting applying for jobs, one should know about the jobs. From online training center, one can learn web designing, web developing, Search Engine Optimization (SEO) and different types of works which are very demand-able jobs in outsourcing companies. These training can help people to take outsourcing as a profession and earn more money. The trainers in advance Information Technology centers can provide you suggestions to get more upwork (job finding site) jobs.

Bangladeshi people are introduced to outsourcing or freelancing in the 21st century. And it gets much popularity within a short period of time. And now people of all ages, male and female are paying much interest in it. Because in this sector, people are getting more success than any

other jobs in our country. Foreign business companies are getting their work completed from us at a low cost which is greater than any other local jobs salary in our country.

3.4.2 Role of the Government

Bangladesh is a developing country as we know and the main hindrance of the way to be a developed country is poverty. The government fails to provide jobs for all educated people. So, the government is emphasizing much on outsourcing because it ensures job opportunity for educated people and young generation. As it is a great scope for getting a suitable job and also beneficial for the national economy, the government has already taken many steps to introduce outsourcing to youth. To train up the people to become a freelancer, the government created many training institutes around the country. But the number of freelancers is greater in cities people than the rural people of Bangladesh. So, the government created many training centers in the urban areas.

On 25th January 2014, the Executive Committee of the National Economic Council (ECNEC) has approved 180 core BDT on outsourcing training in Bangladesh. The training project is known as 'Learning and Earning Program.' This project was to create employment opportunity for the young unemployed educated people at the Upazila and union levels. Under Government's first phase 'Learning and Earning Program', 15,000 freelancers have already been developed.

To create 55,000 freelancers at the root-level, the Government has taken steps to launch second phase 'Learning and Earning Program' at upazillas. The government is working to turn the 456 Union information Service Centers (UISCs) of the country as a mini freelancing center. Freelancers to be developed under 'Learning and Earning program' will get the chance for working in the UISCs. Government plans to develop entrepreneurs from the freelancers.

Bangladesh Hi-Tech Park Authority (BHTPA) is establishing Hi-Tech Park, Software Technology Park and IT Training & Incubation Centre throughout the country to attract the local and foreign investors for the development of Hi-Tech/ IT/ITES industries. It creates huge employment opportunities and skilled human resources. Hi-Tech park is full of opportunities to invest in Hi-Tech industry and promote business which are knowledge and capital-based. Information technology, Software Technology, Bio-Technology, Renewable Energy, Green Technology, IT Hardware, IT Enabled Services and R&D etc. are major areas of investment in Hi-Tech industry in Bangladesh.

The reason behind the rise of this sector is also because of the government's rules and regulation. Current incentives the government is offering are given below:

• Till 2024 there will be 100% tax exemption

• For foreign employees 50% tax reduction for the first three years

• For rental and utilities 80% vat exemption

• Up to 10% cash back on total export revenue

• No restriction on foreign equity holding

3.4.3 Why people especially youth are paying much interest in it?

People of all ages can do this outsourcing job but it is best suited for youth. As there is no fixed time to do freelancing so, a student can easily do this job besides his education and can generate money. There is no fixed time but have a specific time for completing the work. Doing this job also increases his/her confident that they can do any kind of job professionally. There are two types of outsourcing job: part time and full time. You can choose any type of job according to your available time. It is the greatly beneficial job for all students because they can do this without hampering their study.

3.4.4 Different outsourcing jobs in Bangladesh

There are many kinds of outsourcing jobs in the different marketplace. Choosing a job is totally up to you. You can choose a job in which you are good at or a job that gives you pleasure while doing. There are many types of job in marketplace such as-

- o *Web design and development*
- o *Data entry*
- o *Graphics design*
- o *SEO (Search Engine Optimization)*
- o *Google Ad-sense*
- o *Article or content writing.*
- o *CPA Marketing*

WordPress is another important CMS to develop a website or create a blog. It is open-source software. Anybody can build dynamic website or blog by using WordPress. You can also build the dynamic website by Joomla, HTML, CSS, Javascript, PHP. Data entry is another way to earn money online. There is a lot of data entry job in the marketplace. It is very easy and need not any experience or need not know programming. Article or content writing is another best

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way to earn money online. Quality content writing can make a profession for you. There is different content writing like health content, blog content, technical content writing etc.

Affiliate Marketing is one of the best ways to earn money by selling different products of other companies. Now a day a big number of Bangladeshi peoples are included in affiliate marketing. To earn from this market, you have to build a niche site where different types of products show its reviews and characteristics. It is clear that Bangladeshi people can start the outsourcing business with any process mentioned earlier to earn millions of foreign exchanges. Bangladesh government gives many facilities to start such types of business. So, all types of help you can get by the start of outsourcing business form ministry of information and technology, Bangladesh.

You can also earn from your photo and video by doing Social Media Marketing (SMM). And at present time the most popular work is Amazon Affiliate Marketing from which you can earn money by selling product from your website. When you will be able to sell an Amazon product from your site, you will get the commission. From this entire job category, you can choose a job which will you prefer most.

And now a question will come to your mind that "from where I will get the job or which marketplace is good?"

This are-

- Upwork
- Freelancer
- 99designs
- People Per Hour
- Fiverr
- Microworkers
- Guru
- Graphicriver
- ThemeForest

But the most important thing is- for applying in any job category you must need a good skill at that subject and a confident for doing that job otherwise you will fail to complete the job or task. So, the main thing is- if you are skilled or have enough knowledge about a specific subject of outsourcing then you will surely earn huge money.

3.4.5 How to become a successful and much-skilled freelancer or outsourced?

For achieving success in any sector, one needs a strong willing power and hard work. Success in outsourcing is not apart from it. If you want to earn from outsourcing jobs and improve your skills then you must practice it with passion. If you don't have the willing power to practice more or work hard then you will face failure in this sector or you will face many problems in the time of completing or doing a work or even you will not get the job because of your weak skill. So, everyone must work hard or practice it with passion if he/she wants to do freelancing and get success. There are many training centers and online platforms from where any one can develop skills for freelancing jobs. There are many online platforms from where one can take training also.

3.4.6 Some Leading Business Process Outsourcing firms in Bangladesh.

ServicEngine Ltd

ServicEngine is the largest BPO company in Bangladesh founded in 2006. It is backed by one of the largest conglomerates in this country 'Abdul Monem Limited' and currently has around 1,000 employees providing services to US companies such as AOL, AdTheorent, ScrollMotion and many others. Its expertise includes but is not limited to Digital Advertising Operations, Software Application Development, Data Analysis, Quality Assurance services.

Taskeater

Founded in 2013, by Mikko Tamminen, it was built as an outsourcing company to service large businesses and fast-growing companies in Europe. It has offices in London, Stockholm, Helsinki and Dhaka. Its current expertise ranges from Content Moderation, Transcription to Online Data Collection and Call Center Auditing.

Genex Infosys LTD.

A sister concern of IPE Group UK, Genex is another leading outsourcing company in Bangladesh, with a multinational team of experts around the globe. Its current clientele consists of corporations in the Telecom Industry, Banking Sector, and Government and in the Retail Industry. A major part of its services includes Inbound and Outbound Customer Service, as well as Digital Services and Backoffice Management.

ASL BPO

ASL is a startup BPO firm founded by Zayed Ahmed. It currently provides round the clock 24/7 Back End Office Support to a large number of Real Estate and Asset Management Companies in USA, providing support in areas such as Comparative Market Analysis (CMA) and Broker Price Opinion (BPO). Another major sector that it provides service to is in Digital Marketing (SEO, SEM, and SMM) to small and medium sized companies. One of its largest successes in 2017 has been to partnering up with Telamon, a Business Solutions Firm based on US.

Digicon Technologies LTD.

Digicon is a pioneer in Bangladesh's Call Center Industry; it has been providing its Outbound and Inbound Customer Service Support to the Commercial Vehicle Industry, Banking Companies, Pharmaceutical Industry, Multinational Beverage and Electronics Companies.

FifoTech

FifoTech was founded by Towhid Hossain who is currently its Managing Director & CEO. It is one of the oldest Contact Center, that has been providing is services since its inception in 2004. Other Areas that it has expertise in are Finance Accounting Outsourcing, DLP Solutions and Human Resource Management.

Quintos Business Solutions

Quintos is another BPO Startup founded by Gazi Musayab Raffan. It offers its business solutions services in areas such as Digital Marketing, Web Development, Software Solutions, Mobile App Development and E-Commerce Solutions.

Aamra Outsourcing

Aamra Outsourcing LTD is a sister concerns of Aamra Companies, a leading business corporation which has its operations in Textiles, Information & Communication Technologies and Lifestyle Services.

Syntech Solutions LTD

Syntech provides its services in the areas of Software and Mobile Application Development, as well as Web Design and Web Developing. Its clientele includes Australian Stone house, Pinstrip UK, and Decen Decor (Dubai) among others.

Business Consulting Services (BCS)

Business Consulting Services, is a member of BDO International Limited, an UK based Company. Its expertise is in the areas of Accounting and Financial Support, Payroll, HR Outsourcing and Recruitment Services.
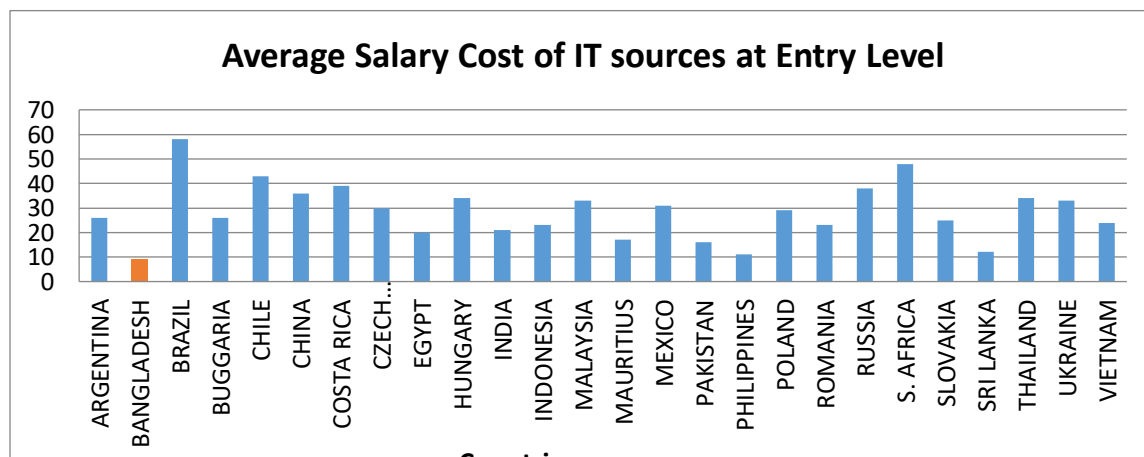
3.4.7 Factors That Make Bangladesh a Favorable BPO Destination

In Bangladesh, there are lots of opportunities like cheap labor, a business hub, sub marine cable advantage, huge resources etc. make lots of opportunities in Bangladesh. For that, there we see a trend to expand of BPO sector rapidly and make remittance for the country. Bangladesh supplies 16% of the total online workers, the second highest after India which provides 24%, according to 2017 Online Labor Index of Oxford Internet Institute.
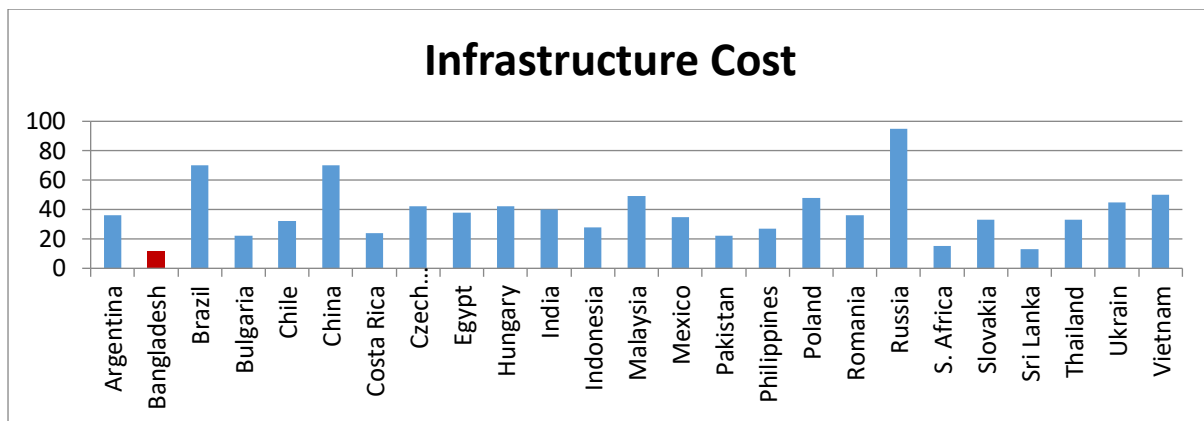
Population & Demographic: 50% of Population is below 28 years of age. Bangladeshis are known for hard work and commitment even attrition rate is very low as compared to employees of other countries.

Cheaper Manpower: the significant pool of young work force is available at a much lower wage as compared to other outsourcing countries. The wage rate in Bangladesh in IT industry is over 50% cheaper than other countries.

Cheaper Infrastructure Cost- Costs of infrastructure in Bangladesh are fairly low compared to destinations in Asia particularly in terms of office spaces. The rental of office space in Dhaka

Average Salary Cost of IT sources at Entry Level

is 20% lower of that in Delhi and 40% of Manila**.**

Infrastructure Cost

Availability of Experienced Professionals

Recruiting new employees and training them involves a lot of hassle and is a huge cost to the company. When the tasks are outsourced to an already established company with all the resources, the troubles of hiring and training is conveniently avoided.

Internet Bandwidth: The internet bandwidth cost in Bangladesh is comparatively very cheap than other countries. It is 50% cheaper as compared to India.

Govt. Support: Govt. of Bangladesh is taking significant steps in making Bangladesh a favorable destination of business for foreign investors. Policy like exemption of direct taxes in IT sector is helping in growth of the country.

Access to the Latest Updated Technologies

Buying a licensed version of the latest software and other technologies is very expensive. This proposition is also risky, especially for small to medium-sized businesses who cannot afford to dedicate a steady budget for buying the latest technologies. Therefore, it becomes difficult for a company to stay updated with the latest developments. Outsourcing to companies that already have access to the technology and have the relevant expertise therefore proves to be more efficient.

Income through Staying at Home:

It's a big opportunity to make income by staying at home. Most of the students are becoming unemployed, they cannot get their expected job after huge struggle, moreover, they can't expect job, beside these, and they can take outsourcing as a personal income source. On the other

hand, it's a big opportunity to make income by staying at home, so outsourcing has become so popular among people specially for women.

3.4.8 Prospects of Outsourcing in Bangladesh:

Bangladesh is a small country with the large population. There are not enough job fields as required. So many people are unemployed after completing education. Freelancing or outsourcing is the vast marketplace which is online based.

The development in IT sector in Bangladesh has been in the last ten years. The number of internet users in Bangladesh exceeded 100 million for the first time to reach 103.253 million users, according to newly released data from the country's regulator, the Bangladesh Telecommunication Regulatory Commission (BTRC).

For the first time, Bangladesh IT services have been included in AT Kearney's report GSLI (Global Services Location Index). It will attract Foreign Investors to invest in IT sector of Bangladesh. This will also enhance outsourcing industry and develop more freelancers in Bangladesh. Bangladesh is presently securing the 26th position for IT outsourcing. BASIS will work to bring Bangladesh within the top 10 countries.

At present, Bangladesh has become the major destination for outsourcing business. Recently, the European Commission has selected Bangladesh as an ideal destination for outsourcing in the world. BASIS (Bangladesh Associations for Software and Information Services), BCC (Bangladesh Computer Council), the apex body of Bangladesh IT software and service providers (IT & BPO), BCS (Bangladesh Computer Samity) are working to build up and expand the sector of outsourcing. In the international outsourcing marketplace, the share of Bangladesh goes up day by day. Selection of Bangladesh among best spot for IT jobs outsourcing is a prestigious issue. In spite of many obstacles in outsourcing, the opportunities are immense.

Bangladesh Can Be an Alternative BPO Hub

Bangladesh can be an alternative destination for business process outsourcing (BPO) with its young and dedicated IT talents, said ASM Mohiuddin Monem, chairman of ServicEngine Ltd. The Dhaka-based BPO Company has already proved that it is possible to compete with other regional countries such as India and the Philippines that are the pioneer in the industry.

ServicEngine Ltd, an entity of conglomerate Abdul Monem Ltd, has been recognized as one of the top 100 global outsourcing companies by the International Association of Outsourcing Professionals or IAOP for the third consecutive year.

It is the only Bangladeshi firm that has been securing a place on the list of "The Global Outsourcing 100" as a "Rising Star" since 2014 for its excellence in the IT industry.

Bangladesh can definitely reach the $5 billion export target of the ICT ministry, he said, while sharing his company's achievement as well as his experience in an interview with The Daily Star.

"IT outsourcing can work as a major catalyst to achieve the export target and help materialize the government's dream of digital Bangladesh" he said.

Recent Ranking of Bangladesh in Outsourcing

AT Kearney Global has selected Bangladesh among best spots for IT jobs outsourcing. AT Kearney Global is the world's renowned and leading management consulting firm. It has ranked 51 countries worldwide as the best destinations for outsourcing of software and IT-enabled services. It has published a report which stated that it had marked Bangladesh among best spots for IT jobs outsourcing. Bangladesh has secured top spot among 51 countries, including India, China, Australia, Canada and the UK regarding 'Financial Attractiveness'. In the index, Bangladesh has got the 26th position. Among the listed countries, India has obtained the 1st position, Pakistan in the 25th position, the United Kingdom (UK) gained 27th, Canada 37th; Australia ranked 49th and Ireland got the lowest position.

1. Bangladesh became 3rd in the list of top ten on oDesk.
2. The study of AT Kearney Global says that Bangladesh has become a central point for outsourcing jobs via online marketplaces such as oDesk. Bangladesh has shown tremendous improvement on oDesk. In 2009, the country accounted for only 2% of the total hours worked on oDesk. At present, it accounts for 10%. Bangladesh has become the 3rd (third) country for contractors on oDesk. It is now behind two countries, the Philippines, and India. It has moved quickly to the forefront of entrepreneurial activity.

Bangladesh Received another 1,500Gbps Bandwidth from its Second Submarine Cable Network

The connection of Bangladesh to its second submarine communications cable presented the country with an unusual but not unwanted problem: what to do with the excess capacity.

Over 550,000 miles of fiber optic cables are buried under the world's oceans to deliver the bulk of emails, web pages, and other electronic communications from one continent to another at the speed of light.

Bangladesh's first submarine cables network SEA-ME-WE 4 has been providing the country with 250Gbps of bandwidth for nearly a decade. Until now, the remainder of the country's 400Gbps demand has been met by six international extraterrestrial cable associations.

However, the connection to the SEA-ME-WE 5 undersea network provided the country with another 200Gbps bandwidth, which will eventually rise to 1,500Gbps.

Present Condition and Attempts for Inspiring Outsourcing

Rapid digitalization and a high rate of educated unemployment has made Bangladesh the second largest exporter of online labor.

According to the Oxford Internet Institute (OII), about 500,000 active freelancers are working regularly, out of 650,000 registered freelancers in the country; between them they are generating $100 million annually, according to the ICT Division of Bangladesh. There are about 151 outsourcing companies. In the last few years BPO (Businesses process outsourcing) sector has gone through massive expansion and it has achieved 24 percent year growth year after year and it shows signs of more expansion. India is the largest supplier of online labor with close to 24% of total global freelance workers, followed by Bangladesh (16%) and the US (12%). Different countries focus on different sectors of freelancing services. For instance, technology and software development is dominated by Indian freelancers, while Bangladesh is the top supplier of sales and marketing support services. IT skills and English are the main competences of Bangladesh for being a new hub for BPO operators. Labor cost is around $8 per hour than other BPO countries like Philippines ($20) and India ($15). 180-million-dollar worth of market share is currently owned by Bangladesh and if Bangladesh can utilize this great opportunity this sector can become the second biggest to earn foreign currency. It is a very well-known fact that there is a lack of job opportunity in Bangladesh but due to the BPO sector alone it is now providing jobs to 45,000 people, which at the start had only 900

people working in the whole sector, this shows the promise this sector holds. In recent years, through online outsourcing, a large number of entrepreneurs and individuals with their hard work and talent are contributing to society and the country. Accumulating all of the cash that Bangladeshi freelancers are earning about one crore Bangladeshi Taka per day from various freelancing marketplaces. For the past few years, Bangladesh Association of Software and Information Services has been arranging an award program every year to inspire more people in doing online outsourcing jobs in Bangladesh.

Enhancement of Women Freelancing Career in Bangladesh

The most common reasons behind female unemployment in Bangladesh are the unfavorable working environment, different types of social issues, including family support, road safety, etc. For these matters, sometimes women don't get support from their family for working outside. Gender discrimination is a burning issue in Bangladesh. Women usually get less money for the same amount of work than their male coworkers.

Above issues can be solved by enhancing women freelancing in Bangladesh. An outsourcing or freelancing career can be a great opportunity for women in Bangladesh. In this way, they can get the chance to manage their family and continue their career.

3.5 Challenges of Outsourcing in Bangladesh

There are few obstacles we need to cross before declaring ourselves one of the Giant. Bangladesh has the potential to be considered as one of the biggest players in the outsourcing industry. Gartner gave Bangladesh a "poor" rating in three vital areas – infrastructure, language skills and data, and intellectual property security. Poor infrastructure, including frequent power crises and slow and unreliable Internet connections are the most immediate problems for outsourcing.

Power Crisis

Bangladesh's businesses have suffered by power supply for a very long time. It is not only an obstacle for outsourcing businesses, but also other types of manufacturing and non-manufacturing business.

Low Internet Speed

Internet might be an old thing for rest of the world, but it's relatively new in our country. Still now we are very much behind than rest of the world. Our country has two submarine Internet cables but still we do not have uninterruptable internet connection.

Money Transaction Problem

Payment type is a big barrier in our outsourcing industry. Everywhere in this world, people work to make their living. Outsourcing or freelancing is not different from them as well. But we get stuck to our old traditional way of payment type. Either it's check or cash. Now a day, lots of companies pay their employees by the salary account from different banks. But nothing is more important for an employee than a secure payment method. Now a day, freelancers get paid by their different accounts in bank, which is safe. But there is other payment method like "Paypal". But currently Bangladesh Government is not allowing any online transaction. Without any confusion what-so-ever, Bangladeshi web-based businesses have indicated it as the biggest problem they face. Almost all the respondents are affected by this trouble while dealing internationally. The biggest problem to run the freelancing business, again most of the firms have specified international monetary transaction method as the most upsetting one.

Infrastructure Crisis:

Infrastructural support is crucial when any industry needs growth. Government and private organizations should provide input simultaneously to create a constant growth rate for an industry. IT outsourcing in Bangladesh is still in its early age. To make it mature, infrastructural improvement is so important which have been discussed through survey with six crucial topics for IT outsourcing industry.

Political Instability:

Politics and business run on the same way. Sometimes government want to control businesses, sometimes businesses can acquire power to corrupt government. So, it has a big deal with the industry. This is a big concern in Bangladesh. There are lots of reasons behind loosing international market by political violence.

Marketing Empowerment and English efficiency:

Though we are in leading position in outsourcing market, but we are not reaching at the highest level just because of having lack in marketing knowledge. So, our people should also acquire the power of marketing and this technical knowledge will help them in their practical field while communicating. Though we have a good number of human resources, many of them cannot communicate in English fluently.

Intellectual Property Rights:

Intellectual Property Rights (IPR) maintenance and providing security for those properties should be maintained through government rules strictly, because fraud and piracy rate is at a very risky stage for any industry. Due to numerous incidents of software piracy made it still remaining the bad images of Bangladesh. Govt. should take care of this soon under IT acts and rules.

3.6 Recommendations

Government should start taking initiatives to increase their speed of infrastructural development. The top priority which is given by the employers is the quality of work. Individuals or companies should concentrate on top notch quality of service to fulfill employer needs. If the provided service is superior in quality, it will not only bring goodwill for the company, but also raises the nations' honor. So, government should establish more training institutes to train our people and also, they should impose authority to private sectors so that, they can also train to deliver greater quality of work. There are some key recommendations as follows:

- Boost up infrastructural development.
- A stable resolution for electricity/power crisis.
- Proper delivery of bandwidth throughout the whole country.
- Issue new sets of rules and regulation for the outsourcing to grow more.
- Encourage youth and unemployed people on outsourcing.
- Set up more training centers.
- Strict implementation of copy right law under ICT act.

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