

REACHING STUDENT POPULATION THROUGH GOOGLE APPLICATIONS



“REACHING STUDENT POPULATION THROUGH GOOGLE APPLICATIONS”

A study at

Market Access Group

Submitted To

Saif Hossain

Senior Lecturer

BRAC Business School

BRAC University

Submitted By

S. M. Arafatur Rahman

ID: 13364038

Program: MBA (Major in Finance)

BRAC University

Date of Submission

24th January, 2016

BRAC University

66 Bir Uttam AK Khandakar Road, Dhaka 1212, Bangladesh



LETTER OF TRANSMITTAL

January 24th, 2016

Saif Hossain
Senior Lecturer
BBAC Business School
BRAC University

Subject: Submission of internship reports on **“REACHING STUDENT POPULATION THROUGH GOOGLE APPLICATIONS”** A study on Head Office “Market Access Group.

Dear Sir,

This is my pleasure to submit my internship report on **“REACHING STUDENT POPULATION THROUGH GOOGLE APPLICATIONS”** A study on Head Office “Market Access Group.

It was a great opportunity for me to acquire knowledge and experience in respect of the functions, procedures, and operational mechanism of a service oriented company while working in Head office of Market Access Group.

I believe that the knowledge and experience I have gathered during my internship period will greatly help me in my professional life.

I have concentrated my best efforts to achieve the objectives of the practical orientation and hope that my effort will serve the purpose. However, I will always be happy to welcome any further clarification that you may require.

Sincerely yours,

S. M. Arafatur Rahman
ID: 13364038
MBA Program
BRAC Business School
BRAC University



Student's Declaration

I hereby declare that the report of internship namely **“Reaching Student Population Through Google Applications”** at Market Access Group by me after the completing of 3 (Three) months of internship with **Market Access Group** in Service Marketing and a comprehensive study of the existing activities of Market Access Group and its implementation.

I also declare that this paper is my original worked and prepared for academic purpose which is a part of MBA.

S. M. Arafatur Rahman

ID: 13364038

MBA Program

BRAC Business School

BRAC University



ACKNOWLEDGEMENT

I am very much grateful to the Almighty Allah for giving me strength and opportunity and sound mind and health to complete the internship report. As partial requirement of MBA program I get attached to the Gulshan Head office, Market Access Group to complete my internship program and it's really a great opportunity for me to acquire practical knowledge and experiences from such a renowned company. From its first inception to its final completion, I have received the contribution of many people who have inspired, influenced and guided my work and supported me cordially and constructively. This magnitude of the report bears the imprint of some of those respectable persons.

First of all I would like to thank and convey my gratitude to honorable Supervisor, Saif Hossain, Senior lecturer, BRAC Business School, BRAC University for letting me to prepare this report and I would also like to express my sincere appreciation to him for his wholehearted support and guidance. He always gave me guidelines and suggestions during the period of completing my internship paper. I am also grateful to all my teachers of my department, who assigned me a conceptual analysis in earlier time and instructed me, how to write report. Special thanks are due to Mr. Sajidur Rahman, HR Head Trainer, Strategic Planning and Communication Coordinator, Google Bus Bangladesh.

I am also very thankful to Mr. Sharafatur Rahman (Deputy Manager, Service Marketing), Md. Rupom (Executive Officer), Mr. Shaon (Executive Officer) of Market Access Group for their reliable information and their cooperation. Their kind cooperation, guidance, suggestions helped me a lot in gathering knowledge and experience to complete the report finally.

I would also like to take the opportunity to express my wholehearted gratitude to my fellow friends, near and dear ones who offered encouragement, information, inspiration and assistance during the period of constructing the internship report.

Finally, I would like to thank my parents for their inspiration and support during the study period and hence would like to dedicate this report to them.

Table of Contents

NAME		Page no
Part – 01	Executive Summary	8
	Organization	
	1.0 Market Access Group	9
	1.1 Mission:	9
	1.2 Vision:	9
	1.3 Key Strengths	9
	1.4 Different Business Unit:	10
	1.5 Organogram	12
	1.6 The Company Values	12
Part - 02	Job	
	2.0 Job	13
	2.1 Description of job	13
	2.2 Specific responsibilities of the job:	13
	2.3 Different Aspect of job performance:	14
	2.4 Key factors to measure the performance of a trainer:	14
Part- 03	Project	
	3.1 Summary	15
	3.2 Description of the project	15
	3.3 Origin of the Report	16
	3.4 Scope of Study	16
	3.5 Objectives of the Study	17
	3.6 Methodology	17
	3.7 Limitations of the Study	18

Overview of Google Bus Bangladesh		
Part- 04	4.1 Inauguration of Google bus Bangladesh	18
	4.2 Operation Areas	19
	4.3 Job Execution	20
	4.3.1 Planning Team	20
	4.3.2 Advanced Team	20
	4.3.3 Trainer Team	21
	4.4 Institutions I have visited to train up Students	21
	4.5 Contents we delivered to the student	22
	4.5.1 Hangout	22
	4.5.2 Google Drive	22
	4.5.3 Google Docs	23
	4.5.4 Google Sheets	24
	4.5.5 Google Calendar	24
	4.5.6 YouTube	25
	4.5.7 Google+	25
	4.5.8 Google+ Community	26
4.6 Google Apps for Education/ Benefits	26	
Part-05	CONSUMMATION	
	Findings & Discussion	28
	Conclusion	29
	References	29

Executive Summary

Now-a-days the dynamism of modern technologies & its pragmatic applications are almost inevitable for our day to day life style. Google is on a triumphant march for providing solutions to emerging needs & connecting people across the globe by creating virtually inter-connected world through Google Apps. Recently Google Bus Bangladesh has officially launched its journey in the country to encourage the students at college and university level to get involved in internet use through Google Apps to bag and maximize the benefits of ICT in their lives.

Market Access Group, one of the biggest marketing agencies in Bangladesh, is event & activation partner of 'Google Bus Bangladesh' project campaign. This project consists of Planning team, advanced team & Trainer team for executing the entire projects to reach ultimate objectives. I have worked in the trainer team & visited various college and university campuses as an execution part of this job as well as gathering information for the internship report. The training part has been designed as an interactive session among the students & trainers starting with the audience based contents structured by the Google Bus Bangladesh team.

The contents have been configured with the technical-know-how and benefits of Google apps for virtual documentations (docs, spreadsheet, and calendar), group discussions, and live video conference (Hangout), social networking (Google+), virtual data storage accessible from any device (Google drive), educative learning & entertainment through online video channel (YouTube) etc. for the students. The training session has used to be boosted up with the Quiz contest based on the contents delivered and gift for the winners. The Google Bus journey to a campus has to end up with the hands-on participation of the students in joining virtual Google plus Community

I came up with the findings that Google apps has diversified interactive virtual facilities to reduce the complexities of storing, editing and losing data or records; it has limitations due to formatting mismatch that limits data copy and paste among Google docs, Google spreadsheet & Google presentation. Moreover, Google plus community is not so popular among students like Facebook community for social networking. However, Google apps have crafted a vast window for the tech-freak emerging student community of Bangladesh.

ORGANIZATION

1.0 Market Access Group

Market Access Group started as Market Access Providers Limited in the year 2000. It was only about below the line activities first, but slowly it grew and now it has 6 SBUs to give the Brands a one stop solution. Be it advertising, direct marketing, events, B2B audio visuals, Market Access Group has it all for a Brand. Since its inception it has tried to come up with new marketing ideas in the market. It is pioneer in direct marketing, trade marketing, service marketing and rural marketing in Bangladesh. It has 11 area offices and 187 field offices around the country. Market Access Group making its footprints across the globe they already have offices in Nepal, United Kingdom, South Africa, Atlanta (USA), and Dubai

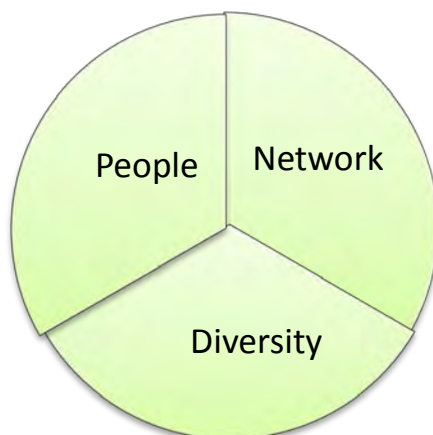
With a humble beginning in 1999 from a little garage of a very small-scale Direct Marketing (DM) setup, Market Access Providers Limited as the parent organization started its Journey. Market Access Group today consists of several independent Strategic Business Units (SBUs) that are unique and act as a specialist service provider in their respective field.

1.1 Mission: “To be the most preferred Business solution provider in the markets we operate”

1.2 Vision:

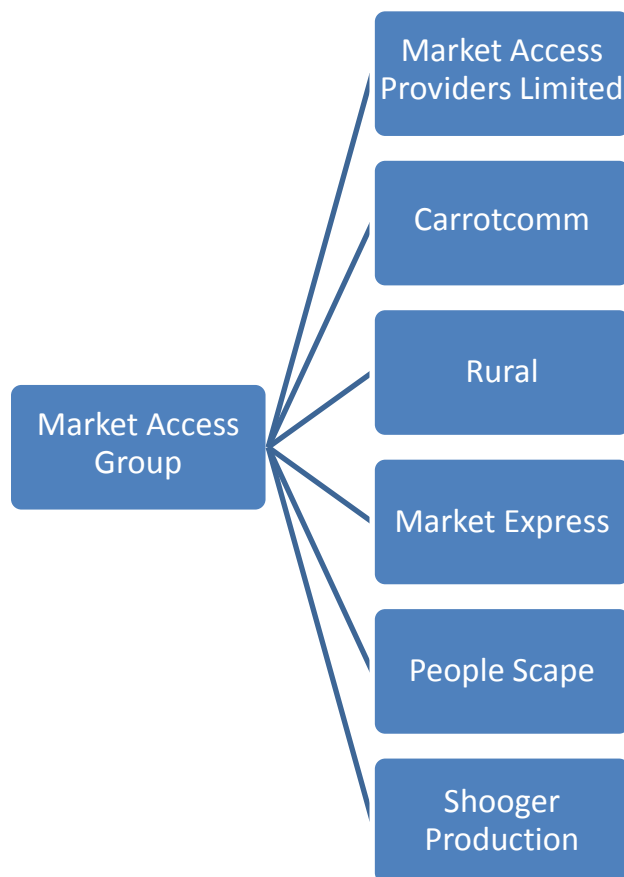
- Build strategic business solutions for brands who relies on us for growth
- Develop and maintain sustainable partnerships by adding value in clients business.
- Work as an extended wing of client to design, develop and execute solutions that power clients towards effective growth
- Create a resource pool with diversified expertise that enables us to address specific needs of our clients’ value chain

1.3 Key Strengths



(Source: web- Market Access Group-2015)

1.4 Different Business Unit:



1.4.1 Market Access Providers Limited

It is the mother business for Market Access Group. It has the control of 2 departments (Direct Marketing and Service Marketing) and another SBU Integrated Rural.

1.4.2 Services Marketing

It does Brand Activation and Events. Activations like Road show, consumer experience, consumer engagement, one to one communication.

Key Projects

- Close Up 1
- Nescafe Get Set Rock
- Lux Channel I superstar 2006
- DITF (Unilever, Banglalink, Symphony, Euroasia, etc)
- Aarong 30 years celebration
- Banglalink Corporate night
- Sprite Clear challenge

1.4.3 Direct Marketing

Targeted Consumer Activation Campaigns

- One to One Consumer Interaction
- Nationwide Logistical Support
- Household Channel Marketing & Sales
- Data Management
- Nationwide Brand Promotion
- Database Marketing

Key Projects

- BL PCO Rural Channel Development
- BATB TSA Monitoring
- BL D2D Marketing & Sales
- BATB Retail Classification System
- Nestle Superstore Consumer Contact
- Maggi School & Shopping Mall Act.

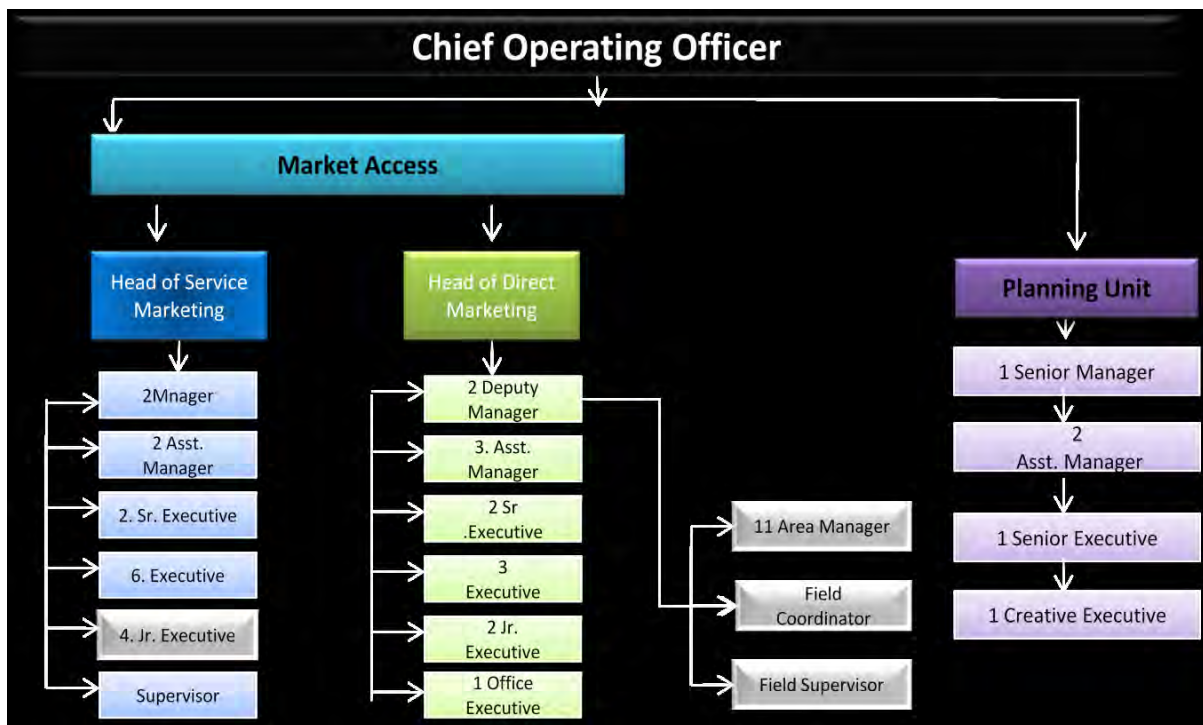
1.4.4 Integrated Rural

- Brand Communication and Promotional Activities / Campaigns
- Behavioral Change and Social Communication Campaigns / Outreach Activities
- Alternative / Last Mile Distribution, Direct Sales and Marketing

Key Projects

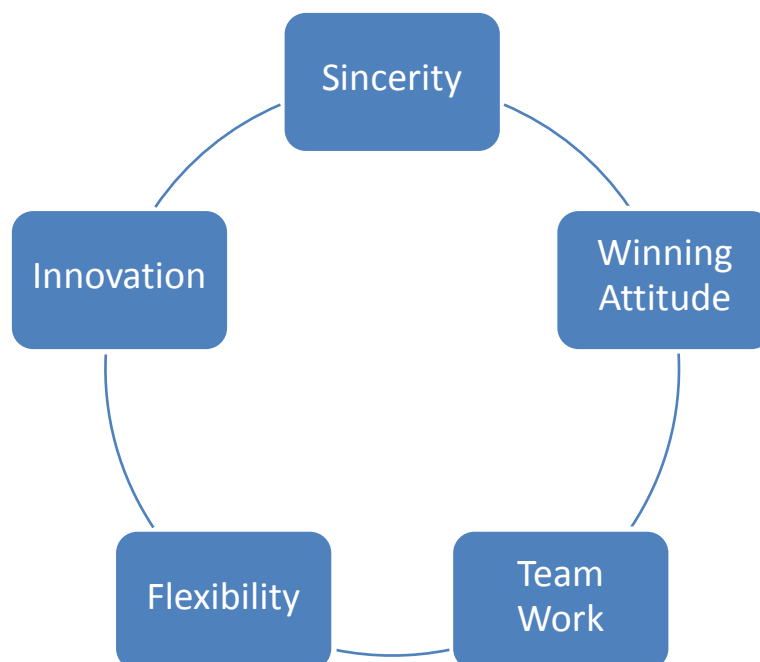
- Brand Communication and Promotional Activities / Campaigns
- Banglalink"s "DESH Utshab & Mobile Film Unit"
- Unilever"s "Clear Campus Confidence Campaign"
- Reckitt Benckiser"s "Mortien Baul Utshab"
- Unilever"s "Fair & Lovely Chander HAAT"
- BD Edible Oil"s "Meizan Rural Activation"
- Behavioral Change and Social Communication Campaigns / Outreach Activities
- Bangladesh Edible Oil"s "Project Runner"
- Banglalink"s "Rural Activation for PCO Package"
- Reckitt Benckiser"s "Mortien Mystery Shopper"
- Western Union Money Transfer"s "Field Force Monitoring"

1.5 Organogram



(Source: web- Market Access Group-2015)

1.6 The Company Values



(Source: web- Market Access Group-2015)

JOB

2. Job

The job as I have already mentioned was to take training session for Google Buss Bangladesh. One thing I got to know that planning is the key for success in this industry. It requires a lot of thinking and creativity. As I was an intern during the first month of my job I used contribute very little, may be doing a part in the presentation, may be sharing some ideas in the meeting etc. but I used to see how they work. How things need to be done in this sector. Then from the second month I started working a little more, I used to start a presentation then give fresh ideas and then my superiors started to give me more directions, and sharing their ideas as well. So after the second month I used to make full presentations and show them and take feedback from them.

The job is to train student. It is very important for the communication because it has to be different from the others. In this sector the competition is huge. You need to think out of the box. In my internship period I was indirectly and directly involved with some of the key projects of Market Access.

2.1 Description of job:

Google Bus Bangladesh is a part of Google's operation in Bangladesh. To accomplish the goal of this project, Google has established a strong alliance with few other organizations in Bangladesh. Market Access Group is working as a partner organization of Google in this project.

Project Description: Training to university students across Bangladesh on Google products, while driving on to the universities with Google Bus to provide hands-on Google experience to the students.

Duties/Responsibilities: Delivering speech to the students, Organizing quiz contest, Define work process, Designing Operations Strategy, Performance monitoring & evaluation (M&E), and advice project team accordingly, Prepare Weekly / Monthly Reports.

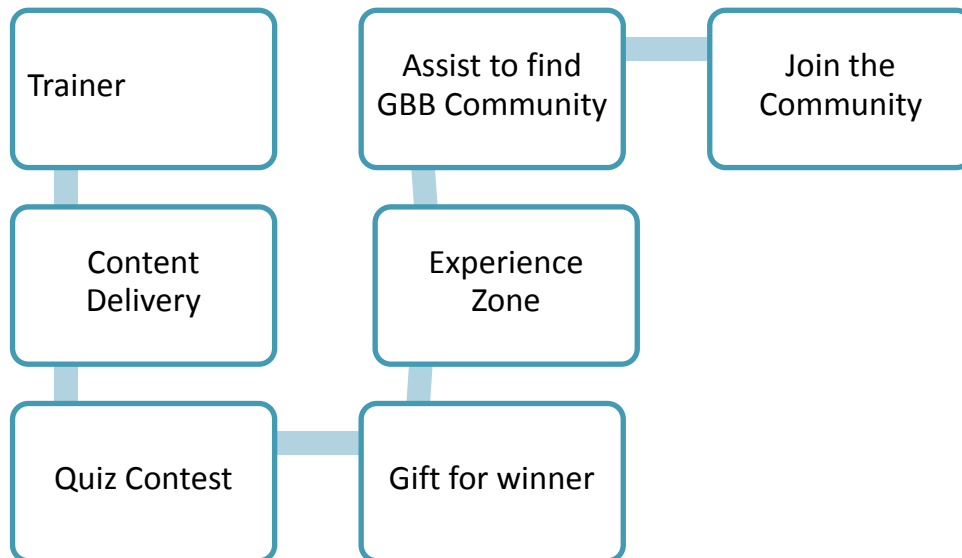
2.2 Specific responsibilities of the job:

1. Required to take training sessions in different venues pre-defined by the 'Google Bus Bangladesh' team
2. Assisted end users(student) after training session in the 'Experience Zone'
3. Assisted to make connection with GBB members of different institute who can become a part of the activation
4. As a part of the community activity I had to manage contests and other stuffs to keep the community active also design G+ activities based on area/city wise users
5. Helped in bringing out user feedbacks about the activation from social media

2.3 Different Aspect of job performance:

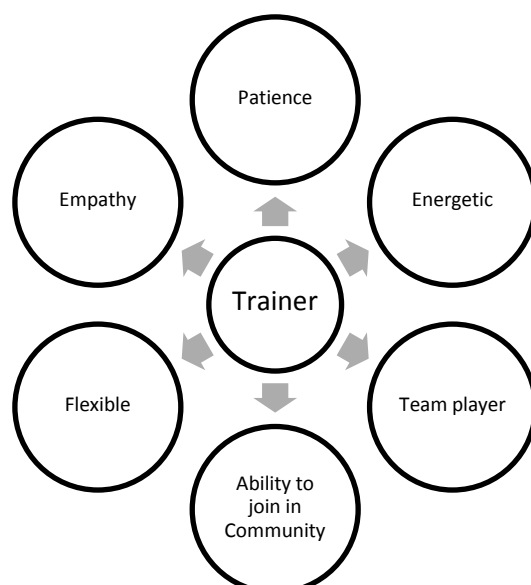
Productivity of human resources depends upon their satisfaction level and satisfied recruits remain within organization for longer time, while in case of dissatisfaction, productivity will be low and individual will learn to leave. That is why evaluation system is vital factor of an organization

Flow cart of job:



2.4 Key factors to measure the performance of a trainer:

There are a number of factors to measure when determining whether or not your employees are performing at an optimal level. The key is to regularly take notes throughout the year, so you can keep tabs on work output and effectively take action where needed.





PROJECT

3.1 Summary

This report aims at understanding the process of reaching to undergrad or post grad students for making them aware of Google applications as a part of Google Bus project. In doing so; I joined Market Access Group to work for Google Bus Project, undertook training on basic learning about Google apps and roles of a trainer. I have also participated as a trainer with other members of trainer team. While participating and executing the project objectives, I've found that Google apps are fantastic & useful tools for students. Students and academicians can use Google apps for virtual documentations (docs, spreadsheet, and calendar), group discussions, and live video conference (Hangout), social networking (Google+), virtual data storage accessible from any device (Google drive), educative learning & entertainment through online video channel (YouTube) etc. In spite of having wide array of uses, students are not aware of reaping the benefits from Google apps.

3.2 Description of the project

Google on November 12, 2014 announced the Google Bus Bangladesh project, an educational initiative to bring the power of Internet to half a million college and university students across the country. Google aims to empower Bangladeshi undergraduates with the tools to start, improve and grow their own businesses and projects by visiting 500 campuses in 35 locations across Bangladesh and by conducting Internet workshops over the course of a year in all these locations. The Google Bus itself has been retrofitted with stowaway seats, 3G Internet connectivity and an array of monitors and sound system where training audio-video material can be casted to all the screens. College and university students are leading Bangladesh's Internet charge today — they make up the majority of new internet users in the country and the student population uses it primarily as an academic aid and social sharing platform.

Through the Google Bus Bangladesh run workshops, these students can connect online with their peers and learn about the power and utility of the internet as well as expose themselves to Google tools that can help them think and operate on a completely new level.

“Bangladesh is a country on the move with an immense pool of youthful citizens to help it progress and prosper. Equipped with the right training, we think this young, energetic and highly motivated section of society would be able to maximize the endless possibilities of the internet and create a connected, digital Bangladesh for the global village,” said James McClure, Country Manager Emerging Markets, Google Asia Pacific.

The campus workshop experience involves an instructor-led training session and peer collaboration to familiarize students with the many different Google tools that they can use to make the most of their online experience. These include Google Search, Chrome, Docs, Maps, YouTube, Google+ and others. Each student will also have the opportunity to practice what they have learnt on an Internet-enabled Android device. The student participants are encouraged to stay in touch via the Google+ Google Bus Bangladesh Community where they can stay updated on the latest happenings related to the project and encourage each other to make the most of what they have learnt.

3.3 Origin of the Report

This report is the partial fulfillment of the course requirement of the MBA program. As a result the authority has assigned me to ready authentic report under the supervisor of honorable teacher Mr. **Saif Hossain**. I joined “Market Access Group” at Head Office and worked with high degree of competence and finally duly submitted this report before 3rd week of January 2016.

3.4 Scope of Study

The report constructed on the basis of reaching student population through Google applications. Applications consist of Google drive, Google plus, YouTube, Hangout, and Google calendar. It also covers the organizations structure, chronological growth and development performance of GBB project. The main part of the report consists of the “Reaching student population through Google applications.”

3.5 Objectives of the Study

There are some certain objectives behind preparing this report. These acted as incentive to make the report.

3.5.1 Broad Objective:

The broad objective of the study is "to depict the process used by Market Access Group to reach students through Google applications."

3.5.2 Specific objectives:

- To know the basic activities of Google applications.
- To know the execution process they utilized to reach the student.
- To find out some problems of reaching student population of the GBB project.
- To make some suggestion.

3.6 Methodology

This report has been prepared on the basis of experience gathered during the period of internship. In order to prepare this report, information from the organization was collected.

- In order to know the basic activities of Google applications, I went through basic hands-on training of trainer as a part of the Google Bus project & also browsed internet for community learning & sharing.
- In order to understand the execution process to reach target students, I took part as a member of this project's executive team & had discussion with project coordinator as well as other steering members.
- In identifying the problems & identifying suggestions regarding this project, my active participation in field execution activities helped me out.

3.7 Limitations of the Study

Nothing beyond limitation and I also had some limitations to prepare this report effectively.

Following listed the major limitations that affected most:

1. Difficulty in gaining accesses to content of the project.
2. As an internee it was not possible for me to disclose all the confidential information.
3. Because of the limitation of information, some assumptions were made. So there may be some personal mistake in the report.

Overview of Google Bus Bangladesh

4.1 Inauguration of Google bus Bangladesh



“Google Bus Bangladesh has formally launched its journey in the country to encourage the students at college and university level to get involved in internet use to maximize the benefit of ICT in their lives. Country manager of South and Southeast Asia of Google James McCulre was present in the inaugural function of the project at

Bangabandhu International Conference Centre (BICC) in the capital’s Sher-e-Banglanagar, reports BSS. State Minister for ICT Division Zunaid Ahmed Palak addressed the function as the chief guest. Senior officials of ICT Division, IT experts, representatives of government and nongovernment organizations, among others, were present on the occasion. Google, an American multinational corporation specializing in Internet-related services and products, has launched the Google Bus Bangladesh project to bring the power of internet to half a million college and university students.

McCulre also said Bangladesh is a country on the move with an immense pool of youthful citizens to help it progress and prosper. “Equipped with the right training, we think this



young, energetic and highly motivated section of society would be able to maximize the endless possibilities of the internet," he added. Palak said Bangladesh already is enjoying the advantage of demographic dividend and it has huge potentiality to get benefit from demographic dividend as youths make up significant number of the total

population. "We are implementing a number of ICT-based programmers to educate youngsters in both urban and rural areas to maximize the benefit of ICT to gain economic prosperity of the country," he added. Appreciating the initiative of Google, Palak said the launching of Google Bus Bangladesh project will tremendously help students to motivate them to acquire knowledge through using internet. The project sources said Google aims to empower Bangladeshi undergraduates with the tools to star, improve and grow their own business and projects by visiting 500 campuses in 35 locations across Bangladesh."

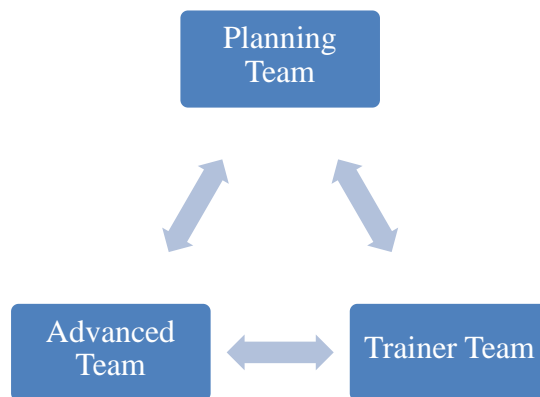
Source: Dhaka Tribune-2015

4.2 Operation Areas

‘Google Bus Bangladesh’ is an initiative of Google that aims to visit some 400 educational institutions across Bangladesh, providing hands-on training on Google apps to the university level students to help them make the most of the internet.

No of Institutions	400
No of population to reach	Half Million
No of Location	35
Areas to cover	Dhaka, Rajshahi, Shylet, Nator, Jessore, Isshordi, Rongpur, Comilla, Chitagong and so on.
Number of training session per day	10
Duration of per session	45 min
Number audiences(Students) per session	50

4.3 Job Execution



➤ 4.3.1 Planning Team

Planning is the most important part of a project work. It is very important to understand each and every factor regarding the project. It is also important to understand that the playground has a boundary and they have to be creative within the boundary.

- Distributed work place among advanced teams.
- Distributed the workload.
- Who needs to work with whom?
- What support do people need to carry out their tasks?
- What resources are needed?
- Is there any learning or training needs?
- Positioning trainers to various institutions

➤ 4.3.2 Advanced Team

The planning team then explains the idea to the advanced team, advanced team normally knows the plan from the first hand but there are a lot of people who works in a project so after the project gets locked the operation team starts its business.

- Take permission to place the event to campus
- Student registration
- Training session slotting
- Organize event equipment
- Spot registration of students

➤ 4.3.3 Trainer Team

Trainers are responsible to run the training session according to the time management. Training session involves several tasks like

- Need to present the contents regarding Google applications towards the audiences(Students)
- Trainer asks different questions from the presentation they delivered to the students (Quiz Contest)
- Gift distribution to the winner of quiz
- Hand on experience to find Google Bus Bangladesh Community at Google+.
- Ensure the student joining to Google Bus Bangladesh Community (Ultimate object)

4.4 Institutions I have visited to train up Students

- BRAC University
- East West University
- Northern University
- Bangladesh Islamic University
- Daffodil International University
- Eastern University
- IUBAT
- Manarat University
- Uttora University
- Prime Asia University
- State University
- University of Liberal Arts Bangladesh and so on.
- In addition I have visited several colleges in Dhaka city.

4.5 Contents we delivered to the student:

4.5.1 Hangout



A Hangout is a web-based tool created by Google for communicating through video. Up to ten people can "hang out" at one time in a virtual "room." A Hangout can be as simple or as complex as needed for the task at hand. It can be used simply to converse or, through the use of extra apps and add-ons that Google provides, a Hangout can become a robust, virtual meeting space. One of the best aspects of Google Hangouts is that all you need is a Google Plus account to start one. If you already use Gmail, that means you already have a Google account, and all you would need to do is set up your Google Plus account. Anyone you want to talk to also needs to have a Google account and a Google Plus account set up. Once those first steps are out of the way, all you have to do is click "Start a Hangout," invite some people and begin your live video conference!

Just as administrators and students can learn from each other through Hangouts, educators can also benefit from sharing resources and ideas with each other this way. Hangouts can be a great way for teachers to facilitate a book study across grade levels, schools and even districts. They are also ideal for teachers who want to receive training or information on new technologies, research and practices from experts in the field; much like their students may be doing in the classroom.

4.5.2 Google Drive



Google Drive is a free service from Google that allows you to store files online and access them anywhere using the cloud. Google Drive also gives you access to free web-based applications for creating documents, spreadsheets, and more.

Google Drive is one of the most popular cloud storage services available today, offering 15 gigabytes (15GB) of free storage space. If you've never used a cloud-based storage service like Google Drive before, take a moment to consider the advantages of keeping your files

online. Because files can be accessed from any computer with an Internet connection, Drive eliminates the need to email or save a file to a USB drive. And because Drive allows you to share files, working with others becomes much easier.

4.5.3 Google Docs



“Google Docs, an increasingly popular technology with teachers and students, is free! Google Docs includes an online word processor, spreadsheet, and presentation editor. Students and teachers can use these tools to collaborate on assignments, projects, newsletters, and blogs, among other things. In this way, Google Docs can promote teamwork.

Google Docs allows more than one person to work on a particular document at the same time. Students can develop and/or edit documents online, while working with others. Group members no longer have to wait for other group members to update their portion of the presentation. There is no longer the need to upload and download files multiple times or email files back and forth. Also, students don’t have to be concerned about using different software at school and at home. And, by the way, there is no software to download.

Here are some of the many ways in which students and teachers can use Google Docs to make learning easier and more efficient:

- *Teachers have the opportunity to check student progress and make sure students are following the guidelines. They can provide feedback in the document. Teachers can offer advice which may lead to higher grades.*
- *Teachers can use the revisions history to find out who has actually helped on the project and evaluate individual participation and content.*
- *Teachers can discover who is not participating and have the opportunity to correct the situation.*
- *Teachers can use Google Docs to inform students about upcoming assignments.*
- *Google Docs is popular for teams that are developing an essay or a presentation.*
- *A team of students can create a spreadsheet which includes assignment details and deadlines. All the team members update the spreadsheet which allows students to see who is getting their work done on time and who is falling behind.*
- *The revision history feature allows students and teachers to see a history of the revision process of a particular document. Sometimes previous ideas and information that were removed actually deserve to be in the document. With Google Docs, this deleted content can be restored.*

- *Students from all over the nation can work on the same project in real-time and get involved in brainstorming sessions.”*

(Source: www.emergingedtech.com-2010)

4.5.4 Google Sheets

“Google Sheets is a spreadsheet, part of a free, web-based software office suite offered by Google within its Google Drive service. The suite allows users to create and edit documents online while collaborating with other users in real-time.

This app is available as web applications, as Chrome apps that work offline, and as mobile apps for Android and IOS. The apps are compatible with Microsoft Office file formats. The suite also consists of Google Forms (survey software), Google Drawings (diagramming software) and Google Fusion Tables (database manager; experimental). While Forms and Tables are only available as web applications, Drawings is also available as a Chrome app.

The suite is tightly integrated with Google Drive. All files created with the apps are by default saved to Google Drive.

Google Sheets is a wonderful spreadsheet tool for teachers and students. It is loaded with functionality and features.”

(Source: wikipedia.org-2015)

4.5.5 Google Calendar



“Google gives their 7 reasons to use them in their article. Here are the main reasons why I think it is helpful to college students:

- *You can share your schedule with family or friends or just be able to access your information anywhere. This is nice if you go out of town, aren't around your computer or if your computer should crash.*
- *You can set up reminders so that it notifies you when you have to do something such as study or take a test, etc.*
- *You can sync to other applications like Outlook or transfer information to your iPhone or I pad, plus more.*

- *It's FREE*
- *You can import events and contacts into it that you may have had in another program."*

(Source: Dr Diane Hamilton Word Press-2010/08/12)

4.5.6 YouTube



YouTube is one of the most popular websites on the planet and a vast resource for educational content. The site is home to over 10 million videos tagged as educational, many of them submitted by your fellow teachers. A completely free resource this huge and varied has nearly endless potential for education.

Many Universities have their own account where they post lectures from star faculty or experiments. Sharing educational content allows instructors to collaborate and become more creative with their lesson plans. These videos also open up the possibility to flip their classroom. Having students watch videos at home to become familiar with the content and work out some of their own questions by being easily able to rewind, rewatch, or pause to take notes or look up questions is a great way to introduce a lesson.

4.5.7 Google+



Google+ is a social network that builds off of your Google Account. If you have a Google Account, you can activate your Google+ account as easily as you would activate Google Now. At first, it seems about the same as Facebook or Twitter, importing contacts and assigning them to circles — Google+'s version of lists. After that, you can add curate circles for your particular interests, entertainment, news, sports, etc. That said, the first big difference is that Google+ isn't reliant on any of those real-life contacts you import.

Google+ helps you connect to others with your passion with Communities, and helps you keep those interests separate with Circles. Just as you don't want to share your Facebook

party pictures with your parents (and maybe you really shouldn't share them anywhere), you don't want to send your pumpkin seed recipe with your fellow Android enthusiasts. I have separate circles for work, news, and tech, and I share directly with communities instead of circles for niche content. I can also control the amount of content I see from each community in my feed in each community's settings.

(Source: Androidcentral-2015)

4.5.8 Google+ Community



Google+ Community discussion takes place in the familiar format of social media, but for learning purposes. (Note: When sharing a link to a Google Docs, make sure that the Doc permissions are set to be visible by Community members. Typically, this means changing the sharing setting to “anyone with the link”.)

The value of a Google+ Community for learning purposes extends beyond the classroom to any group of people. Any organization that has “Gone Google” should explore how Google+ can support collaboration — both publicly and privately.

4.6 Benefits of Google Apps

Google Apps for Education is a bundle of apps which include Gmail, Calendar, Contacts, Drive (Docs, Sheets, Slides, Forms, and Drawing), Sites, Groups, Hangout.

Benefits of going Google Apps for any education institute.

- 1) Teachers (or end user) can use Google Form to create a test with multiple choices or text questions and share it with a class separately or embed entire test/exam on Google Sites and publish the same for viewers within class.
- 2) Teachers (or end user) can use Google Calendar and add all the classes or time table or upcoming events and then it can be either shared with selective users or kept public for class to subscribe. (Secondary Calendar with Public Access)
- 3) Google Groups can be used to create a group mail id with all students as its members. Collaborative inbox within Google groups works wonderfully to track all previous and recent discussions in that forum.

4) Google Docs is very interactive documentation app with lots of new innovative features such as research, add-on, embed gadgets and more. End user can create documents, store it online in drive and share with others with multiple choice of access (view, edit or only comment). Sharing Option (Private, with specific users, within domain, outside domain without sign-in required, Publish). [File Creation, Storage and Sharing]

5) Google Sheet and Slides are another very wonderful apps and one of the most used apps today. Sheets can be used for more calculation oriented information and slides for presentations & animations. Like Docs, these also have sharing options and access control.

6) Google Hangout can be used by end-users or teachers for taking online classes, recording and saving them in class-specific YouTube channel. Tutorials/Webinar is best way for student to learn and interact. (Hangout, Hangouts on air, YouTube). With Hangouts, one can do 1-to-1 or 1-to-many text/audio/video chat sessions. Hangouts on air are 1-to-many video broadcasting which is automatically saved in associated YouTube channel.

7) Google Forms can be created to take feedback or survey from parents or students as per the requirement. Google forms lets you create a questionnaire using text based or multiple choice questions and then it can be shared with others. All the answers or feedback is automatically captured saved in automatically associated sheet or can be emailed on certain triggers.

8) Google Apps admin can control entire applications, access and sharing settings for their institute. This gives powerful control in the hands of admin to manage and monitor the use of the application.

9) Multiple users can do real time document editing at the same time and can even start instant chat within document with shared colleagues. This kind of innovative team/class collaboration makes it very powerful application.

10) End users can now communicate with colleagues and others via email or text/audio/video chat, Multiple Party web conference via Google Hangout.

CONSUMMATION

Findings & Discussion

- Individuals are more engaged with Facebook rather than Google+. Large number of people uses Facebook. It is easy to find people and easy to interact with others
- Students like to watch music videos in YouTube. They are not aware about educational contents in YouTube.
- Individuals who use Google Docs to open a document created in Microsoft Office often find that the format looks different in Google Docs. Because Google limits file sizes and converts documents to HTML, Google Apps documents can be unreadable.
- Charts cannot be copied from Google Spreadsheets and pasted into Google docs. Formatting options are rudimentary.
- Images, text, and data from Google Docs and Google Spreadsheets cannot be pasted into Google presentations. No automated spell checking or grammar checking exists. No document version control as in Microsoft SharePoint exists.
- Users of Google+ in our country are low. People don't get interest to use Google+
- Google+ Community is like Facebook Group. Facebook Group is more popular in our country rather than Google+ Community.

Google is a household name for internet search. Most people are aware of consumer Gmail. However, many are not aware of Google's suite of applications for education or business, Google Apps for Work.

Google has been steadily increasing market awareness of Google Apps for Work, but there are still many business owners and executives who do not know that Google Apps is an established and viable alternative to traditional corporate email and collaboration options.

In our country, Google just wanted our students stay under one shade. 'Google Bus Bangladesh Community' is that shade where students can share their ideas, views, thoughts, science projects, Business idea, video documentary, photography and lots of other stuffs with other students from different universities. Sometimes Google personnel come to that community to make video chat through 'Hangout' with students who are more active in that group.

Conclusion

Look around you. The world's moving too fast. And where are we? Are you aware about the new technologies around us? Technology will be useful to us in many ways. We have to update our knowledge so we can gain the most of it. Google Apps provides a secure and reliable platform for data, bringing us the latest technologies and best practices for datacenter management, network application security, and data integrity. Google apps have crafted a vast window for the tech-freak emerging student community. We must come forward to catch up all the advantages of technology to cop up with the modern world. We need to adopt with every new up comings.

References

1. <http://www.marketaccessgroup.biz/> (Job Part)
2. <http://www.dhakatribune.com/bangladesh/2014/nov/12/google-bus-bangladesh-launches-journey> (Inauguration of Google bus Bangladesh)
3. <http://www.emergingedtech.com/2010/11/google-docs-why-teachers-and-students-should-be-using-them-for-course-work/> (Google docs)
4. https://en.wikipedia.org/wiki/Google_Docs,_Sheets,_and_Slides (Google Sheet)
5. <https://drdianehamilton.wordpress.com/2010/08/12/why-i-recommend-using-google-calendar-for-my-students/> (Google calendar)
6. <http://www.androidcentral.com/what-google-and-why-should-i-use-it> (Google+)