

Report On
Understanding the prospects of Training Industry in Bangladesh and
Activities of Professional Advancement Bangladesh Limited (PABL).

By

Zarin Tasnim
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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Masters of Business Administration

BRAC Business School
BRAC University
September, 2020

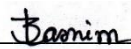
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Declaration

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:



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Supervisor's Full Name & Signature:

Zaheed Husein Md Al-Din

Senior Lecturer, BRAC Business School

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Letter of Transmittal

Zaheed Husein Md Al-Din

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report for the completion of BUS699

Dear Sir,

I am glad to submit my Internship Report on “Understanding the prospects of Training Industry in Bangladesh and Activities of Professional Advancement Bangladesh Limited (PABL)” for my internship program. This report is a result of my practical work that I have conducted during my internship program. All the work presented here is done with utmost honesty and integrity. The entire report is based on my practical experience at PABL, Dhaka. I have tried my level best to provide what I have learned during the internship program. I am grateful and would like to thank you and BRAC University for giving me the opportunity to do my internship program and helping me by providing guidelines to prepare the report.

I trust that the report will meet the desires.

Sincerely yours,

 _____

Zarin Tasnim

18164031

BRAC Business School

BRAC University

17th September, 2020

Acknowledgement

A good report requires support from many good-hearted people. This report is also a result of some respected individuals without whom it could have never been done. I was very fortunate to have them on my side, and with their support, direction and supervision I am presenting this report.

At first, I would like to say thanks to the Almighty Allah, for His grace and kindness. Then, I would like to express out heartiest thanks to my honorable faculty Mr. Zaheed Husein Md Al-Din for his clear instructions, and great guidance in preparing this report. My grateful appreciation goes to PABL & Green Delta Insurance Company authority for rendering me their expertise, knowledge and giving me the opportunity of having a practical experience through this internship program. Sincere thanks and appreciation are acknowledged to Mr. Syed Moinuddin Ahmed, Additional Managing Director and Company Secretary, Green Delta Insurance and Director of PABL for giving me the opportunity of having practical experience through this internship program. I would like to thank Mr. Munir Chowdhury, Chief Executive Officer (CEO), PABL who has encouraged and guided me throughout my internship program. I also express my personal gratefulness to all my fellow co-workers of Professional Advancement Bangladesh Limited, who have helped me to prepare this report. Also, I would like to express my best regards to my beloved parents, siblings, friends and teachers for their unlimited love and encouragement.

Executive Summary

This Internship Report is prepared as a requirement of Masters of Business Administration (MBA) program on BRAC Business School, BRAC University. Internship plays a very important part in education as it gives an opportunity for the students to know about the real-life situation. It helps a student to learn new skills as well as nurture the existing ones, particularly those related to time-management, interpersonal, organizational and communication skills etc. It also allows a student to begin building his/her professional network.

The title of my internship report is “Understanding the prospects of Training Industry in Bangladesh and Activities of Professional Advancement Bangladesh Limited (PABL).” The report includes the background of training industry, organization overview, core services, process of executing training along with promotions and branding techniques and what is the growth potentialities of insurance training industry. Also it covers how they should plan the development activities of the valuable human assets.

Keywords: “Training Industry”; “Core Services”; “Training Execution Process”; “Branding and Promotion”; “Future plan for development”

Table of Contents

Declaration	i
Letter of Transmittal	ii
Acknowledgement	iii
Executive Summary	iv
List of Acronyms	vii
Chapter-1 Introduction.....	1
1.1 Background of Insurance Training Industry	2
1.2 Objectives of the Study	3
1.3 Limitations of the study	4
Chapter 2 Organization	5
2.1 Overview of PABL	5
2.2 Corporate Profile of PABL	6
2.3 Mission, Vision, Slogan and Values of PABL.....	7
2.4 Organogram of PABL.....	8
2.5 Educational/Strategic Partner	9
2.6 Core Activities of PABL.....	9
2.7 Highlights of PABL	11
2.8 Rewards of PABL.....	12
2.9 SWOT Analysis of PABL.....	13
Chapter 3 Methodology of the Study.....	14
Chapter 4 Lesson Learned from the Internship Program.....	15

4.1 About Job responsibilities	15
4.2 Insurance Training Program.....	16
4.3 PABL new service offerings:	18
4.4 Market Growth Opportunity.....	19
4.5 PABL Activities Planning and Execution:.....	20
4.5.1. Activities Planning:.....	20
4.5.2 Procedures of Training/Events Execution:.....	21
4.6. Promotion and Branding Strategies	22
4.7 Program Performance Evaluation.....	24
4.8 Client/Participant Survey:	26
Chapter 5 Recommendation	27
Chapter 6 Conclusion.....	28
References.....	29

List of Acronyms

PABL	Professional Advancement Bangladesh Limited
CII	Chartered Insurance Institute
III	Insurance Institute of India
KAP	M/s. K. A Pandit Actuary and Consultancy
GDIC	Green Delta Insurance Company Limited
IDRA	Insurance Development and Regulatory Authority

Chapter-1

Introduction

As a prerequisite for the completion of the Master of Business Administration program from BRAC University, I had been selected to work as an intern at Professional Advancement Bangladesh Limited in Gulshan Branch, for a period of 3 months from June 20, 2020 to September 20, 2020. This is a premier training institute for developing Insurance, financial and non-financial industries in Bangladesh. Training and Development activities plays a vital role in employees development for making dynamic, market responsive and making fit to face the market challenges for the organization which eventually help to leverage its profitability and image. Professional training not only learn new needs of corporate world but also nurture their knowledge and skills which helps them to rethink and design new ideas with more confidence and motivation. Hence every sector or industry including banks, financial, nonbank financial institutions and Insurance gives much more concern to develop their employees by providing them specialized professional training.

In Bangladesh, Training and Development Institutions is one of promising emerging industry. On continuation to that insurance training sector has immense market opportunities as well. This report is prepared to exhibit a brief picture of the industry, how does a professional training institution PABL work, on which procedure they select, plan, and execute training programs, what are the major professional training programs PABL conduct, and their growth potentialities and what are the future endeavors they can make.

1.1 Background of Insurance Training Industry

In the year 1972 immediately after independence, the Government of the People's Republic of Bangladesh took over the control of the management and nationalized all the insurance companies at that period to ensure social service and safety net of the public interest.

At that time most of the insurance companies were inherited from East Pakistan, so here in Bangladesh there were huge lack of skilled and educated insurance professionals. These occurred due to government's lack of proper future planning for the insurance industry of Bangladesh.

To enhance the competitiveness of the insurance industry by developing skilled manpower, the Government of the People's Republic of Bangladesh established the Bangladesh Insurance Academy in November 1973 as an autonomous institution under the administrative control of the Ministry of Finance, Banks and Financial Institutions Division.

But to consider the insurance market growth and develop international standard quality, leaders of the industry understood it immediately that it was much required to have international standard skilled insurance professionals. For this objective to marches with time, Green Delta Insurance Company Limited one of the pioneer Non-life insurance company took the initiative and establish first private insurance and financial training institute Professional Advancement Bangladesh Limited in April 2014. After that these following three private insurance training institutes enter into the market to develop insurance professionals in Bangladesh.

1. Bangladesh Institute for Professional Development (BIPD)
2. Academy of Learning (AOL)
3. Expert Academy Limited (EAL)

1.2 Objectives of the Study

The main objective of the internship program is to familiarize me with the real market scenario and help me learn practically how my academic learning concepts can be used in the real world. Therefore, from the very beginning of the study I have tried my level best to conduct my internship with a view to achieve some objectives which can be classified in two groups. The details of the objectives given below.

General Objective:

The general objective or the main purpose of this report to analyze the Training and Development activities of Professional Advancement Bangladesh Limited.

Specific Objective:

- To provide a brief details of Insurance Training and Development Industry in Bangladesh.
- Potential growth of this industry
- Brief overview and core activities of Professional Advancement Bangladesh Limited (PABL)
- Finding out how PABL can give a new identity in training and development to Insurance, Financial and Non-Financial Industries.
- To reveal the marketing and performance evaluation strategy of the organization.
- To provide brief SWOT analysis of PABL.
- Showing how PABL can go beyond premier training and development institution.

1.3 Limitations of the study

There are certain limitations I have faced while preparing this report. Otherwise the report including the analysis might be more accurate and beneficial. The major limitations are as follows:

1. Due to this pandemic situation, I have done my internship in mostly work from home and roster only in the last month. For this limitations, it was very difficult to prepare this report as without having proper face to face working environment in the office.
2. For confidentiality purpose, the authority denied to share sensitive information, particularly their strategies.
3. The internship period was too short. So it is very difficult to exhibit the in depth information within this short duration of time.
4. Bangladesh Insurance training industry related secondary data information are not available as per requirement.

Chapter 2

Organization

2.1 Overview of PABL

Professional Advancement Bangladesh Limited is one of the four subsidiaries of Bangladesh's pioneer in non-life insurance company "Green Delta Insurance Company Limited". As a premier training house, Professional Advancement Bangladesh Limited established on April 2014 with the intention of educating the emerging Insurance Industry in Bangladesh. Previously, for attaining higher knowledge and training over Insurance, people from our country had to go to other foreign countries, especially in the UK. There was no good training institute in Bangladesh who would provide professional training on Insurance on international standard, whereas insurance is the second highest emerging industry in the whole world. For being a professional on Insurance, people actually had to pay a lot of money and travel all the way to the UK for different professional degrees, and it would cost them a lot of money. That is why people weren't much interested in being professional through insurance academics.

Professional Advancement Bangladesh Limited (PABL) was established to make those professional trainings easier for the people of Bangladesh. Training which were inevitable for being an Insurance Professional, were brought right here in Dhaka at PABL center. PABL is the educational partner of world renowned Chartered Insurance Institute (CII) UK, and started to provide professional trainings on insurance at their center. People could now simply get CII trainings from PABL, with paying exactly the same course fee that of at UK. And this is how PABL's journey was started.

2.2 Corporate Profile of PABL

Mr. Nasir A Choudhury Advisor Green Delta Insurance	Chairman
Ms Farzanah Chowdhury Chartered Insurer Managing Director & CEO Green Delta Insurance Co. Ltd	Director
Syed Moinuddin Ahmed Additional Managing Director and Company Secretary Green Delta Insurance Company Limited	Director
Mr. M. Shamsul Alam ACII(UK) Chairman Sadhran Bima Corporation	Member
Dr. Sohrab Hossain Actuary Chairman Jibon Bima Corporation	Member
Mr. Akhter Ahmed ACII(UK) Advisor Reliance Insurance Company	Member
Mr. A K.A. H Chaudhuri FCII(UK) FFII (India) DOM (Glasgow) Advisor Bangladesh General Insurance Company Limited	Member
Md. Rezaul Karim Managing Director Sadharan Bima Corporation	Member
Mr. Parikshit Datta Choudhury Managing Director (Additional Secretary) Jiban Bima Corporation	Member
Syed Shariar Ahsan Managing Director United Insurance Company Ltd.	Member
Mr. Sainesh Dar Business Head, South Asia Region	Member
Ms. Zainab Fidai Project Manager - SAARC region, CIIFS Mumbai Area, India	Member

Mr. Munir Chowdhury is currently working as Chief Executive Officer (CEO) of PABL.

2.3 Mission, Vision, Slogan and Values of PABL

PABL aims to inspire its corporate and individual clients to learn valuable skills using existing and emerging technologies so that they and we can be a part of country's sustainable economic growth as well as equality.

Mission:

Creating the strong platform for the insurance sector and adding value as strategic partners with the insurance community by:

- Creating a high level of professionalism in the workplace.
- Arranging effective human capital development programs.
- Promoting Insurance education locally and internationally.
- Addressing National and International issues.

Vision:

To be the best insurance human capital development center and create strong International Insurance and Financial Skilled Insurance professional.

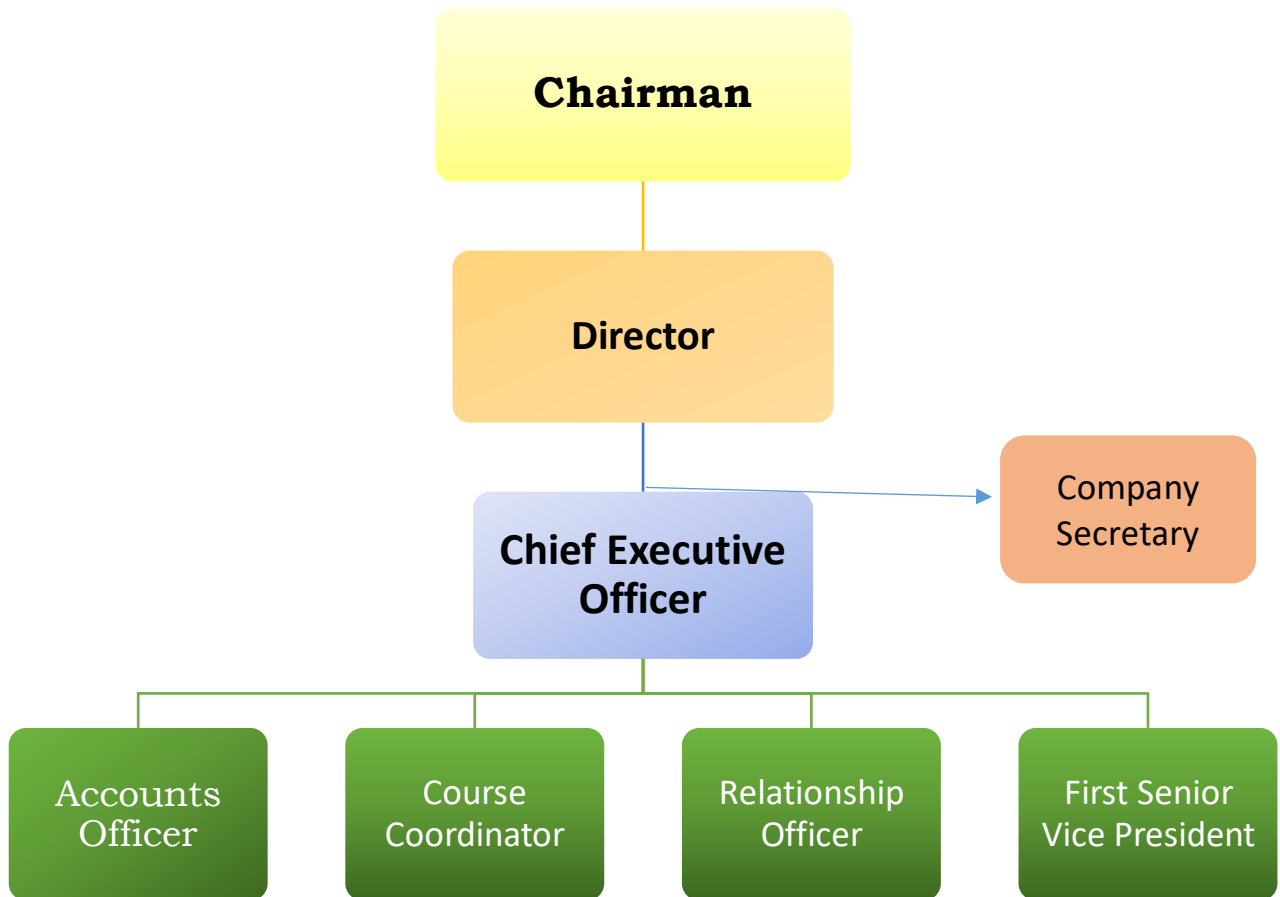
Slogan:

“We Create Professionals”

Values:

- Quality of our service
- Honouring Individuals
- Creative intention
- Transformative Growth
- Integrity
- Respect
- Sustainability

2.4 Organogram of PABL



2.5 Educational/Strategic Partner

At the beginning of PABL's journey, its main attribute was to provide professional trainings of CII on insurance sector only. But providing courses of CII seemed a little bit too costly for the trainees available here. That is why PABL thought of partnering with two other Indian insurance training companies for providing professional trainings with a cheaper price. These trainings were not as much as enriched like CII, but they still carried a beneficial value to one's insurance carrier. Currently, PABL is strategically partnered with three multinational training institutes and providing world class trainings over different fields of insurance. These institutes are:



2.6 Core Activities of PABL

PABL is currently providing trainings on different fields of insurance only, but in near future, it plans to become a university of all kind of professional trainings, for the very first time in Bangladesh. Areas that PABL expertise on:

- Insurance
- Banking
- IT
- Medical/Health Care
- Career Consultation
- CV Session

The trainings and services that PABL provides are given below:

PABL Core Services



CII

We are the only private educational partner of Chartered Insurance Institute (CII) UK where we provides all the **CII degree courses** in Bangladesh



Agent Training

We are one of the Institute authorized by IDRA to provide certified Agent Training to the field agents of Insurance companies



III

Only educational partner in Bangladesh provides all III degree courses.



Soft Skill Training

From English course, etiquette & grooming training, Excel training to Sales Excellence training- PABL offers various soft skills trainings under one roof



Space Rental Facility

PABL's extensive range of premium professional services include hiring fully serviced training rooms located in key business location in Gulshan. They ensure a very professional, uninterrupted service that includes IT facilities and a fully trained team to ensure everything runs smoothly.



Foreign Training

PABL offers exclusive foreign training/ workshop/seminars conducted by renowned Professionals across the world

2.7 Highlights of PABL

The following are the brief picture of PABL provided services from 2014-2019 year.



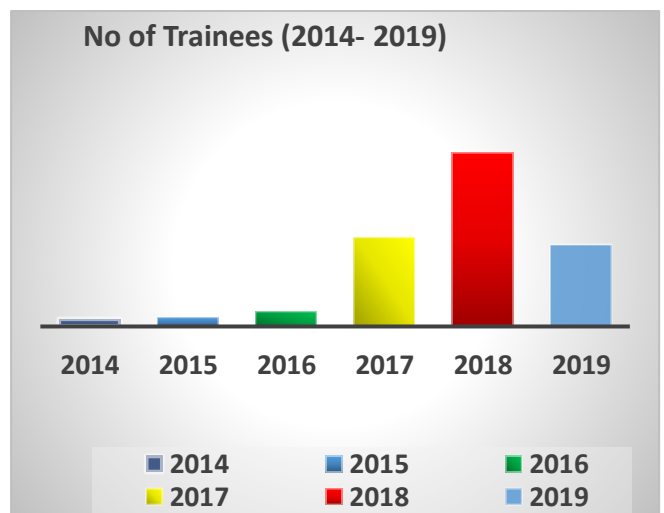
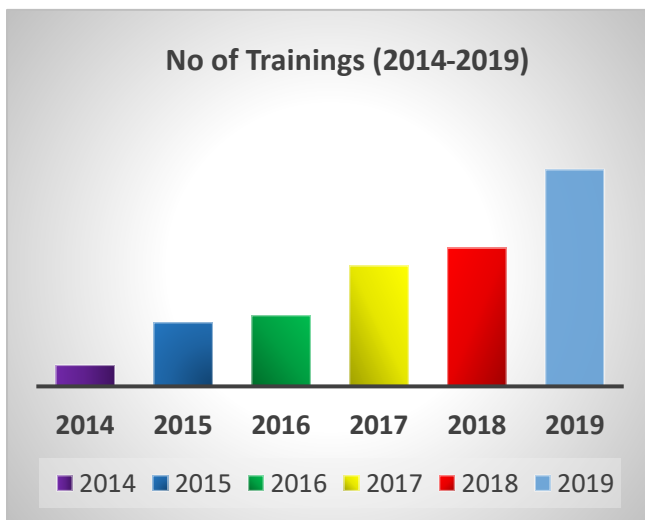
178 Training Sessions

Workshops have been arranged for internal and external specific industry participants through PABL.



11,924 No. of Trainees

Total 11,924 participated in total of 178 Trainings/Workshops which had been arranged through PABL.



79 CII Registered Students



176 III total subject enrolled

2.8 Rewards of PABL

1. Award for Excellence:

Green Delta Insurance Company Limited (GDIC) is the mother company of Professional Advancement Bangladesh Limited. All GDIC's training is ordered to arrange through PABL.

On 2018 Green Delta Insurance Co. Ltd achieved “**Award for Excellence**” in Training in the event **Bangladesh Best Employer Brand Awards 2018** organized by **World HRD Congress** which is the big achievement for PABL.



2. CII Presidents Dinner & Public Trust Awards 2019

Ms. Farzanah Chowdhury, Chartered Insurer, Managing Director and CEO of Green Delta Insurance Company Limited (GDIC) and Director of Professional Advancement Bangladesh Limited received “Prestigious Award for Building Trust in Financial Services & Insurance” in 2019 which is another big achievement of PABL.



2.9 SWOT Analysis of PABL

<p>Strengths</p> <ul style="list-style-type: none"> ➤ Only Educational partner of world's no. 1 Insurance Institute CII. ➤ Pioneers in insurance training in Bangladesh. ➤ Professional trainers and strong management committee 	<p>Weaknesses</p> <ul style="list-style-type: none"> ➤ Very poor recognition. ➤ Lack of awareness among people. ➤ Very little amount of employees. ➤ Lack of opportunities. ➤ Low on capital. ➤ Regulations of the governing body
<p>Opportunities</p> <ul style="list-style-type: none"> ➤ First mover advantages. ➤ Price controller in the market. ➤ Growing market of potential insurance employees who are looking for professional trainings. ➤ Untapped insurance industry, which will grow 10 times in the next 5 years' time. 	<p>Threats</p> <ul style="list-style-type: none"> ➤ New entrants with such businesses are evolving as the future of training centers for professionalism is on the rise. ➤ Regulations from the government about certain courses.

Chapter 3

Methodology of the Study

To compiling this descriptive report, appropriate methodological tools were used. The necessary data were collected through both primary and secondary data to achieve the ultimate objectives of the study.

Primary Data:

- Observation Method
- Interview Method – Phone Interview

Secondary Method:

- Company Website
- Brochure
- Annual Report
- Journals, News Bulletin, Books
- Internet

Chapter 4

Lesson Learned from the Internship Program

4.1 About Job responsibilities

At PABL, I had to do various jobs related to arranging and coordinating training or webinar throughout my period of internship over there. Among them, I had to contribute in designing training/webinar flyer content, assisting trainer to design the training program, budgeting webinar, coordinating various international online panel discussion with around 200 participants, arranging online classes and invigilating CII exams at PABL premises and arranging many in house and external workshops for the employees of Green Delta Insurance and other companies. The webinars that I was assigned to coordinate during my tenure was Webinar on Cyber Risks: Security and Privacy, Webinar Panel Discussion on- Healthcare and Technology, Webinar on the Art of Sales Lead Generation etc where I had coordinated from planning the activities, assisting providing information to panelists or trainer, tele and email marketing to participants, budgeting of the webinar, support and hosting the webinar, share actual statement to the accounts department, to provide e-certificate to the participants. First my supervisor help me to understand the whole procedure. After that whole assigned work was done by me.

From the internship program I have learned so many valuable knowledge which helped me a lot to understand the Training activities and Development of PABL. Through this internship report I got a chance to have a very close observation how PABL is being conducted their training or events with international institutes and for their clients. Here are the lessons I have learned from internship programs and integrate them. A description of my understanding through this internship program is presented below:

- To maintain an effective and efficient online corporate culture.
- To maintain rules & regulations in the office.
- I have learnt how to maintain good relationship with supervisors & co-coordinators.
- I have learnt the way and means of communication in a corporate environment in both online and offline ways.
- The importance of interacting with different sorts of people.

4.2 Insurance Training Program

Since established in 2014, Professional Advancement Bangladesh Limited (PABL) has been providing a number of training programs and continuously improving the programs. The core training programs including:

<p>CII Courses for Insurance Sector</p> <ul style="list-style-type: none"> ➤ Certificate of Insurance (Cert CII) ➤ Diploma in Insurance (DIP CII) ➤ Advanced Diploma in Insurance (ACII) ➤ Fellowship (FCII) 	<p>CII Courses for Financial Sector</p> <ul style="list-style-type: none"> ➤ Award in Financial Planning ➤ Award in Bancassurance ➤ Award in Investment Planning ➤ Certificate in Insurance and Financial Services
<p>Insurance Institute of India (III)</p> <ul style="list-style-type: none"> ➤ Licentiate Examination ➤ Associateship Examination ➤ Fellowship Examination 	<p>Insurance Institute of India (III) – Diploma Courses</p> <ul style="list-style-type: none"> ➤ Diploma in Fire Insurance ➤ Diploma in Life Insurance ➤ Diploma in Marine Insurance ➤ Diploma in Health Insurance ➤ Diploma in Agriculture Insurance
<p>PABL Training for Insurance Sector</p> <ul style="list-style-type: none"> ➤ Agent Training (IDRA Authorized) ➤ Training of Trainers (TOT) ➤ Comprehensive Underwriting Training ➤ Sales Training ➤ Claims Training ➤ Reinsurance Training ➤ Compliance Training ➤ Surveyor Training ➤ Training in Insurance Software 	<p>PABL Training for All</p> <ul style="list-style-type: none"> ➤ Finance for Non-Finance Professionals Training ➤ Formation of Start-up and Venture Capital Funding Training ➤ Supply Chain and Logistics Training ➤ Art of Sales Lead Generation Training ➤ Corporate Etiquette and Grooming Training ➤ Business Communication Training ➤ Anger Management Training ➤ Personal Excellence Training ➤ Advance MS Excel Training ➤ Human Resource Management Training ➤ CV Writing/Head Hunting

Insurance Training Program Details

4.3 PABL new service offerings:

There are new services that PABL will soon start to provide to the insurance and other financial industry which will help them to expose more in all the industries. That are:

KAP Services for Financial and Insurance Sector

PABL recently signed a MOU with K A Pandit and Actuary (KAP) to provide actuarial and risk consultancy, research and training services in Bangladesh. The following services are going to offer for Financial and Insurance sector of Bangladesh.

- Certified Actuary Course
- Consultancy on actuarial and Risk
- Financial Condition Reporting
- Asset Liability Modelling,
- Scheme Design and Product Pricing
- Statutory Valuations and Reporting
- Risk Based Capital Valuations
- Liability Adequacy Testing
- Bonus Declaration
- IBNR Valuations

PABL Training for Medical and Healthcare Sector

PABL is also working to provide world class trainings on Medical sector as well. Courses that PABL is going to provide on medical and health sector are:

- Advanced Cardiac Life Support (ACLS)
- Pediatric Advanced Life Support (PALS)
- Basic Life Support (BLS)
- Cardio Pulmonary Resuscitation (CPR)

4.4 Market Growth Opportunity

According to the data, today, Bangladesh has one of the highest population densities, and is also the 7th most populous country in the world. With a population estimated at close to 160 million, Bangladesh averages more than 1000 people per square kilometer throughout the country. In Bangladesh young people between the ages of 0-14 years make up 27.71%, 15-65 years make up 67.14% of the population. (statistica.com). And two million new faces are joining the workforce every year where huge gap remains between the skills produced by educational institutions and the demand of the industries. Train and develop more skilled people, industry specific education and training, cope up with changes, need based training and find out untapped sector and uncover more job opportunities are required to consider to cope up with these challenges. Bangladesh is making great strides on the path to economic prosperity and its insurance sector will play a vital role in protecting people and business from the risks they face, as well as introducing a savings and investment culture to encourage greater self-dependency from state welfare support. Public trust and talent attraction remain key areas requiring regulatory intervention and reform, whilst ensuring firms can progress to meet greater consumer penetration and meet growing demand. Currently, Bangladesh's insurance sector comprises of 45 general insurance companies and 31 life insurance companies. In addition, the country has two state-owned insurance corporations - one in the general segment and the other in the life segment. As on date, these Insurance companies have more than 35,000 active Insurance employees (more than 20,000 Life and 15,000 Non-Life Insurance employees). Despite having huge number of companies and employees in the insurance sector, still the market penetration rate is less than 1%. Which means insurance sector is the untapped service sector in Bangladesh where has huge skill gap both in academic and corporate sector. This reflects that a huge market opportunity exists for insurance training and development industry.

4.5 PABL Activities Planning and Execution:

4.5.1. Activities Planning:

Activities planning is one of the prime work of PABL. Usually, for training/event planning PABL consider the training needs of their potential participants, based on the need PABL develop the contents of a training programs and trainers and key persons for the program. They help to develop the training materials with the trainer to fulfill all the needs of the training. As providing best quality program is the main priority of PABL. Also they develop necessary documents for the budgeting training arrangements along with performance evaluation of the participants. Considering the potential participants, training promotional activities has done by PABL, through their official Facebook, LinkedIn pages and Email and WhatsApp marketing to outreach them. Participants can enlisted themselves over online by submitting the registration form doc file or directly mail to PABL email address. According to the plan, staff of PABL execute the plan as a whole.

Target Market:

The target market of PABL's program are

- Insurance Professionals
- Financial and Non-Financial Industry Professionals
- Students

4.5.2 Procedures of Training/Events Execution:

The process of executing programs are as follows:

- Conduct market research & identify training needs
- Select training programs and potential sectors
- Identify suitable trainers by comparing with need based content and competitive fees
- Help trainer to develop contents and materials for the program
- Present proposal to Management for internal approval
- Fixing Program Date
- Program branding and promotion planning
- Select Specific numbers of participants for the program
- Program Budgeting
- Internal Approval of the Budget
- Logistics and other documents preparation for the participants
- Promote the program through different channels
- Enlist registered participants
- Collecting program fees from each participants
- Execution of the training
- Participants performance evaluation
- Post evaluation
- Provide certificates
- Prepare Program Income Statement
- Prepare and share Press Release for the program
- Clear payment and make hard copy file of the program and end the procedure

4.6. Promotion and Branding Strategies

For branding and marketing, PABL follows different types of strategies, for its effective promotion and awareness creation. PABL main team and Brands & Communication team of Green Delta Insurance are working together to establish the marketing purposes of

PABL. The channels PABL use to promote programs are:

1. Direct Marketing:

For doing one-to-one marketing, PABL sends its representatives to different organizations and try to communicate with the Outreach officers of these organizations, and arrange seminars, consultation sessions, head hunting etc. PABL also sends its representatives with lucrative gifts to its potential target customers and creates a communication bridge between the customers and the organization.

2. Social Media Marketing:

PABL is currently focusing mainly on digital marketing for its promotional purposes.

a. Facebook

It has a personal Facebook page which gets updated every day or two, and always comes up with different offers from the organization. One can apply for a training, watch free consultancy videos, review recent activities done by PABL and look for any queries in PABL Facebook page. One just needs to search for “Professional Advancement Bangladesh” to get access to PABL Facebook page.

b. LinkedIn

Through professional network page in LinkedIn, PABL reach out to professionals and also let the top leaders from all over the world be informed about its activities.

c. YouTube

PABL has their own YouTube channel where they plan to share their all activities and counselling, educational or events videos. But like Facebook or LinkedIn, they has not focused this social media.

3. Email Marketing:

Another important channel use to promote the activities is Email Marketing. According to the employees of PABL, this is the best promotion method as potential participants mainly queries after promoting activities through this channel.

4. Tele Marketing:

PABL uses Tele-Marketing for retaining customers and maintaining one-to-one marketing. Before every upcoming events, each and every existing customer of PABL gets a call from a PABL representative and gets informed about the event.

5. Newspaper:

Newspapers including The Daily Star, The Financial Express and many other online newspaper like Daily Sun, Daily Asian Age, and Kaler Kontho these are some of major printed media which through PABL usually publish their news, especially press release.

6. PABL Website:

PABL already has a highly informative and helpful website for its clients. Anyone can get access to all the basic information, register for courses, watch free consultancy videos, register for membership and look for FAQs from the website.

So basically, for their own promotions, these are the tools PABL uses more often. They use other tools too, depending on the need.

4.7 Program Performance Evaluation

To understand the progress of the participants of any training program, PABL do evaluation. Based on the evaluation, they use the findings to redesign the content of programs. There are mostly two ways they collect performance evaluation of the training from the participants.

A. Initial Evaluation

In this evaluation process, participants are intentionally asked to briefly give ideas regarding the training which also includes their expectations from this training program. There are many ways available to do initial evaluation which includes MCQ Method, Essay Writing Method, SWOT Analysis Method and Video Method. PABL only consider Video method where they recorded the evaluation of the participants which helps them to find out what are their expectations from this training and to open up in front of everyone as well.

B. Post Program Evaluation

To evaluate the effectiveness, area of improvement, and to introduce new programs, PABL conduct post program evaluation. The methods PABL use is as follows:

a. Evaluation Form

After completion of a successful program, PABL provide participants an evaluation form which is both MCQ based assessment as well as open ended questions. In the form, a rating scale strongly agree to strongly disagree is provided and asked to remark rate the paper. Through this form PABL record post reaction of participants from the training.

The image displays two pages of a 'Training Evaluation Feedback' form from Professional Advancement Bangladesh. The left page contains a list of 10 statements for rating, with a scale from 'Strongly Agree' to 'Strongly Disagree'. The right page contains open-ended questions 12-15 and a 'Thank you for your feedback!' message.

Page 1 (Left):

PROFESSIONAL ADVANCEMENT BANGLADESH
Training Evaluation Feedback

Date: _____

Instructions: Please indicate your level of agreement with the statements listed below in 1-11

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The training met my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I will be able to apply the knowledge learned.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The training objectives for each topic were identified and followed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The content was organized and easy to follow.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The materials distributed were pertinent and useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The trainer was knowledgeable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The quality of instruction was good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. The trainer met the training objectives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Class participation and interaction were encouraged.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. The food for refreshment was satisfying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3 Give questions on the back of this page

11. How do you rate the training overall?
1 Thank you for your feedback!

Page 2 (Right):

PROFESSIONAL ADVANCEMENT BANGLADESH
Training Evaluation Feedback

Excellent Good Average Poor Terrible

12. What did you like most about this training?

13. What aspects of the training could be improved?

14. How do you hope to change your practice as a result of this training?

15. Please share other comments or expand on previous responses here:

2 Thank you for your feedback!

Picture: PABL Evaluation form

b. Video Analysis Method

PABL also record post reaction of the participants about the training which eventually they use as promotional purposes.

c. Essay Writing Method

Sometimes PABL use this method where participants need to share their feedback about the training through email or write a short report regarding the learning from this training. After submitting this certificates will be provided.

4.8 Client/Participant Survey:

As report required to collect secondary data from the client regarding their recommendations for PABL's future activities, due to this pandemic situation we verbally collect the recommendations from them. Total 3 clients data have been collected which details are given below:

“Long certified Insurance degree course (Professional diploma course) should be made where from introductory to advance level Insurance syllabus will be covered. At this point PABL is organizing mainly short course/ days base individual specific insurance course to all except CII and III courses. PABL should design a certified professional degree courses like public institution Bangladesh Insurance Academy (BIA).” – (Mr. Mohammad Alamin, Assistant Vice President- Training & OD, Guardian Life Insurance Limited)

“PABL should broaden its activities area more. Like CII, III, KAP, PABL should also approach to signed a contract with Marketing related international base institutes as it covers almost all financial and non-financial sectors as well as students.”- (Ms. Kaynath Khan, Vice President and Relationship Manager, GDASSIST Limited)

“PABL should provide basic MS Office trainings for students (school to university) for developing their skills so that they can provide best services in their early stage of career.” (Mr. Saadman Jahangir Khan, Assistant Vice President, HR, Green Delta Insurance Company Limited)

Chapter 5

Recommendation

There are some certain challenges and hiccups faced by every organizations in the world, PABL is no different from those organizations. While preparing the descriptive internship report, I have noticed a number of problems and finding of the organization and also for further work in insurance training and development industry. The recommendations are given below:

- More promotion needed as People in Bangladesh really should know about the untapped market of Insurance and the necessity of Professional training on Insurance.
- Hire more professional people for the administration.
- Hire individuals for different job roles rather than allowing everyone to participate in every decision for the company.
- More budget allowance for promotions by the mother company.
- Decrease bureaucracy among the company hierarchy.
- Increase in the salary scale for the employees.
- Specialized field trainer for Agent Training need to be hired exclusively working for PABL.
- More research work should be done for letting people know about the company.

Chapter 6

Conclusion

Establishing on 2014, PABL is still kind of a start-up company. Why start-up? Because it still hasn't got enough exposure and recognition, and doesn't have much business operations yet. But this company still has a lot of opportunities for the upcoming days. To conclude, it can be said that every organization has its both positive and negative aspects and the management of PABL should take a rigid stand to eliminate the negative aspects of the institution in the near future and utilize its valuable resources in the best possible way to serve the economy and develop the human capital of Insurance, Financial and Non-Financial Industry.

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