

**Internship Report**

**A Study on Business Development and Branding Practices**

**Agrani DOER Banking**





Inspiring Excellence

**BRAC Business School**

**Course: BUS400**

**BUSINESS DEVELOPMENT AND BRANDING PRACTICES  
OF  
AGRANI DOER BANKING**

**SUBMITTED TO**

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**Date of Submission: September, 4<sup>th</sup>, 2016**

## Letter of Transmittal

September, 4<sup>th</sup>, 2016

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**Subject:** Submission of internship report on Business development and Branding Practices of Agrani DOER Banking.

Dear Sir,

With due respect and gratification I would like to inform that, I have completed my internship report titled “**Business Development and Branding Practices of Agrani DOER Banking**” according to your given instruction. Besides the worthwhile internship experience at DOER Services Limited, working on this report gives me the opportunity to learn about how to develop the business with the help of Branding practicing in a more detailed and exhaustive manner.

Perusal through the first section of the report will replicate an inclusive picture of DOER Services Limited with a description on the company and its background, present state of the organization, product offerings and analysis. Then the progression of reading will unfold the job description during my time of internship along with job responsibilities, aspects, observation and recommendation regarding the performed tasks. After that, the next chapter of this report will disclose every steps of formulating the strategy for the development of the business.

In preparing this report I have tried to abide by the Instructions you have rendered about writing and presentation of the report. Nonetheless I am willing to shed light on any discrepancies if arises.

Thank you for giving me the opportunity to work on this topic. This will definitely enhance my knowhow and insight regarding the subject matter I have worked on.

Yours sincerely,

Md, Zahidul Islam

ID: 12104021

BRAC Business School, BRAC University

## **Acknowledgement**

First I would like to express my devotion and gratitude towards the almighty Allah for his compassion and blessing. Nothing good can be happened without the help of Allah.

My gratitude towards my Internship supervisor G. M. Shafayet Ullah, without his guidance and supervision it would not be possible to complete this paper. I would also like to express my thankfulness for his encouragement and directives towards working on this topic.

I would also like to place my gratitude to the Human resource Division of DOER Services Limited for allowing me to complete my internship in their esteemed organization. I would like to thank my organizational supervisor Mr. Bony Tasnim Vice president of Doer Services Limited for his help and support throughout the internship program and for giving me the opportunities to learn the every detail related to the business development strategies. I am also extending my heartfelt thanks to Mobasher Maqbool Business Development Executive of DOER Services Limited and Imtiaz Sami for helping me with valuable resources to complete my internship report.

Finally I would like to take this opportunity to thank all the people who has helped and supported with their thoughts, ideas, tips and assistance. Without all of your cooperation it would not be possible to finish this work within the given time frame.

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## **Executive Summary**

Bangladesh, the country of immense potentiality is a developing country located in the Southeast-Asia. Every year the size of the economy of this country is growing up with the help of the proper utilization of resources. In this report attempt has been made to portray an analysis regarding how the unbanked people are suffering for not getting the core services of Bank. The important fact is these people can contribute in a huge way in the economy of a country by taking the core banking service of a bank. Due to that DOER services limited has come up with an idea to bring the unbanked people under banked people. Keeping this thing in head DOER Services Limited has brought the project with a name Agrani DOER Banking. To bring a meaningful insight regarding the business development strategies and the Branding practices of Agrani DOER banking, I have brought some points in the project part of this report. In this report I have described the whole process of Agrani DOER Agent banking. In conclusion it is found that, though Agrani DOER banking unbanked people will be able to involve in the banking activities in a easy way with full security. So to enhance the performance of Agrani DOER Banking as par its prospective, recommendations are stated at the end to draw the conclusion of the project.

Apart from the project work this report also consists of two other sections; organizational overview and description of the job during the attachment of 12 weeks. In the very beginning of the report information regarding the attached institution has been portrayed and in my case it was about Agrani DOER Banking. Inception of that section has been marked by history of the company. In the next section product and service offerings have been mentioned followed by the operational coverage and organogram of this banking financial institution. Then to mark the end; vision, mission and code of conduct of the company have been stated.

In the second part titled job description, explanation has been given about the work I was designated to do during my time at DOER Services Limited. Then my daily job responsibilities are stated in time of my internship. After that varied aspects of the job and its relation to the knowledge I have gathered through the curriculum in the university have been portrayed. Then an explanation is given accompanied by recommendation about the issues Agrani DOER Banking can contemplate on for efficient and better management of their work.

## **Introduction**

Bangladesh is a massively peopled country located in South Asia which is bordered by India, Burma and Bay of Bengal. According to most recent statistics and data, Bangladesh is the eight-most populous country in the world and the population is much more than 160 million people. Majority of these people lives in rural areas and agricultural work is their main source of living. Due to the rapid and positive growth in manufacturing and textile industries, so many people from rural areas are coming over to the six major cities in Bangladesh to earn their living as well as to send money back home to bear the family expenses in their respective villages. They usually send money via common people, post office, courier, and recently via mobile banking. Apart from mobile banking methods, other methods are not much reliable and much more costly takes more time. In order avoid such financial fragility and vulnerability, agent banking is one of most promising, secured and quick service that the Bangladesh bank has offered to the people. Through adapting the newer form of banking services such as online banking and mobile banking, Bangladeshi banks have already taken progressive steps towards modern banking attributes. But, in order to serve the large unbanked mainly rural people, who are underprovided appropriate education, access to internet and branch banking service, the agent banking is the appropriate solution for them. The way latest technologies and services are invented and implemented every day to serve the bank customers, it is the high time to adopt and disseminate the agent banking method among rural and remote places in Bangladesh in order to bring in more customers and provide them excellent support with minimum argument. In this way, agent banking can be a prime solution to serve the large unbanked rural people. The people of this country can be benefitted by obtaining a personalized bank account, secure money transfer and a complete financial solution. It will also help to grow the Banking industry in more positive and progressive way.

A banking agent is a retail or postal outlet contracted by a financial institution or a mobile network operator to process clients' transactions. Rather than a branch teller, it is the owner or an employee of the retail outlet who conducts the transaction and lets clients deposit, withdraw, and transfer funds, pay their bills, inquire about an account balance, or receive government benefits or a direct deposit from their employer. Banking agents can be pharmacies, supermarkets, convenience stores, lottery outlets, post offices, and many more. (2016), Banking Agent.

Globally, these retailers and post offices are increasingly utilized as important distribution channels for financial institutions. The points of service range from post offices in the Outback of Australia where clients from all banks can conduct their transactions, to rural France where the bank Credit uses corner stores to provide financial services, to small lottery outlets in Brazil at which clients can receive their social payments and access their bank accounts. (2016), Banking Agent.

Banking agents are usually prepared with a arrangement of point-of-sale, card reader, mobile phone, barcode scanner to scan bills for bill payment transactions, personal identification number pads, and sometimes personal computers that connect with the bank's server using a personal dial-up or other data relation. Clients that transact at the agent use a magistrate bank card or their mobile phone to access their bank account or e-wallet correspondingly. Recognition of customers is normally done through a PIN, but could also involve biometrics. With regard to the transaction verification, authorization, and settlement platform, banking agents are similar to any other remote bank channel. (2016), Banking Agent.

Local regulation will decide if financial institutions are allowed to work through retail outlets. Regulators generally decide what kind of, if any, financial institutions are allowable to agreement agents banking, what products can be offered at the retail outlets, how financial institutions have to grip cash transport, know your customer requirements, consumer fortification, and other operational areas. (2016), Banking Agent

Agent banking supports on condition that banking facilities to those bank customers channel through the associated agents under a legal agency agreement, compare to any standard means of teller/ cashier or ATM booth service. The designated and lawfully associated agent of a government approved bank, who is also the proprietor of an outlet, basically carries out all the banking activities on behalf that bank. There are specific set of guidelines, rules and regulations and agent selection criteria in order to open an agent banking outlet. The categories of banking services may vary from country to country but there are certain levels of services that agents are not allowed to perform. Only a branch bank can authorize and perform those tasks. However, agents can collect all the required information and hand them over to the bank for further official process.



The Organization

**DOER Services Limited**

**(Agrani Doer Banking)**

## **History and Company overview**

DOER was formed as a business entity with a purpose to work with financial sector of Bangladesh for extending the coverage of institutional banking facilities to all people with the help of technology. The organizations and people behind DOER, are very much aligned with the identification of bankers and regulators of Bangladesh that the current banking facilities coverage in Bangladesh is skewed in many senses – institutional banking covers only a meager portion of people of Bangladesh and the platforms and technology that are being used in extending the coverage have inherent technological, economic and social limitations – they are fragmented, not optimized in the sense of cost in Bangladesh perspective.

In this backdrop of “skewedness” DOER was formed as a result of collaboration from bankers, technologists and end users to build a robust, top of the line technology platform for building, implementing and maintaining banking alternative channels that can reach every corner of Bangladesh and that is owned by Bangladesh. (2016), AGRANI- DOER.

## **Business overview of DOER Services Limited**

As evidenced by the present state of banking industry in Bangladesh, extending banking facilities to all corners of a population is a problem that cannot be solved by only one discipline; It requires bankers, technologists, distribution management specialists with proven track record who will work together and solve the problem in a cross discipline fashion. DOER’s formation took the same ideal path and a number of business entities from North America and Bangladesh joined together to form DOER.

## **Spectrum Engineering Consortium Ltd.**

Dhaka, Bangladesh based Information Technology Company recognized in 1995. SECL is one of the very few top quality companies of Bangladesh with a dexterous capability both in software services (design, expansion, accomplishment and service) and infrastructure services (data networks, telecom networks, data centers and managed services). With its long track record in Bangladesh and outside - a significant portion of that being in monetary sector - SECL brings in the service delivery capability for Cello scope Platform. (2016), AGRANI- DOER.

### **Adaptive Enterprise Ltd.**

Dhaka, Bangladesh based software Development Company established in 2005 to serve both local and overseas clients with expertise in large scale web, desktop and service oriented application development. AEL also develops mobile application that securely connects to back end services for Banking to home automation industries. AEL brought forth the proficiency behind the sophistication and straightforwardness of Celloscope Platform's end-user device and application user experience. (2016), AGRANI- DOER.

### **Distributed Intelligence Inc.**

A New York, USA based software technology platform provider established in 2011 by lead architects and product designers for bright automated trading systems in Wall Street. DI builds soft real time event processing and analysis engine for hedge funds, ad network and telecom clients in USA and outside of USA. DII is the key force behind the high performance, scalable and top of the line architecture and core software framework of Celloscope Banking Platform. (2016), AGRANI- DOER.

### **Celloscope Ltd.**

A Dhaka, Bangladesh based software-system Developer Company established in 2014 by professionals with long track record of designing and developing large system solutions locally and globally. Celloscope comes with the enabler role so that the reach of DOER's technology platform extends to people everywhere. (2016), AGRANI- DOER.

### **Doer excellence**

- Experienced in implementing Agent Banking in large state-owned bank
- Full BB Compliance- KYC, verification in front of Bank official, CBS Integration.
- A-Z solution- Agent Network Manager as well as Tech Provider
- Business process development spanned over three years with close interaction with public banks, private banks, regulatory bodies and banking legends
- Biometric or PIN based authentication for all operations
- Bank has full control over the system and field operations

## **DOER Agent Network Features**

- From screening of sub agents to training, setup and business development of Agent Banking
- Deployment of field supervisors, surveillance teams and sales force all over the agent network
- Highly technical and mostly automated monitoring intelligence and systems
- Participate in awareness programs, campaigns.
- Operational processes have been worked out for long and thoroughly tested

## **Features of DOER Solutions**

- Fast deployment
- Highly scalable system
- Customizable security policy
- Real-time Transactions
- Integration with Core Banking System
- Customization - Local support, instant response
- No Mobile Operator Dependency

## **Agrani Doer Banking**

Agrani bank Limited (ABL) is the first state-owned Commercial Bank in Bangladesh to introduce Agent Banking. With a view of financial inclusion of unbanked people of Bangladesh Agrani bank Limited has successfully run the Agrani-DOER pilot project in Habashpur, Pangsha, Rajbari and Madabpur, Shayestagonj, Habigonj. In the succession of Pilot projects Bank have started their nationwide operations of agent banking. A team of efficient employees in Agrani bank Limited will monitor the Agent Banking activities around the rural areas of Bangladesh. Sub-agents will provide Banking services of Agrani bank Limited through smart technologies. (2016), Agent Banking of Agrani Bank.

According to Bangladesh bank Guideline on Agent Banking, “providing limited scale banking and financial services to the underserved population through engaged agents under a valid agency agreement, rather than a teller or cashier. It is the owner of an outlet who conducts

banking transactions on behalf of Bank.” (2013), Guidelines for agent banking issued for more financial inclusion, bdreports24.

Agrani bank Limited signed up partnership with DOER Services Limited to serve the agent banking service. This initiative of Agrani Bank Limited to extent core banking services right at people’s doorstep has commercially been branded as “AGRANI DOER BANKING”

Agrani DOER Banking offers provide platform for gaining core Banking services to the poor and disadvantaged people lived in remote areas where banking access will be rarely found. Banking helps them to raise small capital which will make them financially stronger and allow them to realize small business opportunities. This will increase women’s economic empowerment and reduce income inequality.

Agrani DOER banking will provide platform for gaining core banking services for the people of certain areas where Agrani Bank Limited did not have branches yet. Agrani DOER banking will use Android Application for operating agent banking with an integrated core banking system. Sub-agents will use two factor authentication systems for providing service with a smart table, POS device, and finger print machine. Agrani DOER banking offers a totally secure banking through the agent Banking. All authorized banking agents will display a national agent Banking logo together with the logo of the financial institutions. This will facilitate the public to identify the authorized agents and the availability of the basic banking services.



The aim of this digital financial inclusion is to bring more people into the financial system using the latest technology.

DOER is the authorized Master Agent for Agrani Bank Limited for its agent banking operations. Agrani-DOER is the official name given to agent baking service provided by DOER, the appointed Master Agent of Agrani Bank Limited. DOER has been given the mandate by Agrani Bank Limited to deploy and manage a nationwide network of agents who will provide products and services offered by Agrani Bank Limited. This is the first of its kind in Bangladesh where a

Commercial Bank is poised to offer agent banking services to a very large number of people. (2016), Agent Banking of Agrani Bank. DOER feels extremely proud to become an important part of this endeavor, and believes that it will live up to the expectation bestowed on it by Agrani Bank Limited. With 932 branches Agrani Bank has got a very large client base in rural/semi-rural settings. Agrani caters to No Frills account (also known as Taka 10 accounts) holders as well. However, a large number of these clients cannot use bank services due to distance, cost, and other issues. DOER agents aim to bridge this gap and promote loan products, deposits, remittance, and financial literacy to these existing clients. DOER will appoint agents in every area where Agrani Bank does not have any branch. These agents will bring in new clients from these un-served areas. DOER will also bring the total population of Chittagong Hill Tracts under agent banking network. Presently Agrani Bank has very limited operations there. Women entrepreneurs and small enterprises will be a major focus when DOER promotes Agrani loan products in the target areas. (2016), Agent Banking of Agrani Bank.

### **Product offerings of Agrani DOER Banking**

The operation that provided by the agent is given below:

- Customer Creation
- Account Opening
- Financial Transactions:
  - Cash Deposit (Self/Bearer)
  - Cash Withdrawal
  - Fund Transfer
  - Receive Cheque for clearing
  - Loan disbursement/repayment
  - Fixed Deposit
  - DPS scheme deposit
  - Remittance
  - Bill Payment

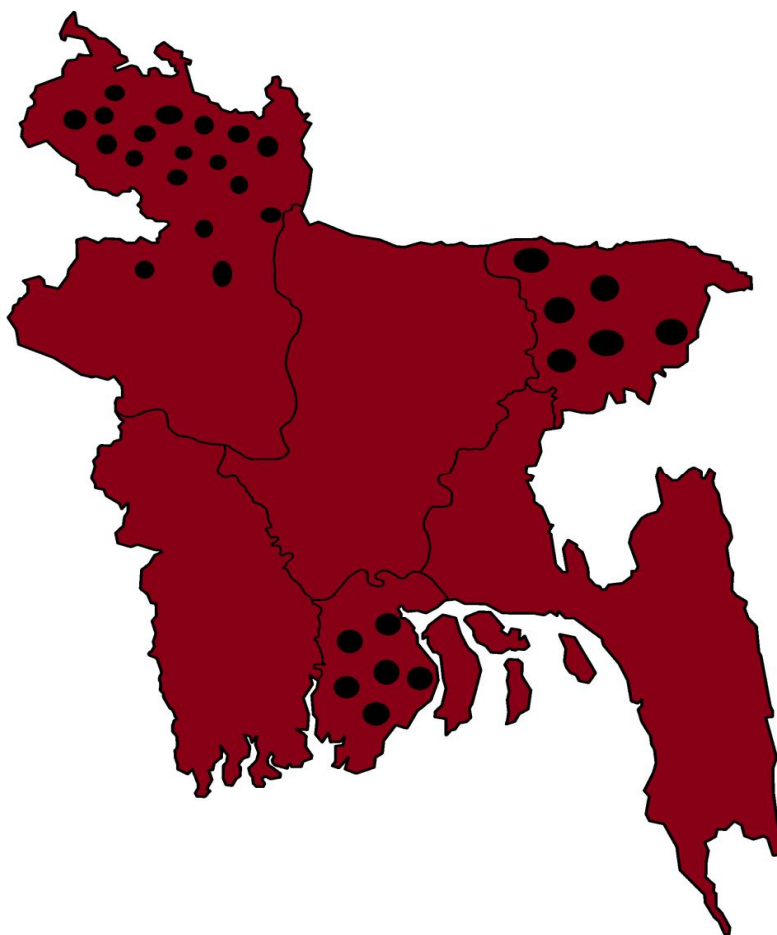
## Major Features of Agrani DOER Banking's Services

- Real Bank Account
- GUI instead of Text based UI
- Customer gets a printed receipt of ALL transactions
- Customer gets sms notification for ALL transactions
- Customer gets audio receipts of ALL transactions
- Deploy once, modify features fully remotely and almost instantly

## Operation Network of Agrani DOER Banking

Agrani DOER Banking is now operating through 30 points covering 4 major divisions, with an aim to serve the unbanked people to support the potential customer for getting core banking services. Agrani DOER Banking has an aim to set up point of Agrani DOER banking in every possible union in coming future. Agrani DOER banking is building strategic web of network in order to serve effectively and efficiently.

Pictorial view of the Location of Agrani DOER Banking:

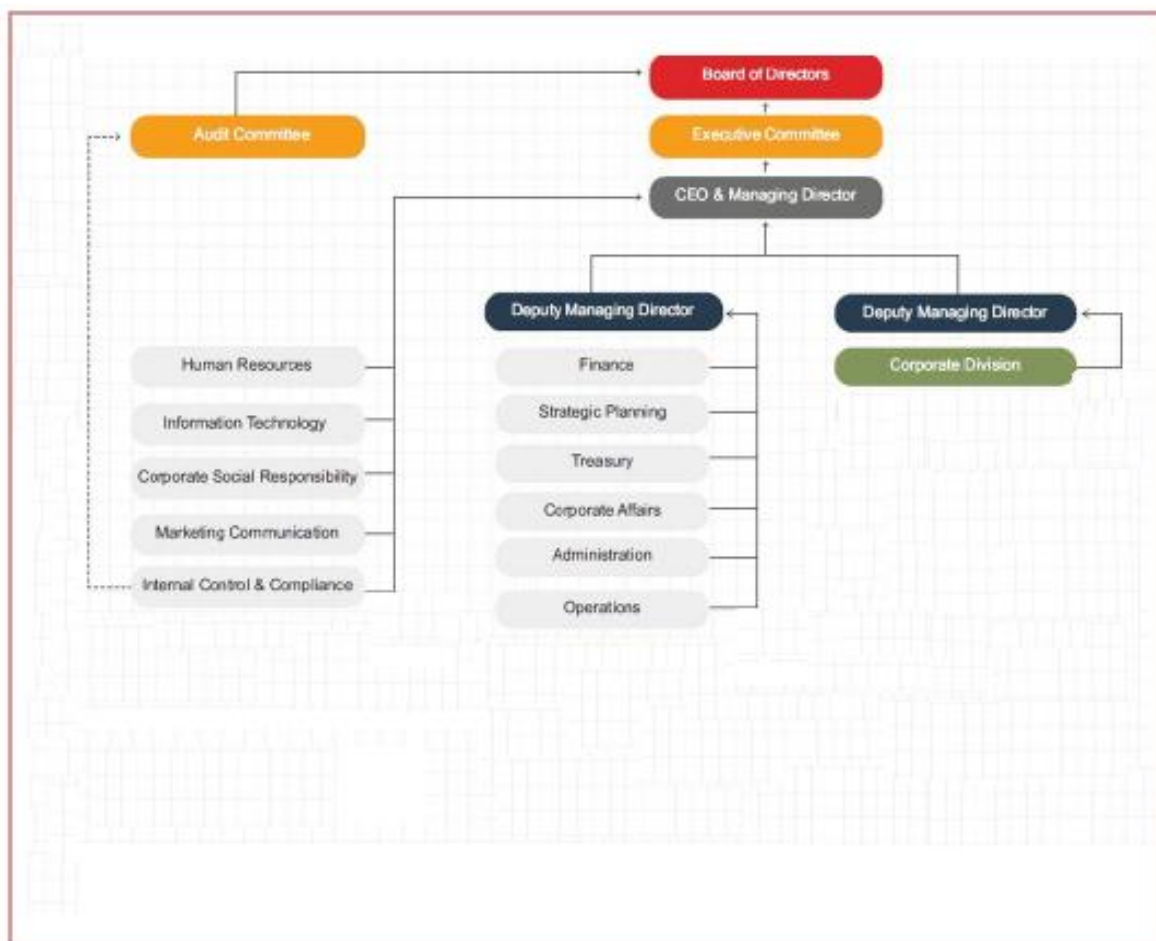


**Agrani DOER Banking's Presence**



## Organgram

As a public Limited Company Agrani DOER Banking is directed by a designated Panel of Board of Directors consisting of nine members. Moreover, the Executive Committee of Agrani DOER banking is contained of five members including the managing Director **Mr. Syed Ahmed Rasul.** and the vice president **Mr. Bony Tasnim.** (Mr. Bony Tasnim, Vice President, 2016). Illustration of organgram is given below:



**Chain of command of Agrani DOER Banking**

## Corporate ethos

**Vision:** To be the Branchless Bank of option offering satisfying and convenient services for achieving financial inclusion in the country. (Mr. Bony Tasnim, Vice President, 2016)

**Mission:** To deliver financial service in all over country outside the service of conventional bank branch using information and communications technologies. (Mr. Bony Tasnim, Vice President, 2016)

## Tactical objectives

- Bring the unbanked people under banking services
- Set up customer service point in every possible union of all over the country
- Make easier the banking service by using secured technologies
- Diversify banking service
- Creating a new Banking platform
- Embrace international business practices
- Develop online banking service
- Put in some value in SME Loan

## Core values

- Customer focus
- Trust and respect
- Credibility
- Sustainability
- Adaptability
- Availability
- Usability
- Interoperability
- Scalability
- Reliability

## Code of Conduct and Ethics

- Deliver ideal service in a professional way
- Not engage in fraud, misrepresentation or perform any task that is reflects harmfully on employees character
- Reveal all conflicts of interest
- The employees of Agrani DOER Banking have a responsibility to know and appreciate not only the policies restricted in the code of conduct but also the sprite on which it is supported
- Use sensible care and exercise independent specialized Judgement
- Take steps with honesty, capability, dignity as well as in an ethical manner when dealing with the stakeholders.

## **Job Description**

Jobs at

DOER Services Limited

### Attachment with Agrani DOER Banking

After concluding all the obligatory courses for finishing my major in Marketing and minor in Finance, I have joined DOER Services Limited for completing my internship as a precondition of BBA program of BRAC Business School of BRAC University. And as per the guideline of the internship programmed. I have terminated my attachment of 12 months in the Business development department at DOER Services Limited under Agrani DOER banking project.

Agrani DOER Banking is doing agent banking under Agrani Bank Limited. Agrani bank is one of the popular government banks due to its huge network coverage as well as for its customized financial services and also for preserving government regulations in a proper way.

### Internship profile at a glance

Name of the organization	DOER Services Limited
Designation	Intern
Attached division	Business Development
Remuneration	6,000 BDT per month
Working hour	9.00 am to 6.00 pm
Job category	<b>Find the new business prospects, Maintain communication with the stakeholders.</b>
Work station	<b>Sun moon star Tower, Motijeel, Dilhusha, 1000 Dhaka.</b>

### Descriptions of my Jobs

My job description of Agrani DOER Banking can be divided into different phases as I worked in different location of DOER Services Limited with different responsibilities in all the cases.

### **At head office of Agrani DOER Banking**

After facing my interview on 16/06/2016 I was asked to join in the department of Management and Information System (MIS) of CRM on 19/06/2016. Under MIS, the tasks I was assigned with a includes;

- Communicate with the agents in a regular basis
- Communicate with the manager of linked manager
- Communicate with the customer acquisition officer for knowing the update of filed
- Agrani Bank reporting
- Updating the all the complains, technology problem in goggle sheet
- Communicate with the possible business clients

### **Preparing a visit plan and client visit**

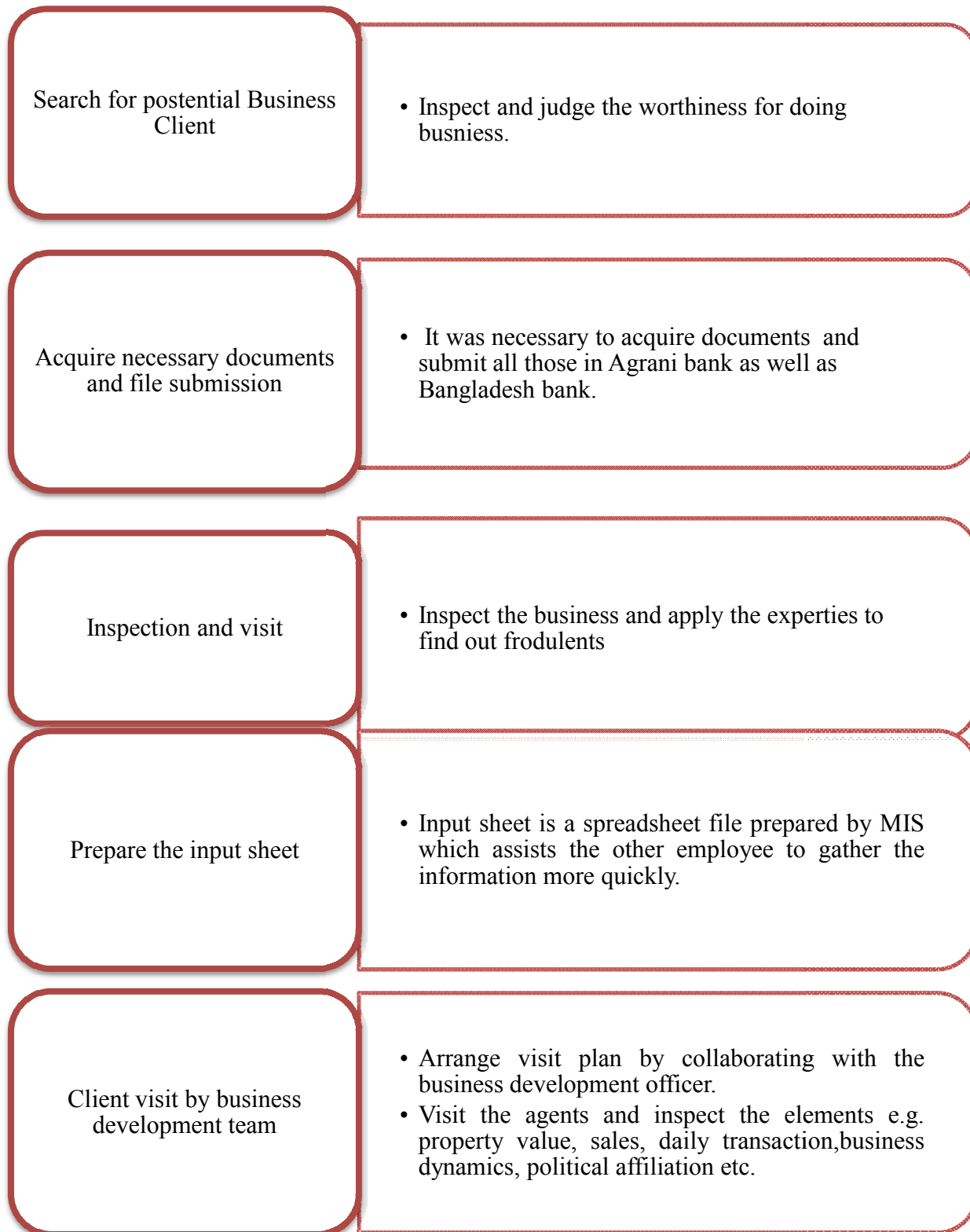
During the time of working in head office I had to go outside of Dhaka to visit the operation of business practically. Till now I have gone Hobigonj, Thakurgoan, Rongpur, Bogora. After the authorization of the sales team leader the authority order to visit the CSP physically to inspect the business property of the agent such as; outlets, office. Here the task was to arrange a suitable time for visit. As there is around 4-5 agents to visit every month; planning and scheduling a efficient visit plan is important by considering the hindrance e.g. traffic jam, distance among the scheduled visits, absence of agent. Besides implementation of an efficient visit plan also plays a key role in achieving the target of the organization.

### **At Field Visit of Agrani DOER Banking**

My job responsibility during the time of field visit involves:

- Taking update about the business situation from agent
- Taking update about the customer's opinion from customer acquisition officer
- Communicate with the business leader of that area
- Finding the business prospects
- Analysis the performance of competitor
- Managing different kinds of event

## A diagrammatic expression of my jobs



## Specific Job Responsibilities

I was assigned with a number of specified responsibilities which I needed to perform in daily basis. An illustration is given below of the specified responsibilities at Agrani DOER Banking.



## Different aspects of job performance

In the possession of three months connection at Agrani DOER banking I was allocated with responsibilities with various dynamics. Features of my job involved;

### Public relation

As field visit was also enlisted in my list of responsibilities, visiting the sub-agents to grab an understanding of the business dynamics was also surrounded in my list of regular tasks. Being patient and understanding the agent's psychology is the key here. So, in the critical situations the higher authority is required to grip the situation in a way so that the sub-agent does not being questioned. Higher authority is required to speak in a way of conversation manner rather than asking question deliberately and also we were needed to give details the importance of the demanded data in a inclusive way so that the sub-agents understands the significance of the information for his/her own benefit.

### Administrative Duty

Administrative responsibilities such as: management with business squad, dealing with correspondence, writing emails, cooperation with MIS, is handing over of tasks according to knowledge, prioritization and finishing point of the tasks in order of significance, managing files and database.



## **Business process development**

The administration always gives confidence people to come up with new tricks and strategies in different office tool like Microsoft office, Excel which would make the more effective use of the spreadsheet program and eventually develops the business process by ensuring efficiency. So, as a part of business process development I shared my consideration about maintaining a database of the all files in order to get the maximum benefit from the available information. So, in future when Agrani DOER banking is going to expand their business they will get any information in a short period of time with giving less effort.

## **Critical observation and recommendation**

### **Business procedure computerization**

Under business procedure computerization Agrani DOER Banking can reduce paper works. By preparing the input sheet to updating the current status, Agrani Bank and Bangladesh Bank reporting everything will be correlated and quantified. As a result, updating the input sheet will automatically bring up to date in the record of actual situation. This implementation not only lessens the turnaround time, it also decreases the necessity of hiring more workers as well as charge ultimately.

### **Business spotlight information portal**

An information portal is all that is needed to develop the business. The information gateway will filter through all the newspapers and online information gateway as well as stock markets and websites of importance. Then the system will process the data and automatically highlights the information according to the need of general information e.g. (Related news articles, economic situation and market situation) in a structured way. This portal will give the employees of every division a competitive advantage over the other organizations in their designated field and as well in terms of bargain power with potential sub-agents and customers.

### **Provide a mobile app for observing the update**

In Agrani DOER banking some employee are selected to remind the agents about the daily activities and responsibilities through a phone call. This communication is necessary to maintain a good relationship still Agrani DOER Banking can bring a system of providing notification through using a mobile app. By using this mobile app all the related staff of this whole system can get instant message or updates about the whole update.

# The Project

## **Origin of the report**

As an integral part of the completion of internship program the report titled ‘Business Development strategies and Branding Practices’ has been assigned and done under the guidance and supervision of G. M. Shafayet Ullah lecturer at BRAC Business School, BRAC University, Dhaka, Bangladesh.

## **Objective of the report**

The objective of this report reflects the statement regarding the business development and branding practices of Agrani DOER Banking.

## **Specified objective**

- To figure out the best way for bringing unbanked people to banked people.
- To find out the effectiveness of agent Banking for the stated purpose
- To find the insight regarding facilities of agent Banking

## **Scope of the study**

The study is confined within my social perspective as well as the related documents of Banking sector.

## **Source of information**

Primary data of this report is collected for the specified function of the study and on the other side the readily accessible secondary data are collected to analyze the present circumstances as well as to understand the change over time.

## **Primary source**

The experiential data of this study is collected by talking with the people around my social circle who are enrolled in services sector of different dynamics. The population of the report was a large portion of the total headcount (Unemployed, employed, decision makers, bankers, political personals and people of different sectors of life) of Bangladesh.

## **Secondary source**

Secondary data has been composed from different websites, online journals, newspapers and scholar articles.

## **Advertising Practices**

Agrani DOER Banking has not started there promotional activities in a full way yet. They are following few steps before practicing an advertisement to make a connection between Agrani DOER Banking and the consumers regarding the message of advertisement:

- Identify the target audience - for instance, people who are not getting banking Service.
- Determine the desired response - how well people are responding to them
- Design a message - What is the message that is Agrani DOER Banking wants to tell its customer. Also, how logically and symbolically are they delivering the message.
- Choose a media

They follow a checklist to design messages to reach out to their customers before making an advertisement:

- Specify the target customer. For example “Bank for the unbanked people”
- Provide an idea regarding the service quality of them. “Provide Ideal Service”
- Notify regarding high security (Transactions are happened through Bio-Metric process)
- Transparency (Printed copy of transactions as well as voice notification)

## **Branding Practices**

This part is the most crucial part of this report. There are some Immutable Laws of branding. I am going to relate all those laws with the Agrani DOER banking.

### **The Law of Expansion**

Initially DOER Services Limited has started this agent banking with the name Agrani DOER banking with full cooperation of Agrani Bank Limited. They have planned to do exactly the same thing with the other banks. They will take some time for doing that. They have planned to expand it or a certain time period. That will be depending on the resources of the organization.

## The Law of Contraction

Agrani DOER Banking is following this law in a proper way. Their focus is specific. They want to be an easy payment gateway with the full core Banking services. Sometimes the focus is going broader for controlling some situation. The DOER team is highly concerned regarding this focus issue.

## The Law of Publicity

Agrani Doer banking is in a good position in publicity. They have started their full operation two months ago. Within this time they have done publicity in a proper way. Some weeks ago they joined in a fair in NOBO Theatre. The name of that fair was innovation fair 2016. Agrani DOER Banking has gotten a huge support from that fair. I am going to attach a picture of that fair below:



Finance Minister AMA Muhith, Science and Technology Minister Yafes Osman, Bangladesh Bank Governor Fazle Kabir and high officials of civil administration visited the stall.

### Finance Minister, BB Governor applaud 'Agrani Doer Banking'

Agrani Bank Limited has introduced Agent Banking, titled 'Agrani Doer Banking'- in an effort to reach every unions of the country covering financial needs of teeming millions.

"Mr. Ashraful Alam, DGM, Bangladesh Bank presented overall digital financial inclusion scenario at Bank and Financial Institutions stall in an international conference titled 'Civil Service in Development Innovation 2016' held Thursday. The A2I-organized fair was inaugurated by Prime Minister Sheikh Hasina," a statement said.

In order to achieve massive financial

inclusion and to reach to customers doorsteps to offer regular banking services, Bangladesh Bank and Finance Ministry selected Agrani Doer Banking which was demonstrated live in the stall.

Finance Minister AMA Muhith, Science and Technology Minister Yafes Osman, Bangladesh Bank Governor Fazle Kabir and high officials of civil administration visited the stall.

This financial inclusion tool includes lots of contemporary technologies like QR card, real time photo verification from bank server, biometric authentication, rich user friendly graphical banking menu, instant SMS notification, voice notification in Bangla etc.

A good number of visitors visited the stall in the fair.

Figure: Image of Financial Express

### **The Law of Advertising**

They are giving their advertisement locally now. They will telecast their formal advertisement very soon. At present they give their advertisement in Local cable TV, local newspaper. They are using online advertisement through social media for example YouTube, Face book etc.

### **The law of the Credentials**

The activities of Agrani DOER banking is very much credential. They are using some high teach technology for making this services more authentic. Print notification, Voice notification, biometric processes are happened during the time of transaction. Those things have made it more credential.

### **The Law of the Quality**

Agrani DOER Banking is a primary service Industry. They want to provide ideal customer service to their customer. Due to that they train their employee in that way so that the employee can provide ideal service. Moreover, Agrani bank Limited is a government organization. In here someone might be thought that government organization cannot provide good service. As Agrani DOER banking is working with Agrani DOER bank, it will not be possible for DOER Services Limited to provide good service. The fact is DOER team has taken it as a challenge that they will change this view of customer by implementing ideal Customer Service.

### **The law of the Name**

Agrani DOER Banking is successful in here. In detail, first part Agrani has taken from a government bank which has created a good secondary association. On the other side the middle part DOER is a Bengali term which means door also is giving a meaningful insight. Bank is now at your door. Moreover, the last part banking itself gives lots of messages. It represents all the services of agrani DOER banking.

### **The law of Fellowship**

DOER Services Limited always welcomes other competitor. Bring an economic change is one of the prime purposes of DOER Services Limited which is not possible for DOER alone. They want to do the task of financial inclusion in the society by taking the help of other stakeholders of society.

### **The law of Shape**

The logo of Agrani DOER Banking is made by considering the purpose as well as the name of this organization. Here one thing is expressed that there is a door in the logo which means the door of possibility is open for all.



## **SWOT Analysis of Agrani DOER banking**

Like every other schemes available, Agrani DOER banking has also few strong and weak areas. But improving those areas will surely give this facility an opportunity to face the threats it is facing today and becoming an effective tool for spreading the banking services to the unbanked people.

### **Strengths**

- Modified banking package for existing agents as well as for customer
- Accessibility of different financing service
- Secured and easy Banking Facilities
- Having a strong association of a state-owned Bank

### **Weakness**

- Lack of Agent's cash money
- Absence of Check book Transaction
- Limited amount of per transaction. Limit has been given by Bangladesh Bank.
- Lower amount of network coverage

### **Opportunities**

- Impact on Financial Inclusion by increasing the availability of Banking Services
- Customized product for unbanked people
- Conquer larger client base

### **Threats**

- Risk of theft during the time of rebalancing
- Scarcity of required cash flow

## **Bangladesh Bank Regulations Regarding Agent Banking**

Because of the low investment requirements, shorter growth cycle and higher potentiality of success in the activities of Financial Inclusion; Bangladesh Bank has brought agent banking as a fundamental part of the national economy. The Central Bank believes, Agent Banking can play a vital role in achieving the target of MDGs as well as in diminishing the rate of unbanked people. And by capitalizing on these implications Bangladesh Bank introduced varied schemes and regulations for ensuring an effective expansion plan of Agent Banking. The main goal of Bangladesh Bank is to create employment, poverty reduction etc. Those include;

### **Approval requirements**

Any scheduled bank in Bangladesh can do the activities of Agent Banking by taking a licence from Bangladesh Bank regarding Agent Banking. (2013)“Guidelines on Agent Banking for the Banks”

### **Eligible Entities**

- Registered NGO
- Company Organization under the company Act 1994
- Partnership business organization
- Cooperative societies under cooperative society Act, 2001
- Mobile operator
- Union Information and Service Centre
- Post office
- Courier Services companies
- Insurance Companies
- Chain shops, Medicine shops, Petrol Pumps

## **Agent Banking Services**

- Customer Creation
- Account Opening
- Financial Transactions:
  - Cash Deposit (Self/Bearer)
  - Cash Withdrawal
  - Fund Transfer
  - Receive Cheque for clearing
  - Loan disbursement/repayment
  - Fixed Deposit
  - DPS scheme deposit
  - Remittance
  - Bill Payment

## **Charges for the Services**

Customers should not be charged directly by the agents. Bank will pay commission to agents. Bank may charge to customer if they want. (2013)“Guidelines on Agent Banking for the Banks”

## **Limitation of the report**

- Data collection for the report was quite complicated because of unavailability of the secondary information.
- Time owed for preparing this report along with investigation was not enough.
- Because of severe guidelines of the organizations and nonappearance of any execution of the ‘Right to information’ stand as an obstacle in the persuasion of establishing a genuine report.

## Findings

Key finding of the above mentioned points and the secondary data analysis are as follows.

The SWOT analysis of Agrani DOER Banking discloses that, Agent banking is still not yet the effective tool for reaching the Banking service to unbanked people. Absence of proper incentive for the start-ups, some government boundaries, technological challenges and presence of fraudulent disbursement still might hold back the true probable expected from this financing facility.

### Findings from the report shows

- Capital inadequacy is one of the most faced obstructions in becoming an entrepreneur.
- Agent Banking might be the most suited tool for establishing Banking service available.
- Agent Banking could be the most potential option for tackling the people who are not getting Banking service.
- Expected changes which can make Agent Banking a complete tool for attracting the unbanked people to bring under banked people.
- Large number of unbanked people is one of the major challenges Bangladesh is facing in terms of expediting the growth and development
- Impact of targeting the wrong client base (the poor population) will only increase the number of banked people, but cannot have much impact on expediting the growth and development.
- The barriers in expansion of Agent Banking business reduce the chance of employing more people.
- The present constructions of Agent Banking are not encouraging the start-ups and people in becoming judging their prospective.

## **Recommendations**

So to develop the benefits of Agent Banking up to its potential, I believe the following steps will make the difference if taken into consideration.

### **New product of investment and financing**

Introducing new products could be acted as a solution. The success of Agent banking mainly depends on the income of sub-Agents. All kinds of necessary steps should be taken to increase the profit of sub-agents. Introducing new products could be a great media for increasing the agents. In this way, it will be possible to expose Agent Banking as an attractive business tool. Due to that the network coverage of agent banking will increased in a large quantity.

### **Strict policy and implementation**

Enactment of strict policies against fraudulent activities and corruption to erase the ever growing balance will surely make Agent Banking a more efficient and effective option. If strict laws can be passed in mitigating this problem the economy will energies more from the benefits of these financing options.

### **Introducing of Training Programs**

Different training programs, work shop and formal educational curriculum should be included in for increasing entrepreneurial skills in the related employee of Agent Banking activities. By doing this the whole operation could be run in a more smooth and efficient way.

### **Appointment of third party credit analyst for auditing**

Designating a third party analyst in every sub-agents for evaluating the nitty-gritty of a start-up establishment before financing will surely make the process more authentic as well as it will reduce fraudulent activity to a great extent.

### **Competitions on ideation**

Encouraging Agent banking ideation competition for promoting efficient and effective ideas will surely give the policy makers option to analyze the best sector for financing. These participatory programs will also bring innovative ideas in light which can be implemented in large scale for reducing unemployment and poverty or even in facing any challenges in the way of development.

## **Conclusion**

In respect to the analyzed information it can be said that, Agrani DOER Banking could be a great media for bringing the unbanked people under banked people. Because of absence of energetic promotional strategies and promotions regarding start-up financing this sector is still lagging behind despite its enormous prospective in social development, employment formation and financial growth of a country. Regardless of governments' positive attitude towards agent Banking, the performance of this sector is still below the level required because of the high charge funding options. But if only a few adjustments can be made in the product strategy course of action of Agent Banking, the most potential source of financing for providing Banking service to the huge amount of unbanked people will surely go through the top of these constant problems the country is facing from the very beginning. Moreover the success of agent Banking could also help the country to accomplish its vision 2021 as well as the goals of MDG. Moreover, agent Banking could be the largest source of job establishment as well as the highest media for bringing the unbanked people under banked people.

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# Appendix



## Exhibit: 01 (Short Introduction of Agrani DOER Banking)



অগ্রণী  
দুয়ার  
ব্যাংকিং





**অগ্রণী দুয়ার ব্যাংকিং কি ?**

অগ্রণী ব্যাংক লিমিটেড ব্যাংকিং সেবা গ্রাহকের পোরগোজর পৌছানোর মাধ্যমে সমাজে আর্থিক অন্তর্ভুক্তির একটি প্রয়াস নিয়েছে। এই প্রয়াসের নাম “অগ্রণী দুয়ার ব্যাংকিং”। এর মাধ্যমে দেশব্যাপী শক্তিশালী ও কার্যকরী এক্সেস্ট নেটওয়ার্ক স্থাপন করে গ্রাহককে সহজে ও নিরাপদে সকল ব্যাংকিং সেবা প্রদান করা হচ্ছে।

**অগ্রণী ব্যাংক লিমিটেডে একাউন্ট কেন খুলবেন**

অগ্রণী ব্যাংক লিমিটেড একটি রট্টায়ত্ত সরকারী ব্যাংক। ব্যাংক একাউন্ট প্রত্যেকের সাধারণ প্রয়োজন, এটি একটি অধিকার, একটি আর্থিক সামাজিক পরিচয়।

- সঞ্চয় সমৃদ্ধির সোপান, আপনার কষ্টার্জিত অর্থ সঞ্চয় করুন।
- ডিজিটাল পদ্ধতিতে ব্যায়োমেট্রিক ডিভাইসের সাহায্যে আঙ্গুলের ছাপ শনাক্ত করে বিধায় আপনার ব্যাংক একাউন্ট এখন সম্পূর্ণ সুরক্ষিত।
- ঠিক ধাপ সম্পন্ন সুরক্ষা ব্যবস্থা - প্রতিটি সেন্সরের সাথে সাথেই পাবেন স্বয়ংক্রিয় ছাপানো রশিদ, SMS বার্তা ও ভয়েস নোটিফিকেশন।
- হররানী ও কানোনামুক্ত সেন্সর পদ্ধতি, যে কোন সময় টাকা জমা ও উত্তোলনের সুব্যবস্থা।
- প্রয়োজনে ঋণের জন্য আবেদন করতে পারবেন।
- ফলত ট্রান্সফার বা টাকা জমা দেওয়ার সময় গ্রাণ্যকের ছবি দেখে নিশ্চিত হওয়ার সুবিধা।

নানা ধরনের সঞ্চয়ী ও চলতি একাউন্ট থেকে আপনার জন্য উপযুক্ত একাউন্টটি বাছাই করুন ও আর্থিক সচ্ছলতা অর্জন করুন। নিজে একাউন্ট গুপুন এবং অন্যদের উচ্চুত করুন।

**একাউন্ট কি ও সার্ভিস চার্জ**

বিবরণ	গ্রাহকের চার্জ বর্তন
নতুন একাউন্ট খোলা	শূন্য (চার্জ নেই)
নগদ জমা	শূন্য (চার্জ নেই)
নগদ উত্তোলন	শূন্য (চার্জ নেই)
ফবরেল রেমিটেন্স বিতরণ	শূন্য (চার্জ নেই)
ফলত ট্রান্সফার (একই শাখা)	শূন্য (চার্জ নেই)
ফলত ট্রান্সফার (অন্য শাখা)	০.২৫ (ন্যূনতম ১০ টাকা)
অগ্রণী দুয়ার কার্ড (বার্ষিক)	২৫ টাকা

\* একাউন্টকে সক্রিয় রেখা টাকা গ্রহণ করলে পা, স্রাশ অটোমেটিক কর্পন করা হবে  
\*\* কার্ড ও ট্রান্স কনাক্ষা

**অগ্রণী দুয়ার ব্যাংকিং সেবাসমূহ**

▪ সেভিংস / বিজনেস একাউন্ট	▪ বিভিন্ন জাতা বিতরণ	▪ ঋণ বিতরণ
▪ জমা / উত্তোলন	▪ ইশ্যুরেশ প্রিমিয়াম	▪ ক্রিষ্টি সংগ্রহ
▪ ডিপোজিট / সঞ্চয়ী ঋণ	▪ ক্রিয়াক্রিম চেক গ্রহণ	▪ ব্যালেন্স জানা
▪ রেমিটেন্স বিতরণ	▪ সেটটমেন্ট প্রদান	▪ বিল জমা

**• যে কোন ব্যাংকের যে কোন একাউন্টে টাকা পাঠানো**

নির্দায়িত জ্ঞানতে ডিজিট কনক্স  
[www.agranibank.org/doer](http://www.agranibank.org/doer)  
[agrani.doer.com.bd](http://agrani.doer.com.bd)  
[fb.com/agrani.doer](https://fb.com/agrani.doer)

অগ্রণী ব্যাংক লিমিটেড  Agrani Bank Limited  
অগ্রণী ব্যাংক লিমিটেড Committed to serve the nation

Exhibit: 02 (Services of Agrani DOER Banking)



অগ্রণী  
দুয়ার  
ব্যাংকিং








**অগ্রণী দুয়ার ব্যাংকিং সেবাসমূহ**

▪ সেভিংস / বিজনেস একাউন্ট	▪ বিভিন্ন ভাতা বিতরণ	▪ ঋণ বিতরণ
▪ জমা / উত্তোলন	▪ ইন্স্যুরেন্স প্রিমিয়াম	▪ কিস্তি সংগ্রহ
▪ ডিপিএস / সঞ্চয়ী স্কীম	▪ ক্লিয়ারিং চেক গ্রহণ	▪ ব্যালেন্স জানা
▪ রেমিটেন্স বিতরণ	▪ স্টেটমেন্ট প্রদান	▪ বিল জমা

▪ যে কোন ব্যাংকের যে কোন একাউন্টে টাকা পাঠানো

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দেশ ও আশ্রিতের মেধায় অর্জনসম্পন্ন