

Next Step

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Robi trusts young talent to deliver future growth

In line with parent company Axiata Group, Robi Axiata Limited operates with the goal of Advancing Asia by piecing together the best throughout the country in connectivity, technology and talent.

The crux of breeding future enterprise leaders lies in a company's ability to find the right fit between the skills and job requirements. Hence, with the objective to reach out to talent sources, Sharmin Sultan, Vice President of Resourcing and her team pioneered the Robi Career Carnival.

Through this initiative, the company introduces its business operations and provides career counselling to the students. Fresh graduates are exposed to the requirements of a prospective corporate employer and taught that adopting the right attitude creates a positive impression in the eyes of the recruiter.

In 2014, Robi conducted Career Carnivals at the University of Dhaka, BUET, CUET, Khulna University, BRAC University, East West University and IUT.

The Resourcing team also organises special day-long programs for fresh and prospective graduates in an initiative called Robi4You. Participants selected on the basis of their academic credentials and strong leadership attributes are invited to Robi's office to visit the various departments and attend interactive sessions.

Robi has recruited around 65 fresh graduates in 2014 from public, private and foreign universities. Besides conventional campus recruitment, Robi uses the company portal and online professional networking sites to hire these fresh graduates. Robi was the first Bangladeshi company in the telecom industry to launch a Graduate Trainee program under its Young Talent Program.

Matiul Islam Nowshad, Chief Corporate and People Officer (CCPO) of Robi, feels that there is no alternative to effective talent management for future growth. According to him the right blend of talent from within and outside the industry and a people-centric organisational development program has enabled Robi to become a Globally High Performing Company. He adds that young talent brings in energy, curiosity and innovation to the company, which are vital ingredients for success.