



Inspiring Excellence

BUS400: Internship

Submitted To:

Imtiaz Alam Nayeem
Lecturer
BRAC Business School
BRAC University

Prepared by:

Sumaya Hasan Ahana
ID: 15204084
BRAC Business School

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Internship Report
On
GRAMEENPHONE LTD.
(Communications Corporate affairs)



Acknowledgement

This report would not have been possible without the significant contributions of many important individuals, who, not only helped me in completing this report but also gave me valuable suggestions to fix my errors and enhance the quality of my report.

First, I would like to begin by thanking the Almighty Allah for giving me the strength and patience to complete my internship successfully.

I would like to thank my honorable supervisor Rehnuma Hossain who is the lead-specialist of communication department, for considering me to perform my internship under her guidance in communication department. I would also like to share my gratitude towards all my fellow colleagues of my team for providing me with their constant support and advices, which helped me tremendously in my entire journey.

Furthermore, I would like to show my utmost respect to my honorable academic supervisor Imtiaz Alam Nayeem Sir for assisting and guiding me through and through for preparing this report. I am forever grateful to her for giving me courage and believing in me.

Lastly, I would like to thank BRAC University for arranging such an opportunity to do an internship course in a corporate field that gave me the platform to implement my academic knowledge into a practical field and helped me to gain a constructive experience.

Letter of Transmittal

November 29, 2018

Imtiaz Alam Nayeem

Lecturer

BRAC Business School

BRAC University

66, Mohakhali, Dhaka

Subject: Request for receiving my Internship Report

Dear Sir,

I would like to express my gratitude towards you for the immense support you have given me throughout the entire course of this report, without which, it would not have been possible.

This report is based on “safe internet service to reduce inequalities”. I have been given the opportunity to do my Internship in Grameenphone Limited at “communication” department under “Corporate Affairs” division for three months under the supervision of the lead- specialist Rehnuma Hossain.

This project helped me to increase both my academic and practical knowledge as I had the chance to work in a corporate environment of the country’s leading telecommunication organization. I was fortunate enough to build up a network of communication with my fellow colleagues. The experience and knowledge I have gained in this journey will certainly assist me in my future endeavors.

Therefore, I shall be very grateful if you kindly accept this report and provide me with your valuable assessment.

Your’s sincerely,

Sumaya Hasan Ahana

ID: 15204084

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Executive summary

Grameenphone is a member for a long time with the UN Global Compact initiatives. In addition, the company is attached with the UN's 10 goal for human and law rights, environmental providences and anti-corruption. Grameenphone has been following strategy, motivation to perform on material sustainability in order to meet stakeholders' expectations. Grameenphone has introduced 'Child Online Safety', which is a path to meet the 10th Goal of UN. This shows that the company is also a responsible internet service provider who does not only gives internet services but also takes responsibility of its customers to have a safe, secured and harmless internet experience.

I had the privileged to participate in the internship program in Grameenphone where I had a twelve-week long working experience. I was working under the supervision of the General Manager and lead- specialist of communication department in Grameenphone. In my internship period, I had to work with the project of 'Child Online Safety'. There I learned how the project is running, what are the purposes of this project, how will it put an impact on the society and how will this reach to the goal 10 of the UN.

Therefore, based on my experienced, gathered knowledge from the company, with proper analysis and research I have prepared this report, which represents the subject, 'Child Online safety a path to reduce inequalities?' this report will be presented for the BRAC Business School's academic purpose. I wish that my report will cover major content of how a company's communication works, the social responsibility of a company and how to improve the services.

Introduction

Grameenphone Company Overview

By connecting 7.5 million customers, Grameenphone has been leading the telecom industry. Grameenphone has been continuously bringing in new services and products in the telecommunication industry of Bangladesh. It also provides services with its skilled, experienced, and commercial management expertise. Currently Grameenphone is serving almost 99% of the country's population by the Grameenphone network coverage. Introducing new products, communication, branding, sales, researches and other activities are the part of marketing who's main target is to reach the customers, managing branding, campaigns and commutation channels.

Grameenphone is providing access for education, entertainment, financial support, healthcare, information and other social needs with the help of its digital solutions. The company's distribution and retail sales make sure to maintain good relation with the dealers, deliver products and services straight away, following up current customers and maintain strong relation with the customers.

Grameenphone has reached to the milestone of 36million presently Grameenphone internet users, among them 5million are experiencing 4G-internet service. Grameenphone's one of the distinct achievements is the given higher price for 4G devices and getting comparatively lower penetration for those devices with the ecosystem. The deputy CEO of Grameenphone, Yasir Azman mentioned that Grameenphone is focusing on the best 4G experiences services for the users rather than concentrating on quantity to reach the target. These large market share is accountable because of the brand's strong communication, business performance also navigated by the hope of entitling society.

Grameenphone's existing prefix, which is '017' almost full, hence the company came up with a familiar series of '013'. This will help to get easy operation process and to work out with pending technical cases with BRTC.

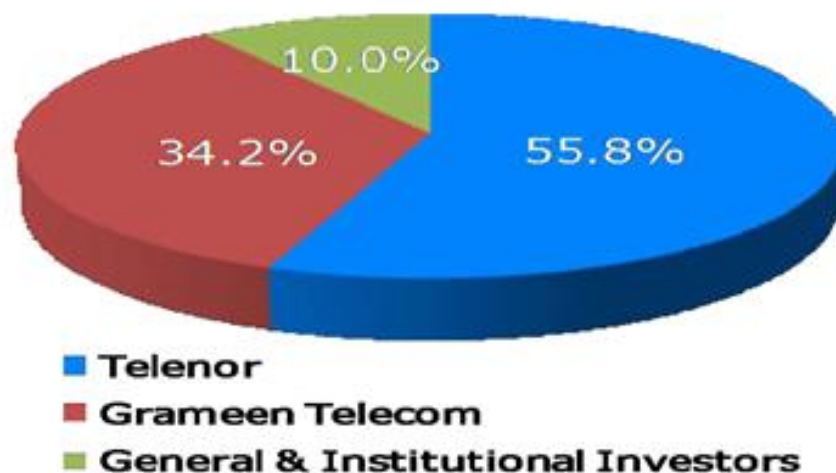
Almost 700,000 people are working as retailers, vendors, dealers, suppliers etc. who are attached with Grameenphone for their livelihood. In addition, Grameenphone, has 3000

employees working for the company both in full and temporary basis. According to a survey of 2015, almost \$1.5 billion economic growth were generated by the directly employment, which are full-time equivalent employee. From this growth Grameenphone hires each out of 61, of the jobs, which shows the higher empowering facility of Grameenphone.

Grameenphone is reputed as the highest taxpayer in Bangladesh. The company has contributed in more than BDT 58,520 corer for the past years.

Grameenphone is a joint venture. The associated companies are:

1. Telenor: it is a government owned Telecom Company in Norway. Telenor is operating in Russia, Ireland, Bangladesh, Hungary, Australia, Germany, Malaysia and in many other countries.
2. Grameen telecom: in order to help the borrower of Grameen Bank and creating option of retail telecom service in the needy areas, the Grameen telecom started its journey.
3. Shareholders: the international shareholders are providing with technological and commercial management knowledge. In addition, the local shareholders are contributing to the economic progress.



Grameenphone is very committed with the government. For this reason the government has strengthen and created intimating regulatory and fiscal policy with the company.

Grameenphone always focus on providing an extensive and payable data service for its customers, this will help to make stronger and confidential relation with the investors.

History/ background of Grameenphone

The word Grameenphone came from the concept of ‘Rural Phone’, as its journey started with the vision of empowering rural area of Bangladesh. Iqbal Qadir, the founder and director of ‘The Legatum Center for Development and Entrepreneurship’ first designed the idea of creating a telecom service for people living in the rural area of Bangladesh. This idea was originated by the concept of Grameen Bank’s micro Credit Business Model. Later, he formed the association of Telenor Group, Grameen Bank and thus, established Grameenphone. This idea of ‘The Village Phone’ got ‘GSM in the Community’ award in February 2000.

Grameenphone has been operating in Bangladesh for last 22 years. The company started its service from 26 March 1997. Grameenphone had also introduced GSM technology for the very first time in Bangladesh.

Grameenphone was the first telecom company which launched pre-paid service in Bangladesh in September 1999. In the same year the company launched the ‘Voice Mail Service’ (VMS), ‘Short Mail Service’ (SMS) and many other significant ‘Value Added Services’.

On the following year, Grameenphone spreaded its service in all the 6 divisions headquarters and had it network coverage.

Mission

To support the customers by serving them with the best wireless service, easier life and full satisfaction for the associations with the brand.

Vision

- The ability of digital communication, entitling customers by developing their lives
- Form a communication system so that the customers can meet their demands with the company’s services and products.

Value

- Appreciate and honor local customers and their demands
- Believe in the actions rather than overpromising which will not be served
- Keeps objects simple, so that customers may understand easily and value the services
- Always appear with up-to-dated ways to enrich customer experiences

Location

The head office of Grameenphone is located at Bashundhara, Baridhara. Other than this main office, there are 18 Grameenphone Centers in the whole Bangladesh to reach the customers faster

Network coverage area

Grameenphone is one of the strongest and speediest network service operators in Bangladesh. The Company is glad that there has never been any significant disturbance in the network.

SWOT analysis

Strength

- Strong owners framework
- Huge number of revenue
- Developed Value Added Service
- Long time Market Leader
- Strong brand value and business structure
- Highly skilled and productive HR Department

Weakness

- Foreign employees create cultural gaps
- Delicate intercommunication with the departments
- Disables offers create confusions and dissatisfaction
- Lack of long term distribution strategy
- Puzzling pricing and billing procedures

Opportunities

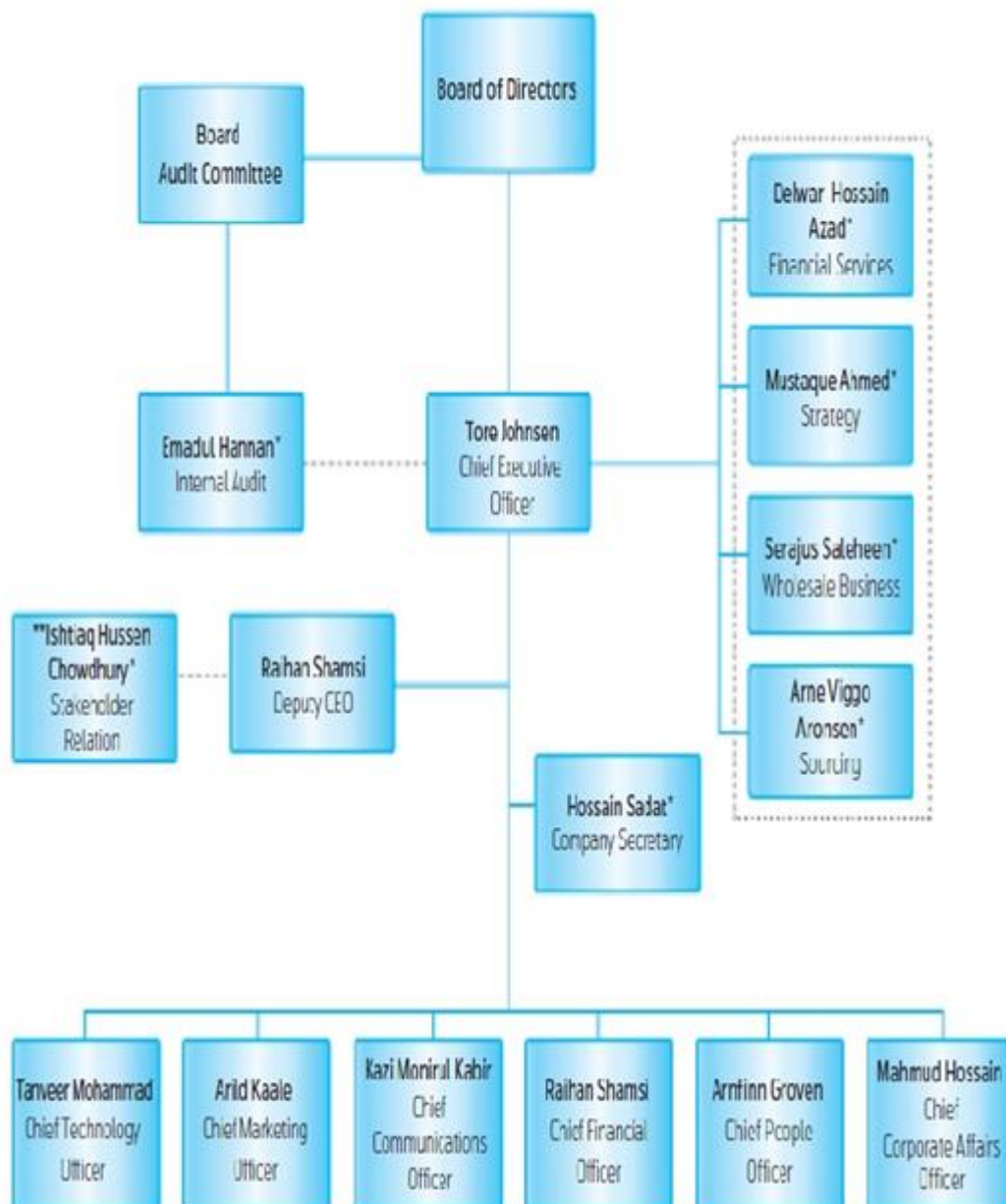
- Increased economic growth and expansion in the industry
- Involving and expanding internally
- Increasing dependency on technology
- ISD call creating international gateway
- Availability and reasonable price for hand set

Threats

- Restricted government is frightening foreign investors
- Insufficient participation of BTTB
- Competitors are offering lower price
- Competitors advanced use of technology
- Changed political strategies are difficult to cope up with
- Decreased profit due to devaluation of Taka
- BTS may cause damages and insecurities

Board of Directors

The practice of corporate governance is very significant attribute for the positive result of a company. Grameenphone is operating the excessive levels of sincerity and responsibility by maintaining internationally obtained corporate standard. Grameenphone is a public limited company. Hence, the roles of the board of directors are very crucial to meet with the stakeholders concern. Thus, the board of directors of Grameenphone are continuing compliance of the rules , policies and procedures. The name and designation of Grameenphone board of director is shown below –



Products and Services of Grameenphone

Grameenphone is leading electronic connection among both of urban and rural parts of Bangladesh to digitalize the country. Hence, Grameenphone is focusing on its products, which can add strength to the revolution of Bangladesh. Some of the most popular products and services are mentioned below -

Value added Services: Customers are willing to enjoy value added services but they often get confused or worried about the extra charges. Therefore, Grameenphone is bringing new offers for its customers consistently in different manners.

GP Online Shop: GP Online Shop is an online ordering option. There are categories of phones including the phone brands names, model, prices, configures and other details. Also, GP Online Shop has 4G sim, MNP, Sim transfer, Router, Modem, Tab etc are available. Grameenphone's dedicated team will deliver the products faster and conveniently.

GP Music: GP Music can be experienced through GP Music website, android app. ios app or from GP Music Facebook page. With this app desired music collection, personalized playlist, free subscription for 30 days and many other offers can be enjoyed.

MY GP APP: reward points, offers, customer's support, quick balance check etc benefits can be enjoyed by installing this app. the main purpose of this self-service app is to make life easier and simpler.

Wow Box: this app contains lifestyle tips, daily news, games, sports updates and thus by using it customers may earn tokens and with this tokens they can buy internet offers.

Online Recharge: this needs to provide phone number and taka amount for recharge .Thus, anyone can get the recharge done by sitting at any corner.

Easy net: it offers free internet browsing, agreeable and free internet bundles, free games can be access by the users.

Tonic: tonic is a healthcare service. Three segments of tonic are – Shurokkha, Astha and Tonic Free, which are available according to the subscriber's preferences. By using this, customers can get free doctor chat, call or tips by SMS or other ways.

Mobile Services: this segment includes – vehicles, tracking, missed calls alert, call block, F&F, Balance transfer, pay for E-Bill and Buddy tracker.

Other Services:

Video chat – anyone can chat without limit and can make new network

Study line – this provides updated information about admission and board exams for students

Voice SMS – this enables to record any voice messages and can send it as fast as possible

International SMS – helps to send SMS to friends and family who lives abroad

Welcome & Ichche Tune – gives chance to listen to one's favorite music in the dial tune

GP Krishi – helps to get cultivating and agricultural related information for rural area inhabitants

“Child Online Safety” a path to reduce inequalities

What is it?

Grameenphone wishes to build connection for crucial and safe digital participation for the whole nation. Along with the Telenor Group and Unicef, Grameenphone has formally started its ‘Child Online Safety’ program. Around the whole country with the target to reach 400,000 children from more than 600 schools and pledged with 35,000 parents and teachers. Their primary target are the teachers, parents and guardians because they also need to teach themselves about the ‘Online Landscape’ and learn the potential dangers which are related with every online platform.

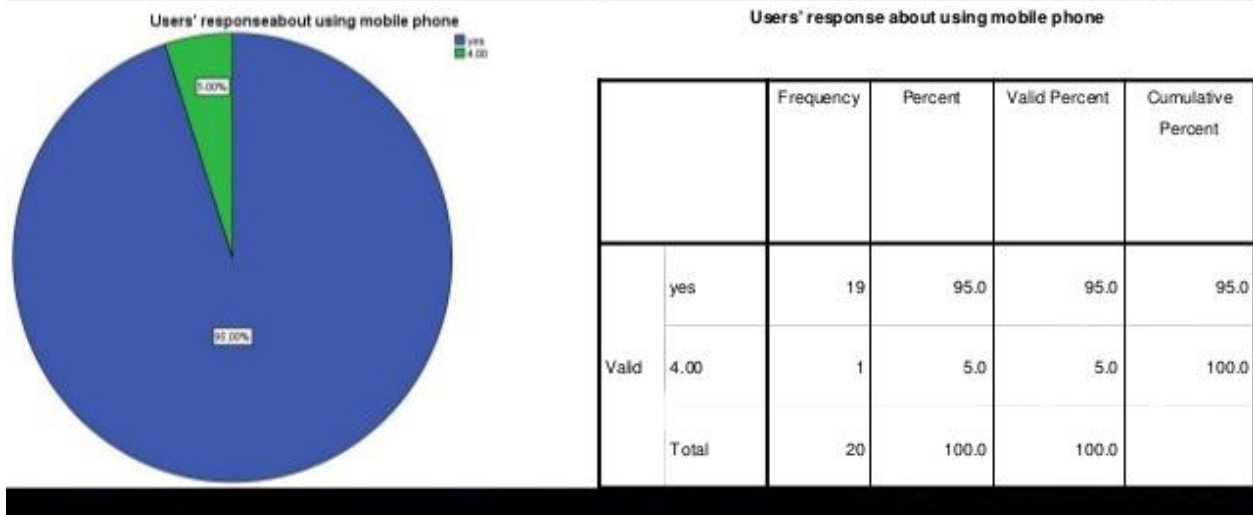
Moreover, from 2014, Grameenphone has been organizing different programs in schools within the country. ‘Online risk’ is a significant topic to share with children. To let children and parents learn about the primary guideline, for example, securing passwords and sharing personal information with random person etc these must be the matter of course.

The numbers of internet users are increasing day by day. In addition, to provide them the best internet experience Grameenphone want to make it safe and secure. The concept of ‘Be Smart, Use Heart’ bring out the fact that how important and critical the usage of internet can be. Here, a statistic of the GP internet uses of Bangladesh is shown below –

Survey Analysis

Users' response about using mobile phone:

Respondents given their opinion about using mobile phone and 95% of he respondents use it.



The violations of child rights are visible in this country. Grameenphone has expanded a hotline service '1098', which is a toll free telephone number, so that children can educate themselves, get counseling and raise awareness. Thus, children who are in need for specific help are advised to call at this number and get counseling and guidance. These calls will be answered through a 'helpline member'. In emergency, the members would immediately visit the spot and save the children from any kind of danger.

Therefore, this program has been designed in a way so that it focuses awareness within the school going children or how they should use internet safely by following simple guidelines.

Purpose of this program

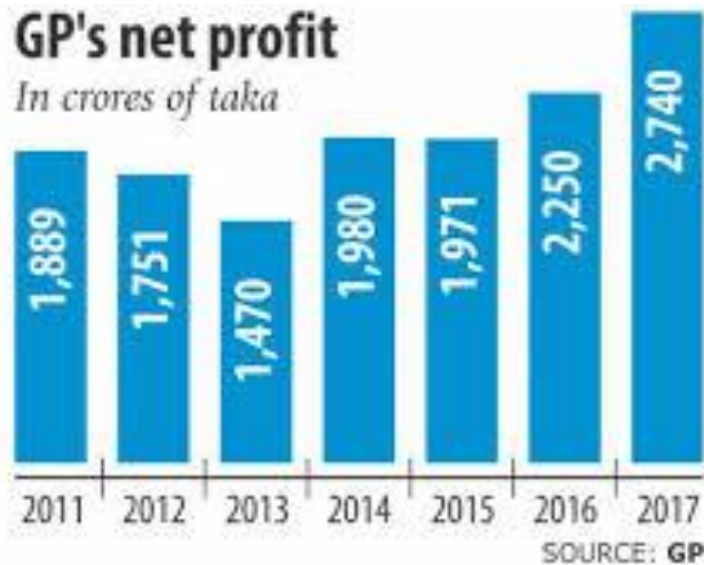
Being the biggest ‘Internet Service provider’ in Bangladesh, Grameenphone is ensuring a secured and proper use of online platform for the school-going children, considering this as their prime responsibility.

This program would benefit Grameenphone and Telenor Group to meet their ‘global commitment’ with United Nation’s Sustainable development goal no.10, which is reducing inequalities. Hence, ‘Child online safety’ will ensure safety, security and protection from online harms for the children and help to solve inequalities among the children.

Telenor conducted a survey, which revealed that 50% of the students using internet are more likely to face cyber bullying as they face unsafe online experiences. However, this program will help Grameenphone’s ‘Child Online Safety’ program, such kind of unexpected experiences can be refrained. This new generation must be aware of the initiatives to avoid cyber bullying, unsafe internet usage and definitely know their rights while using internet.

The trainings conducted in schools would mainly concentrate on creating awareness if the safety while using the internet. Therefore, Unicef and Grameenphone will take crucial steps to form a secured online stage for the young generation.

A huge number of revenue is generated from the internet service. That’s why Grameenphone wants to make sure it’s customers are getting uninterrupted, secured and speediest internet service. The earning from internet users of 2017 is show below –



Internet is the stage where people find freedom to attach with one another and gain knowledge. By collaborating with Unicef, Grameenphone will help people to circulate the impression of liability within the subscribers of the digital stage. The government of Bangladesh wished to create a digital Bangladesh and in order to fulfill this wish online safety must be secured. Grameenphone is concentrating to crate attention among the children across the whole nation.

The world is at the center of technology innovation and the more access of international and increased usage will definitely take the nation ahead, that's why Grameenphone is making the way easier for children by paving a safer way.

Our nation must be prepared and skilled with usage of every form of technology, thus they will be able to cope up with the global standard. Only with the help of safe online usage, it is possible.

[Unfolding the project](#)

Since 2014, Grameenphone has been campaigning for 'Safe Internet' within the children. They have also got in touched with 130,000 students across the nation for spreading the value of online safety. On the following year, 2015 Grameenphone and Unicef also began the journey of a 'Parent's Guideline Book', which contains the responsibilities of parents for their children, who are using internet and this will help them to learn the best functions to cover while using internet.

Earlier in 10 June, Grameenphone, Unicef and telenor Group collaborated so that they can construct opportunities for safer online participation in the whole Bangladesh. By starting this the safe online usage will ensure a equally significant experiences for the young generations. According to the signed agreement the program “Be Smart, Use Heart” has particularly structured to enlist and entitle 400,000 children who are 11 to 16 years old. Also, targeted 50,000 teachers, guardians and parents to trigger them and share how to promote a safe online experience for the children.

Launching event

To generate a concerned and percentile ‘Safe Internet’ Grameenphone along with telenor and Unicef has outreached in schools throughout the whole Bangladesh. This was a segment of the compliance, which was signed earlier in June 2018.

26 September 2018, Zunaid Ahmed Palak, the State Minister of ICT, inaugurated the launching program of ‘Be Smart, Use Heart’. The Chief Executive Officer of Grameenphone Michel Foley, The Deputy Chief Executive Officer Yasir Azman, Chief Corporate Affairs officer Mahmud Hossain, Edouard Beigbeder on behalf of Unicef Bangladesh and ‘Child Online Safety’ – specialist Ola Jo Tandre, were on the spot which was at the GP House, for the launching event.

Importance of the program

Children are growing up rapidly as they have to cope up with the constant changes of the world. By keeping few footsteps ahead, we can stay away from the danger of the exploding blast of internet. Therefore, elders must learn the prime ways to make aware our children. There might be misuse of internet while doing global interconnection, which is why we must learn the best manners to use the internet and make our children know about it.

Balancing between real and online world

Children now enjoy chatting on computer, texting friends, playing games. They have made these activities part of their daily routine. However, parents must realize and secure whether the children are keeping the right balance and spend a good number of time in the actual or real world as well. By discussing openly about the importance of a safe daily routine, that organizes the hours of a day among,

1. Educational institutions and home tasks,
2. Online activities for example, texting, gaming, or entertainment,
3. Outdoor tasks and playtime and
4. Spending good time with family

Difficulties of deleting online posts

However, we have the option to delete online posts but the information goes onto the internet. Thus, once it is posted online it would remain online forever. Posts can go viral in seconds by which it may turn into criminal and harming others. We must be very careful while posting pictures as they can go viral and can be misused, shared with inappropriate networks. According to the survey of “children’s and teens attitude about the internet”, shows that many still are not aware about the invasion of their online privacy and obscurity with whom they are connected with.

Attentive about strangers

We cannot figure out ones real identify by their social profile because there is no tangible way to determine that person. The prime way to keep an eye is by making sure that children are connected in social media with the person whom we know. A parent can decide when to allow their children for using social media , but on that note it is also a parent's duty to handle who should be their children's friend in online. If online network is not from relatives, children's school or educational institutes then the network need to observe very carefully.

How the program is functioned

Sessions conducted in Schools

- On 12 November 2017, Grameenphone organized a ‘Child Online Safety’ school awareness program at the Sir John Wilson School.
- The CEO of Grameenphone Michel Patrick Foley, chief corporate Affairs Officer of Grameenphone Mahmud Hossain and the head of sustainability of Grameenphone Rasna Hasan, conducted the session. The principle of Sir John Wilson School was also present in the session.
- The speakers highlighted the significance of ‘child online safety’ to bring in the advantages of internet.
- The students, teachers and parents were very grateful to Grameenphone. This will help the students to make wise use of internet.

Co-operation of BRAC NGO

- Grameenphone has reached 50,000 children from 500 schools nationwide, with the cooperation of BRAC.
- With the help of BRAC NGO various activities were conducted in different schools,
- Sharing of guidebooks written based on proper and secured internet use.

Reaching to goals

- successfully entitled with 50,000 students
- reached to more than 240 schools nationwide
- this result was found within a year

Origin of the report

The research question that is important for the study was ‘Is Child Online Safety a way to reducing inequalities?’

For the report, my objective was to figure out the aspects, actions and impacts of the ‘child online safety’ program. Furthermore, while preparing the report I researched and examine help this study can bring a huge change in the society and its special paths to progress.

Scope of the study

This report is very significant for the communication department of Grameenphone Ltd. the external, internal communication, the corporate also the entire community. This report highlights, how Corporate Social Responsibility have a positive and important affect on the customers, the ways they are meeting the customers’ expectations, the strategies they are following to capture and keep staying in the mind of customers etc. The mentioned recommendation would be very helpful for the corporate affairs to improve performance standard and improved service to keep leading the market.

Methodology

Different steps of analysis were needed for preparing this report to find out the accurate information.

- Qualitative data and information were found from the primary information of survey queries
- With the help of ‘informant interviews’ the quantitative information were collected
- The overall observation of the company also helped to get both qualitative and quantitative data

The reports’ study was conducted with a very systematic process which was organized from the selection of the subject till the final preparation of the report.

Data collection

Primary source

- The report contains the 3 months experience. It is about 'First hand' insightful experiences from the leadership, fieldwork, technical analysis and research activity.
- I have also collected information from 'one to one' communication process with the help of the professional workers of the company

Secondary source

- Annual reports of Grameenphone Ltd.
- Journals
- Books
- Grameenphone Website
- Newspaper

Limitations

Based on the internet service, communication and CSR activates this report has been presented. However, there are lacking of proper and valid statistical data and calculations of researching targeted customers. Some other data were very confidential with the company to disclose or to prove classified information

Time constrain was another big drawback for this report. This period was not sufficient for a overall and proper study about the company

Due to the lacking of the statistical and valid mathematical data, a few data are made depending on the personal assumptions

There might be slight mistakes in the report. Nevertheless, I put on my best effort to prepare a meaningful, insightful and structured report.

Findings

- Grameenphone is successfully holding the first place in the telecommunication industry of Bangladesh
- The company's brand positing, marketing strategies and communication expertise
- The communication has a very significant, constant and a constructive department
- The communication manages both external and internal features of the company
- Grameenphone's internal communication department thoroughly works for the corporate affair and corporate social responsibilities
- One of the Grameenphone's main CSR activity is to reducing inequalities from the society
- To fulfill the objective of this CSR they have been associated with UNICEF and BRAC NGO
- The company is also relining on the government and the support of the Bangladesh government is alongside with Grameenphone so that the inequalities can be removed for the country
- The ICT division of Bangladesh is coming forward to provide the best service for Grameenphone, so that the company may reach the objective
- Telenor is organizing 'Telenor Youth Forum' where each year young mind come up with ideas, which can add value to reduce inequalities of the society. Theses idea are later formed in reality and can be operated to remove inequalities from Bangladesh
- Grameenphone is creating the path for the young generation to use more internet as better use of internet will improve the generation with technology, knowledge and skills
- Grameenphone is not only providing internet services, but also proving secured and harmless online usage experience
- The safer internet usage will take the country ahead toward the success and thus, the brightness of knowledge can be shared in the whole nation.
- This accomplishment will create a impartial Bangladesh and thus the county will have a proficient nation.

Recommendation

- Grameenphone Should be more aware about the pricing of the services
- The company's higher pricing strategy may give opportunities for its competitors. Grameenphone is providing protection from 'Online Harm', which the competitors are lacking behind to maintain. Still there are chances that customers may overlook the great advantage and turn to other cheap operators
- Grameenphone should expand their Corporate Social Responsibilities activity definitely the attempt of 'Child Online safety' is the best decision but there are still other issue which could be solved with the help of technological and digitalized help. People have more expectation from Grameenphone to solve the social safety issues with the help of Grameenphone.
- Grameenphone should concentrate more on the rural area. There are still some places where the internet usage is not significant, let alone the concerns of 'online safety'. Grameenphone should reach to those areas and must promote students to use safe internet.
- Many offers confuse the customers, especially for internet offer packages. Grameenphone should come up with a unique idea so that customers have clear knowledge about the pricing rather than getting puzzled.

Conclusion

Grameenphone is still able to keep the positive image in the telecommunication industry. It's very strong brand position has created a influential effect on the customers, which promotes them to stay attached with the brand and enjoy the best premium services. Grameenphone wants to play an active role to empower innovation and create an ecosystem based online platform. Grammenphone's communication department is corporate affairs oriented and all the activities are performed within the main office. Communication department has a very energetic and active workforce, all the internal and external communications are ensured by this department. Other than this department, the whole company could not have done its activities in any way, which is why the department's participation is necessary for the company's progress. Because o their powerful and string networking infrastructure people are closer to the company, its services and products. To make sure the company remains best in service Grameenphone does not only give digital and technological support but also make sure the safe use of it. Therefore, the customers' may have the best experience, which is even better than their expectation.

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Appendix

1.How satisfied or dissatisfied were you with your experience of finding information at Grameenphone.com?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very Dissatisfied

How easy or difficult do you think it was to find your desired information at Grameenphone Website? *Select an option

- Very easy
- Easy
- Neither easy nor difficult
- Difficult

How satisfied or dissatisfied were you with the following when finding information Grameenphone website? *Select an option

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

Proper & accurate information

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied

Very dissatisfied

Ease of understanding the information

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

Webpage /page loading time

Very satisfied

Satisfied

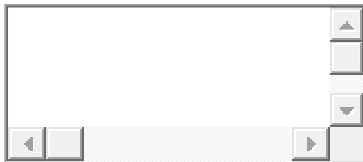
Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

4. Is there anything else you would like to add?

Give additional information within 500 characters



Save