

**BANGLALINK DIGITAL COMMUNICATIONS LIMITED**

# **Internship Report on “Employee Satisfaction & HR Practices in Banglalink”.**

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**Letter of Transmittal**

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Ms.HumairaNaznin  
Internship Supervisor,  
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**Subject:Submission of BUS-400 (Internship)Report**

Dear Madam,

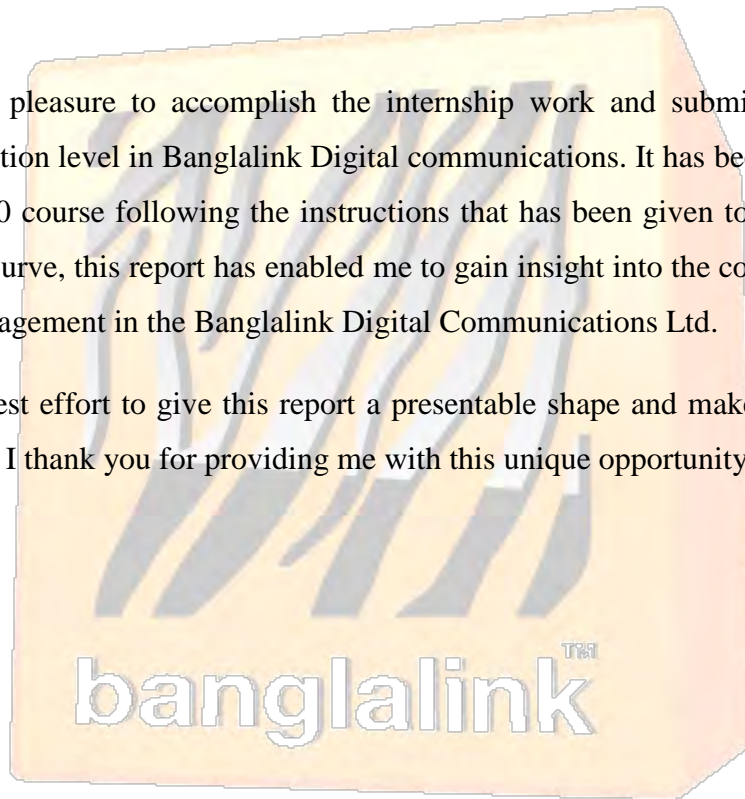
This is my utmost pleasure to accomplish the internship work and submit internship report on Employee's satisfaction level in Banglalink Digital communications. It has been prepared by me as a part of the BUS 400 course following the instructions that has been given to me by you. Though I am in my learning curve, this report has enabled me to gain insight into the core facts of Employee's satisfaction and engagement in the Banglalink Digital Communications Ltd.

I have put my earnest effort to give this report a presentable shape and make it as informative and precise as possible. I thank you for providing me with this unique opportunity.

Yours Sincerely,

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Sharifur Rahman



## Acknowledgement

First of all, I wish to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. The internship opportunity I had with Banglalink Digital Communications Ltd. was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind I am using this opportunity to express my deepest gratitude and special thanks to the CEO Mr. Erik Aas, the head of Employee's Engagement and relations department, Mr.JahurulHaq Torun and My line manager Mr.Mahbub Islam for giving me the opportunity to complete my internship at Banglalink Digital Communications Ltd. In spite of being extraordinarily busy with his duties, Mr. Mahbub took his time out to hear, guide and keep me on the right path and allowing me to carry out my project at their esteemed organization.

I express my deepest appreciation to my course instructor Mrs.HumairaNaznin, Lecturer of BRAC Business School, for taking part in conveying useful decision as well as giving necessary advices and guidance by arranging all facilities to make life easier.

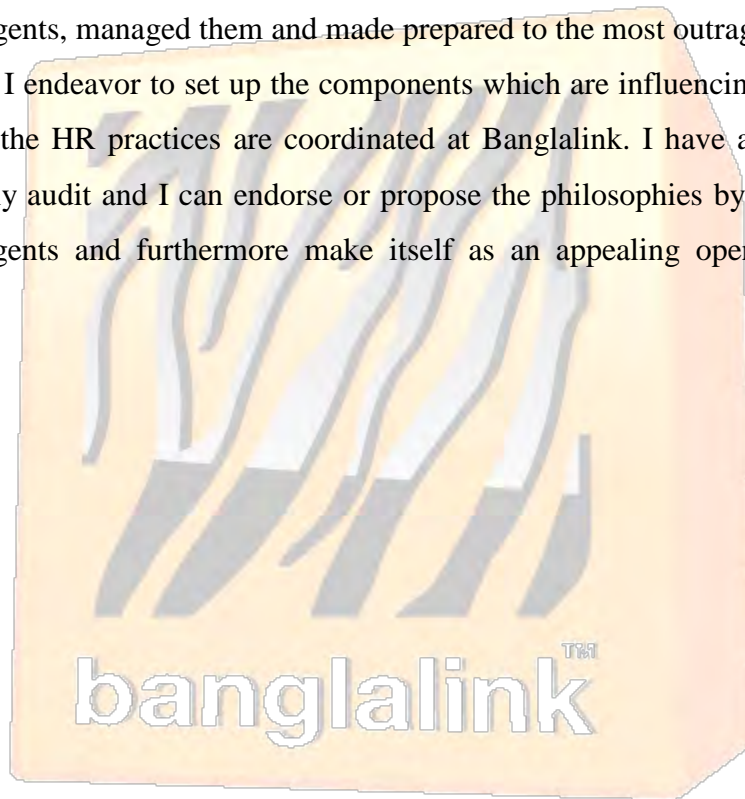
I perceive this opportunity as a big milestone in my career development. I will strive to use these gained skills and knowledge in the best possible way, and I will continue to work on its improvement, in order to attain desired career objectives.

A large, semi-transparent watermark of the Banglalink logo is centered on the page. It features a stylized 'B' icon above the word 'banglalink' in a lowercase, sans-serif font, with a small 'TM' trademark symbol to the right.

banglalink<sup>TM</sup>

## Executive Summary

For any affiliation laborer satisfaction is a basic part. It is a basic factor to create a positive picture in that particular industry. By and by a day's mobile phone uses growing radically because of web and diverse workplaces like adaptable sparing cash, business purpose, E-ticketing etc. Banglalink Digital Communications Limited is one of greatest telecom directors of our country. It was formally known as ORASKOM Telecom Bangladesh Ltd. In addition, changed its name to Banglalink Digital Communications Ltd. in July 2013. Banglalink holds a strong position in the business by offering low call rate, offers innovative things and organization, keeping up move orchestrate and beneficial organization gathering. With an extraordinary organization gathering and best human resource office it has regarded its agents, managed them and made prepared to the most outrageous accomplishment. Through this report I endeavor to set up the components which are influencing the satisfaction level of agents and how the HR practices are coordinated at Banglalink. I have a couple of revelations which I got from my audit and I can endorse or propose the philosophies by which Banglalink can hold the present agents and furthermore make itself as an appealing opening for work for the potential delegates.



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## Overview of Telecommunication Industry:

Mobile phone is seen as the most regular and fast course of action of correspondence which is using wherever all through the world. With the headway of equipment, for all intents and purposes each social affair of people has wireless with a SIM relationship in our country. Thusly, the extent of the PDA endorser is rising well ordered.

In perspective of lower call rates, decline of the handsets cost and strong dispute among flexible associations the advancement rate of the PDA customers reaching out in an immense scale.

In a general view, Bangladesh's driving flexible chairmen and the amount of their customers extent is given underneath.

The customers of wireless in numerical number are around 129.58 million as showed by the given report of BTRC in February, 2017 (Bangladesh Telecommunication Regulatory Commission, 2017).

Operator	Subscriber in Number(Millions)
Grameenphone	59.306
Banglalink Digital Communication	31.309
Robi	27.017
Airtel	8.219
Pasific Bangladesh telecom Ltd. (Citycell)	0.000
Teletalk Bangladesh Ltd.	3.733
<b>Total</b>	<b>129.584</b>

As needs be, it includes high stress to fight and catch the bit of the general business by applying the promoting mix and frameworks to hold the buyer dedication and hold the solid customers. As to this audit, Banglalink stands the 2nd position in the media transmission industry.

## Overview of Banglalink:

With a slogan of “making a difference”-Banglalink Digital Communication Ltd paved its road into the telecommunication industry in 2005. The ownership alteration of Banglalink Digital Communications Ltd had exchanged three hands from the time of its existence. It was previously known as Sheba Telecom and was later acquired by Orascom Telecom, before changing its name into Banglalink. The company was acquired by Global Telecom Holding, formerly known as Orascom Telecom Holding, in 2004. Under the brand name “Banglalink”, the company had re-launched its telecommunication services following an absolute redevelopment and positioning of a new GSM (Global System of Mobile communication) network.

Banglalink Digital Communications Ltd is a leading brand in Bangladesh. Since its embarkation on the telecom industry, it has been immensely successful in doing business. The company started its journey with the mere vision of “Bringing telephony to the masses”. It has secured the 2<sup>nd</sup> position in the industry with a market share of 24%, right after GrameenPhone which has a market share of 43%.

Being the 100% owned subsidiary of Global Telecom Holding, Telecom Ventures Ltd happens to be a complete owner of Banglalink Digital Communications Ltd. Majority portion of the shares, which is 51.9% of the shares of Global Telecom Holding belong to VEON. The company currently serves an approximate number of 250 million customers spreading in 13 different countries including Russia, Italy, Algeria, Pakistan, Uzbekistan, Kazakhstan, Ukraine, Kyrgyzstan, Tajikistan, Armenia, Georgia and Laos. In the mentioned countries, Banglalink operates in different brand names- “Kyivster”, “Banglalink”, “Beeline”, “Wind”, “Jazz” and “Djezzy”.

Banglalink Digital Communications Ltd alone consists of more than 1100 permanent employees for their day to day operation. But apart from these permanent employees, the company uses a number of third party vendors who employ contractual employees, who later on is given a chance for applying for the permanence of the post. The internal recruitment policy of the organization is very strong. The interns that the company recruits in every session, is given the opportunity for sitting for examinations and interviews if positions are available which is a part of the company’s internal recruitment.

Banglalink Digital Communications Ltd throughout its journey has offered multiple services such as phone SIM cards, various internet packages and other various mobile applications. The company is also planning on launching their own App in the market named as VEON.

As an open compelled association, Banglalink enrolled as a Telecom association in Bangladesh under the Companies Act 1994. Over the earlier years, the improvement rate of Banglalink has been come to in a basic position by familiarizing its up with date packs and organizations, different market parts, pushed compose quality and submitted customer mind which amass a broad scattering relationship the country over. In this manner, Banglalink itself finishes a positive picture at the cutting edge of customer's contemplations by ensuring a strong obligation and creates stamp slant to its solid customers.

A short profile of Banglalink digital communications Ltd. are given bellow

### **Banglalink Profile:**

Parent organization	Global Telecom Holding
Category of the Company	Subsidiary
Business Type	Telecommunication
Website	www.banglalink.com.bd
Installation & Operating Date	February, 2005
Total Banglalink Subscriber	31.309 Millions
Total Number Of Permanent Employees	About 1100
Coverage Area	64 Districts
Revenue (up to 2 <sup>nd</sup> quarter, 2017)	BDT 23.60 billion
Main office address	Banglalink Tigers™ Den Plot 4, Gulshan Avenue Dhaka – 1212, Bangladesh

Banglalink had 1 million subscribers within December 2005 and 3 million subscribers within October 2006. By December 2007, that is in less than two years, Banglalink overtook Aktel (currently known as Robi) to become the second largest operator in Bangladesh with more than 7.1 million customers. Banglalink currently has 31.9 million subscribers as of February 2016, boasting a market share of 24.4%. In terms of coverage, subscriber base and revenue, it has been the 2<sup>nd</sup> largest mobile operator in Bangladesh.



## **History of Banglalink**(Banglalink Digital Communications Ltd,2017)

In 1989, Banglalink was formerly known as Sheba Telecom, which was a Malaysian joint venture company. They got its certification for starting their in rural and urban areas of Bangladesh at this very year. In 1996, they are associated with GSM network service. During the late 1997, they started its operations. In 2004, Orascom Telecommunication bought 100% shares of Sheba Telecom. They changed the name of the brand to Banglalink in early 2005. In 2006, Banglalink waived incoming fee charges for prepaid and postpaid customers. In 2010, Banglalink was recognized as the fastest growing Telecommunication Operator. During 2011, Vimplecom purchased 51.92% shares of Orascom. In 2013, they changed their brand name to Banglalink Digital Communications Ltd



### **Vision of Banglalink:**

For the difference in the overall public and to make their life less requesting, Banglalink hopes to indentify the essentials of the all inclusive community in the finest way and attempt to response by building a moved correspondence system.

### **Mission Statement of the Company:**

Banglalink has 3 distinct mission statements and those are given underneath:

- Segmentation of things and organizations to respond the market as requirements be
- ensuring the most incredible organizations at every movement from the buying of the organizations

To after sale services

- Building a persevering relationship with its financial specialist by including regard

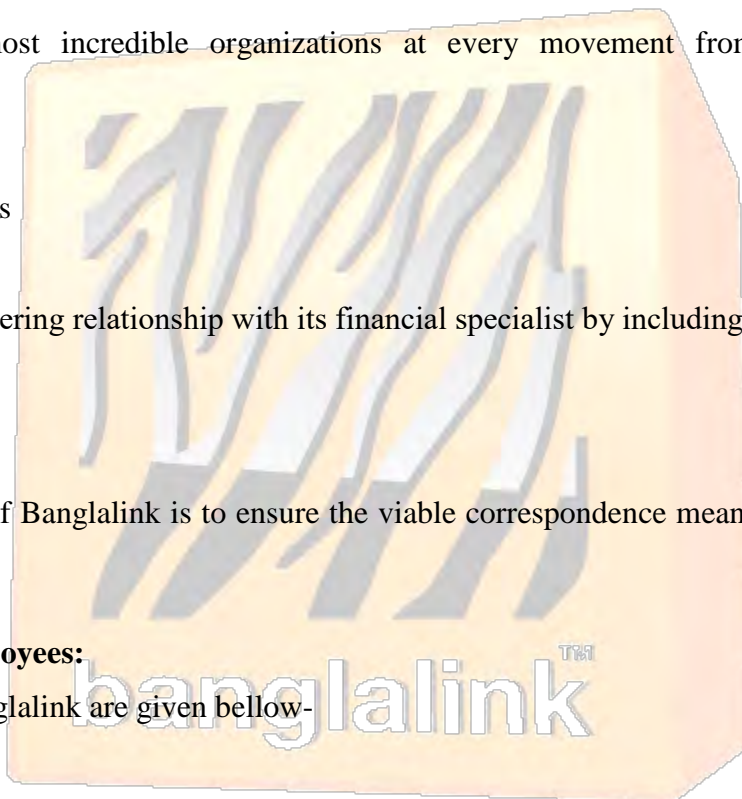
### **Goal:**

The essential goal of Banglalink is to ensure the viable correspondence means to the customers end at sensible cost.

### **Values of the Employees:**

The values of Banglalink are given bellow-

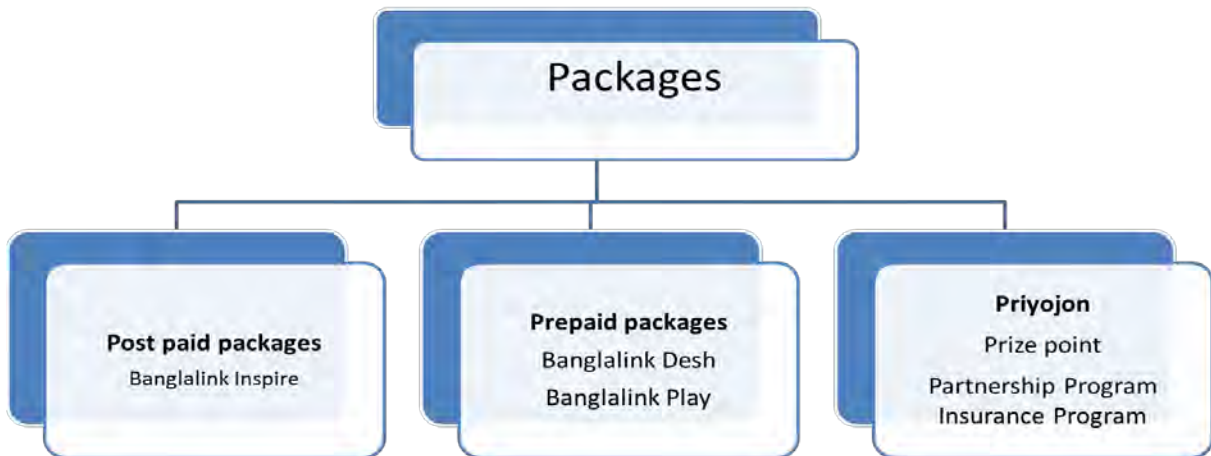
1. Innovative
2. Truthful
3. Customer obsessed
4. Collaborative
5. Entrepreneurial (Banglalink Digital Communications Ltd,2017).



## Products of Banglalink:

### Prepaid Packages

Banglalink has a variety of things and organizations which redesigned its regular operations capably and suitably. In light of the customer responsiveness and moreover exhibit ask for Banglalink sketched out the things and organizations. Everything considered, the essential point is to offer things and organizations those are associated with the media transmission infers so the customers can connect with each other through voice correspondence system, short message organizations, data and fax benefits and other regard included organizations. As per the company (Banglalink Digital Communications Ltd, 2017) all the packages or program as well as services which are currently by Banglalink are given below





### Services of Banglalink:

Whenever it comes to introduce any state-of-the-art communication solutions for its customers Banglalink has been leading since always. They always keep on improving and try to do some extra in their Value Added Services for the convenience of their customers and to make their lives a little bit better. The Value Added Services make the customers familiar with lots of benefits which will make their lives easier and make their mobile using experience more exciting and enjoyable. The Value Added Services offered by Banglalink to meet the customers' need are given in the following Table:

#### Banglalink 3G Service:

Banglalink constantly tries to improve the lifestyle of their customers through innovative services and products. Their fiber optic network and the fastest 3G service network throughout the nation are great examples of their relentless commitment. 3G is the third generation of mobile telecommunications technology. The 3G users of Banglalink enjoy the fastest speed of internet even on the move with the superior HSPA+ connection. 3G services make the internet experience a lively one in mobile devices. Banglalink 3G allows the customers to enjoy superior video streaming, download experiences, enhanced video calling, high-speed data transmission and accessing innovative 3G services on the mobile phones which make the lives of the customers smarter, exciting and efficient. Bangladesh Telecommunication Regulatory Commission declared Banglalink's third generation data service as the fastest in the country in 2014. Along with providing the fastest 3G network, Banglalink is only the second telecom operators in Bangladesh to cover 64 district headquarters.



Figure: Banglalink 3G coverage



## Services offered:

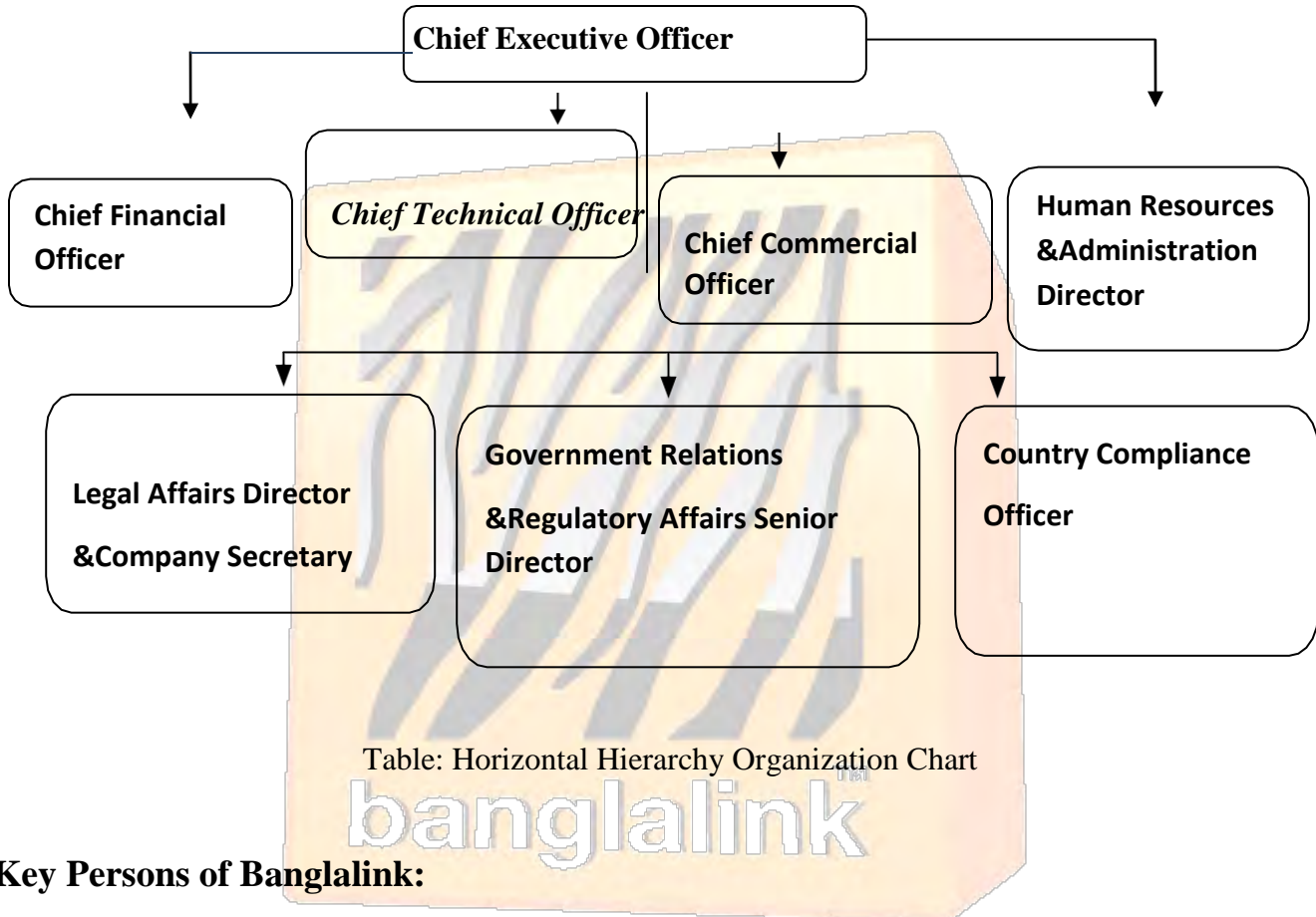
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Furthermore, Banglalink introduced VAS system for the customers by which they can fulfill their essential needs and furthermore can experience different beguilement implies, for instance, Azan & Namaz care alert, stories, tunes, mate pioneer, tune, share grandstand information, request, call building piece, voice-adda, missed-call prepared, tune association, refers to, jokes, email, snappy resuscitate structure and money trade et cetera.

**Operational Network Structure:**

Banglalink is big organization with seven major departments. Departments are sales, IT, HR, Marketing, finance etc. It has middle and first level management. Organizational structure of Banglalink are given bellow

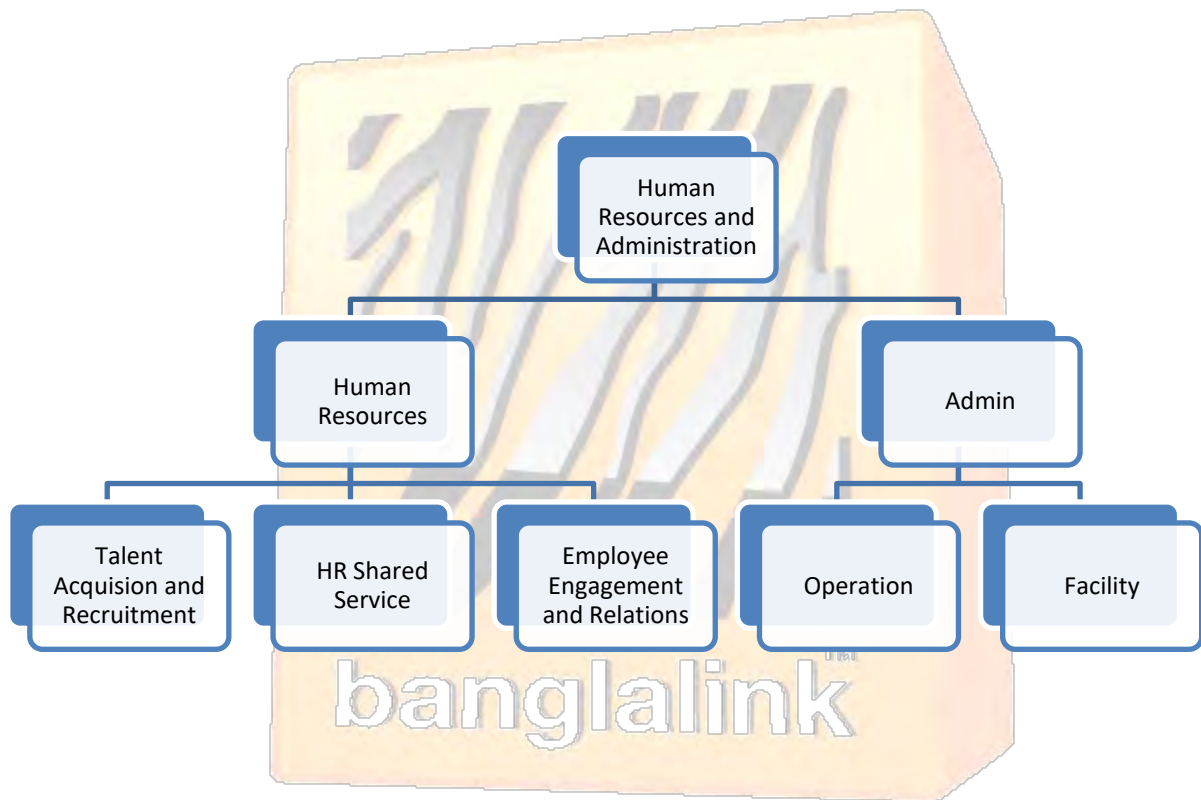


**Key Persons of Banglalink:**

The current CEO of Banglalink is Erik Aas. The Chief financial officer is Anton Landman. The chief technological officer is Pierre Boutros Obeid. The Chief Sales officer is Ritesh Kumar. The Chief Human Resources & Administration officer is Monzula Morshed. The legal officer is Jahrat Adib Cowdhury. The Government Relations & Regulatory Affairs officer is Taimur Rahman. And the Country Compliance Officer is M Nurul Islam.

**Office Chart:**

I worked at Human resources and Administration department. So I know the structure particularly well .Now I might need to share the structure of Human Resources and Administration office. Everything considered this division has two wings the wings has a couple of subdivisions. Subdivision of this division is given underneath.





## **Rules and Facilities at Banglalink:**

### **Office Hours:**

Employees have to perform 9 hours office by starting at 8.00am or 9.00 am morning. Employees can perform overtime if needed and they will get extra salary for their overtime duties.

### **Probationary Period:**

Like many other organization Banglalink also follows the probationary period for their new employees. They are maintaining six months probation period for the new joiners and on that period their work is strictly monitored by the authority. If employee's performance is not satisfactory then probation period extended for another 3 months.

### **Day Care:**

Banglalink Head quarter has a day care for the kids of his employees. Most of the employees who have little kids use day care facilities for their children. As a result they can work without any tension about their kids.

### **Pantry Service and Cafeteria:**

Every floor in the Tiger's den has pantry where employees can get tea, coffee and water. At the ground floor there is a big cafeteria where most of the employees are able to enjoy their lunch together.

### **Mobile Service:**

Banglalink gives a sim card when anyone joins their company. Permanent, part-time even interns get a sim card with a talk-time and data service facilities.

### **Code of conduct:**

Banglalink strictly follows its code of conduct. Code of conduct basically guidelines which is followed by its employees and other stakeholders. Compliance department basically monitor the code of conduct of the organization.

### **My Position at Banglalink:**

Banglalink treats its intern like an employee. Their interns get a chance to work with their higher authority so that they can earn some great experience. They try to involve their intern in the key projects so that they can gain some practical knowledge. So after internship period an intern gain some precious experience which will help him a lot in his future life.

In my brief employment period I worked at agent's engagement and relations wing which is under Human resources branch of Banglalink. Despite the way that I was a person from that gathering yet I moreover worked with capacity securing and shared-organization gathering. It was a marvelous experience for me to work in this gathering since it's associated with my theoretical data what I understood in my HR genuine courses at my school life.

### **My Duties and Responsibilities:**

I worked three months as an intern at Banglalink digital communications. I was a member of employee engagement and relations team. First day of my internship my boss gave a brief about my duties and responsibilities. He also motivated me to work with other teams as well if other departments need my service and that helps me to work with all the HR teams. List of my duties and responsibilities are given bellow:

#### **Coordinate Values Workshop:**

I was a member of Employee engagement and relations team. One of the major activities to run different types of workshop for the employees. Values workshop is one of them. In that workshop we were focusing core values of Banglalink and we run this workshop all the Banglalink offices in our country. This workshop helped employees to understand about the organization's care values, mission and vision. I was the coordinator most of that workshop.

#### **Committee Member of Banglalink Football:**

Our Employee Relations team organized annual Football tournament and I was the committee member of that tournament. My major responsibilities was to coordinate meetings before the tournament starts, contact with vendors and Team's manager, making fixture, Analyze tournament

data, select player of the match and player of the tournament. It was a great experience for me because that tournament helped me to know with other employees from different departments.

### **Coordinate Assessment Center:**

I was looking for the opportunity to work with other teams so I had an opportunity to work with talent acquisition team. They gave me the responsibility to run an assessment center for recruit Territory officer and Zonal Manager. For the purpose of assessment center I had to do lots of work. I had contact with candidates and the interviewers, made the assessment file and run the whole daylong session.

### **V-people Update:**

I got an opportunity to work with Shared Service team as well for launching their new app V-people for their own employees. It's a mobile app from where employees can see his/her all the personal information and with using this app they can apply for their leave and submit overtimes hours. I had to update more than 150 employee's personal information in this app.

### **My Observations & Recommendations:**

I was lucky to be a part of employee engagement and relations team because all the team members were very helpful as a result I faced very less difficulties to do any task during my internship period. Though I was facing very little difficulties in my work period but some little difficulties hampered my work a lot. One of the main problems was Banglalink transport system. They gave every facility for their intern except transport facilities. So some time it creates difficulties to do my outdoor task.

Another trouble I confronted when my colleague was truant in light of the fact that the work weight expanded and I need to stay office till 8.00pm.

From my experience I can suggest Banglalink authority has to focus more on the transport facilities for the intern so that they can perform their work on time and without facing any difficulties. It will increase productivity of the interns and helps an intern to work smoothly.

# Summary of the Report



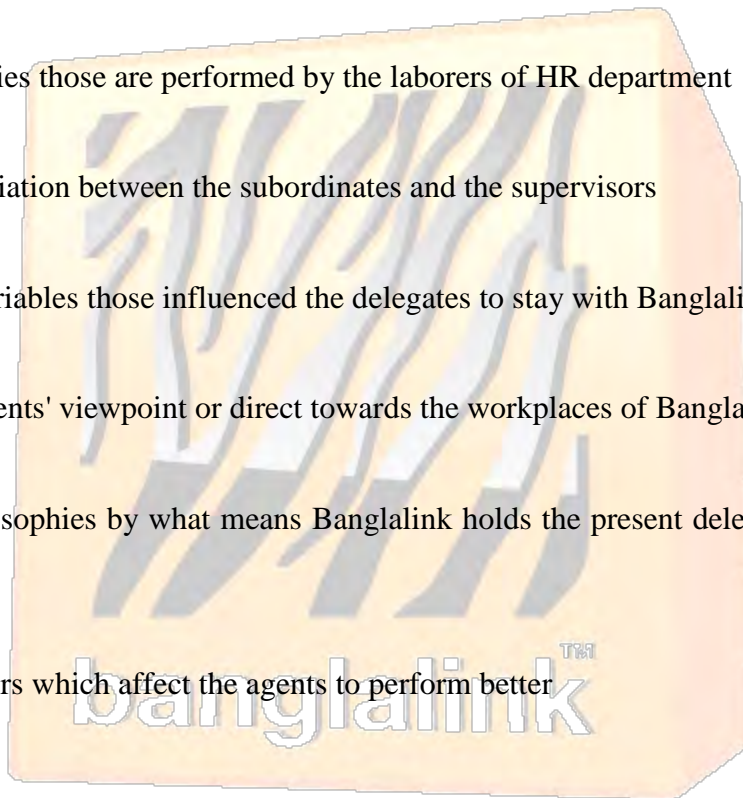
## Objective of the Report:

There are two objectives of this report. One is general and another is specific.

Find the satisfaction level of the laborers of banglalink is the general objective of this report. Through my report I endeavored to set up the factors which are influencing the satisfaction level of the delegates.

Specific Objectives of this reports are-

1. Define the activities those are performed by the laborers of HR department
2. Pinpoint an association between the subordinates and the supervisors
3. The satisfying variables those influenced the delegates to stay with Banglalink
4. Determine the agents' viewpoint or direct towards the workplaces of Banglalink
5. Identify the philosophies by what means Banglalink holds the present delegates to collect a solid relationship can
6. The moving factors which affect the agents to perform better



## **Methodology of the Report:**

My first target was to make a reliable report and for that reason I need some information. So I made a questionnaire and based on my questionnaire I collected information and whole process is given below.

### **Set up the people:**

There are two sorts of masses, for instance, target people and accessible population. In my report target people is Banglalink employs. Among the target masses my colleagues, supervisors and departmental heads are the accessible people.

### **Test Frame:**

Test plot suggests the summary of the specialists of Banglalink.

### **Sample Size:**

For this report I chose 30 Banglalink employees for conducting the survey. I choose them randomly for the survey.

### **Survey Methods:**

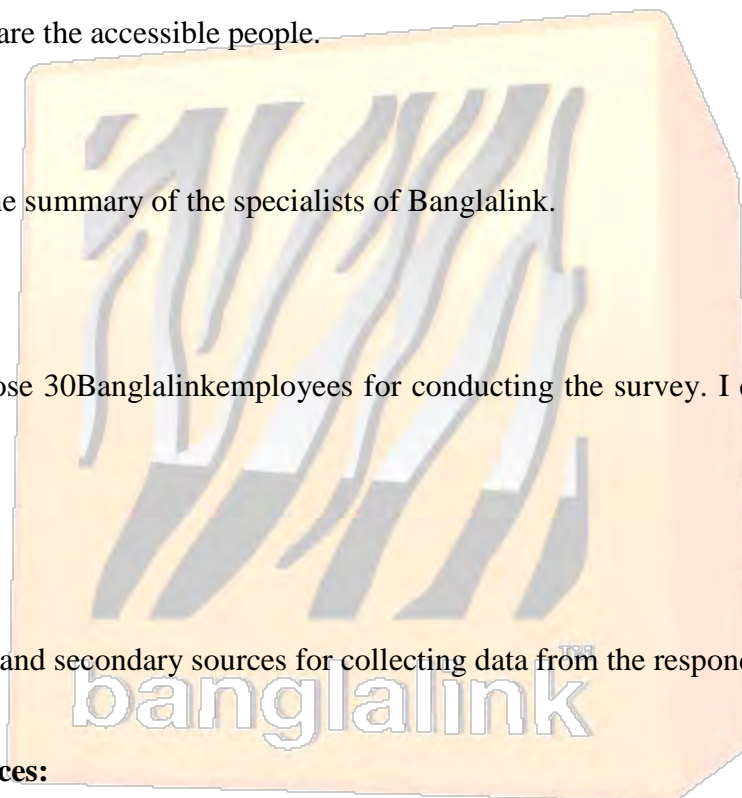
I used both, primary and secondary sources for collecting data from the respondents.

### **Fundamental Sources:**

1. Questionnaire
2. Personal Interview:
  - a) Face to go up against talks with respondents at office.
  - b) First hand association in the midst of working hours at Head Office.

### **Discretionary Sources:**

1. Banglalink & other website
2. Several articles and journals on telecom industry



3. Reference and Text books of related topics

4. Annual report of Banglalink-2016

For social event data, I facilitated both the formal and semi-formal talk. As there are pre-chosen open completed and close completed request so Structured Questionnaire is used to accumulate the data.

### **Limitations of the Report:**

I have faced some difficulties for completion of the report. Some difficulties that I was facing those are given bellow.

### **Inadequate Time Frame:**

My internship period was only three months at banglalink. So it's not an enough time for me to apply my all institutional expertise and knowledge.

### **Obstacles of Data Collection:**

As most my data collection was from my colleagues and supervisor I was facing some problem as they were busy with their activities and task. Though they tried hard to support me but sometimes it wouldn't possible due to their huge work pressure.

### **My work Pressure:**

Though my office hour was 9.00am to 6.00pm but sometimes I had to stay office till 7.00 pm and work pressure was also high here so I didn't get enough time to make this report.

### **Confidential Issues of the Company:**

Banglalink always concern about their own privacy and policy. So as an intern it was very tough for me to gather some information as they don't want to disclose any confidential information.

**Chance of Biased Information:**

As I pick my case from existing agents of Banglalink for recognizing their satisfaction level however there are couple of customers who starting at now changed to other affiliation so I couldn't take their meeting why they leave the affiliation and their satisfaction level at Banglalink.





### **Scope of the Report:**

While considering the scope and methodology, these factors to consider the satisfaction level of employees. But dissatisfactory factors for employees do play a vital role in the HR context of any organization. The scope of the report can focus on this issue . Besides, the survey is basically conducted on Banglalink HR employees. But, if the survey could have been done among all the departmental employees as sample population, the results could have come more accurate.

It is basically noteworthy to mention that the survey does focus on the employees who have good knowledge on the operations of Banglalink. Therefore, the overall perspective of the employees could not be identified properly, which always remains a scope for future work.

### **Favorable circumstances to Gain Employee Satisfaction:**

According to my own experience of three months of internship, I can claim that employee satisfaction is a top priority of Banglalink HR. Banglalink's outstanding working environment and efficient rules actually motivates employees to work to their fullest potential. Based on my research and observation, I would like to put forward the significant drivers of the Banglalink HR Operation division which extends to the satisfaction level of employees successfully.

### **Excellent Corporate Culture:**

Their maintenance of a corporate culture is simply amazing, since it very friendly for any employee. It can be mentioned as one of the important driver of employee satisfaction. In this context it can be sensed that Banglalink can reach employee satisfaction through its corporate culture.

### **Equal Employment Opportunity:**

Banglalink is esteemed for making ascend to possibility of business, where the work decision relies upon preparing, ability, experience, aptitudes and limits, not depending upon race, shading, sex, age, nationality and diverse parts related to these. It will be taken as a basic motivational for any confident who pefers Banglalink as a work put.

### **Inside Job Placement Policy:**

Also Banglalink gives inward occupation position to their representatives. It remains as an open door for inside development of workers. Banglalink administration group organizes the decisions of existing workers to apply for a position they need and are sufficient qualified when another opening happens.

### **Execution Management:**

Execution organization programs are coordinated by Banglalink HR office remembering the true objective to evaluate all present or attested laborers against their set goals and competency Matrix. Like other MNC's Banglalink has moreover included distinctive objectives in their yearly methodology, and they relate their execution through execution organization with the goals to find the genuine picture. This structure causes them to recognize the spots they need to guide change to push the association towards their goals.

### **Working Hours:**

Banglalink takes after a strict schedule of standard working hours from 9am to 6pm, they have 9 working hours with one hour fast break each day. Banglalink organization rules empowers delegates to be versatile with their working hours, they should report between 9am to 6pm which they have to required minimum 9 hours consistently. Moreover there are portions for additional measures of time which can be considered as a motivational work factor.

### **Leave Facilities:**

There are distinctive kind leave workplaces provided for the agents. Overall essential sorts of leave are generally given in Banglalink are:

### **Yearly Leave:**

Yearly leave is the general required leave given to simply insisted or constant agents, where mean 21 working days of yearly leave in a date-book year given to enduring specialist. The yearly trip is decided by the workplace head and ensuing to considering the working weight by partners, however the association settles on an official decision.

**Agreeable Leave:**

According to the work law, Banglalink moreover gives 10 days by and large of accommodating leave each year to each one of the delegates. Banglalink considers the undesirable nonappearance of specialists to be agreeable in occasions of emergencies, necessities and urgencies and that leave won't at all be changed as per the accompanying date-book year or will be surrendered.

**Half Day Leave:**

Half day leave is a champion among the most basic ideal position Banglalink gives. Delegates can go up against singular issues or emergency conditions to complete in the midst of working days, for instance, remedial organizations, assurance, dealing with a record or other fundamental issues, in these cases association empowers them to take half day get out. So Company considers agreeable leave for the essential half or second half of normal working days.

**Maternity Leave:**

Banglalink is astoundingly versatile in giving maternity get out. The leave is considered on the start of the criticality of the patient. Generally, a half year leaves with portion for the mother and an extra settled entirety which is known as maternity settlement

**Paternity Leave:**

For the father of a newborn child, Banglalink offers paternity leave for seven days close by portion.

**Extra time Scheme:**

Extra time is another motivational factor for the agents. Each one of the agents of Banglalink including enduring and fleeting can win additional minutes portions whoever works more than their working hours. Specialist manager level agents and lower can apply for extra time through HRIS and independently additional time request can be recognized or rejected by the line executive through the structure.

**Reward for Occasions:**

Also Banglalink rouses specialists by giving them festivity bonuses reliably and give them opportunities to celebrate particularly on two essential festivals of Eid-UI-Fitr and Eid-UI-Azha. Half of gross pay is given as festivity compensate on each cheerful.

**Reasonable Fund:**

Favorable position of provident store is given to each and every enduring agent in Banglalink. Basically illustrative requirements to contribute the entire identical to 10% of their crucial pay and that aggregate will be deducted by the association from the stuff at the period of portion and store forthwith into the specific PF's record.

**Progression:**

Another motivational driver of laborers towards their obligations is headway. Generally there are two sorts of headway given by Banglalink.

**Run of the mill Promotion:**

Run of the mill headway happens twice consistently in perspective of the execution of specialists. The fruitful way is to display the base number of the years at the past grade at the date of progression, by and large association commonly recognizes the capacity once every year for giving headway. For regular headway laborer need to accomplish 100% of ME which states Meet Expectation and complete 100% goals of the latest year.

**Extraordinary Promotion:**

Representatives are likewise furnished with exceptional advancement. Fundamentally this happens when opening required substitution and inside asset is accessible, an extraordinary advancement permitted paying little heed to least administration of advancement quantity gave to that workers whoever achieve 100% ME and that there is an adjustment in part profile.

**Exchange:**

Another powerful factor of worker fulfillment is to give exchange as a chance to convey proficient development when a representative bears to work inside different area or divisions. However Banglalink serves two sorts of exchanges. The organization administration group starts one which depends on the business prerequisites, and another sort of exchange is given on the premise of demand by any representative for their own particular needs.

**Day Care Facility:**

Banglalink dependably tries to introduce an open to working condition of their representatives. Another office to be noted, Banglalink gives day-mind facilities to the representatives uncommonly ladies staffs. It's an exceptionally compelling advantage for the worker who lessens their strain for their children and concentrates on their execution essentially.

**Transportation Facility:**

Banglalink in like manner gives transportation workplaces to their stuffs known as "get" and 'drop-in'. Those delegates who carry on far from office, transportation office make life less requesting for them and they can be at office on time.

**Cafeteria Facility:**

A strong astounding piece of Banglalink is it's persistently managing all agents working in the affiliation. Compartment office addresses such. Laborers can eat sound cleanliness sustenance for lunch for a beside no total which is later deducted from the frequently planned pay. Moreover bottle advantage similarly gives snacks, pop pops and other fast food too in a well circumstance.

**Supplication Room Facility:**

Worker esteems and convictions are likewise organized by the organization. Supplication rooms are accessible for the two men and ladies at each floor and at every specific office there are specific all around outfitted petition rooms. Heavenly Quran is kept at petition rooms.

**Different Refreshments:**

For refreshments organization arranges tea or espresso corners named as "pantry" where distinctive sorts of tea and espresso are found. Representatives can have tea or espresso and can do that while tattling with their associates at breaks which tends to diminish their work weight and gives a quiet personality to working.

**Training &Development:**

Banglalink HR provides various training program to train their employees properly which is helps to improve their professional skills, motivated toward their job and make them confident to go ahead. According to (Kaisar, 2014) the most common types of training held in Banglalink are given below:

**Local Training:**

Local training is the mostly noticeable training program held on Banglalink, the training program takes places locally by local vendors. Basically this kind of training arranged in training rooms of Banglalink office, local confidence/ seminar halls or vendor premises.

**Global Training:**

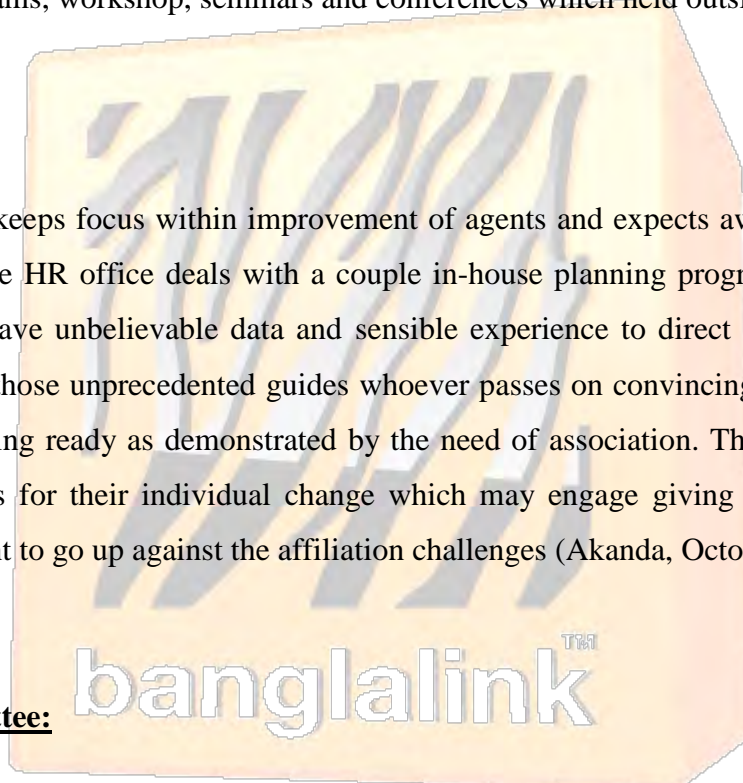
As Banglalink always follows update technique to run their organization, international training is also arranged for their employees. According to the need Banglalink serve international training through several training programs, workshop, seminars and conferences which held outside of Bangladesh.

**Internal Training:**

However Banglalink keeps focus within improvement of agents and expects awesome yield from them, so by far most of time HR office deals with a couple in-house planning programs by getting some in-house coaches who have unbelievable data and sensible experience to direct such planning programs. Association acquires those unprecedented guides whoever passes on convincing, subjective, change and monetarily smart getting ready as demonstrated by the need of association. These are to a great degree profitable for laborers for their individual change which may engage giving their best execution and making them confident to go up against the affiliation challenges (Akanda, October, 2013)

**Disciplinary Committee:**

Like other MNC's Banglalink has specific right their game plan of recognized rules for its workers which gives a lifted standard to administer specialists, clients, providers, political substances and various parts however it's the commitments concerning every single one of the representatives and accessories as a state of proceeded with business.



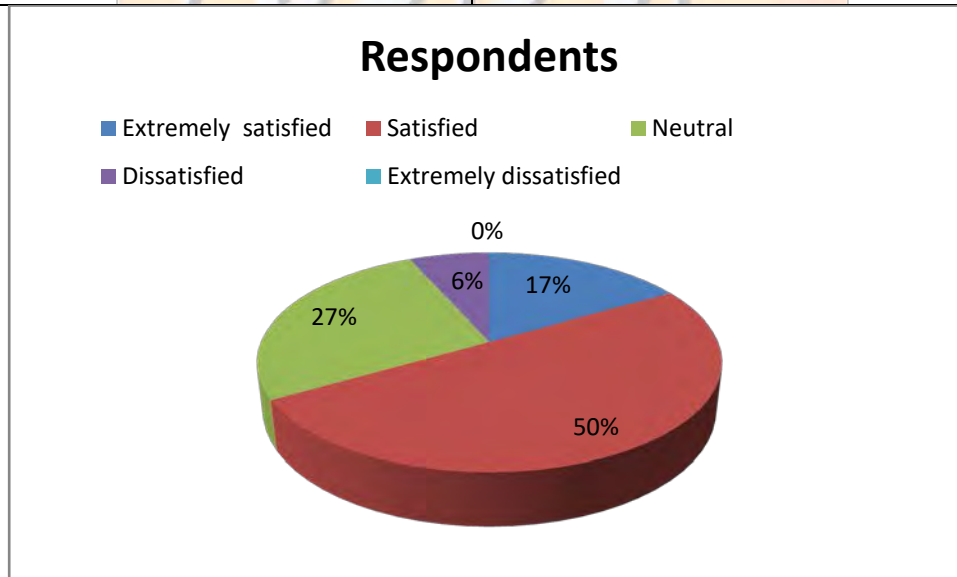
## Findings and analysis:

I was conducting a survey on job satisfaction of Banglalink's employees. For the survey I selected 30 employees and asked them several questions. According their answer I prepared my survey result and finally find out how many employees are satisfied with their current conditions. Here I prepared some table which shows the survey's result.

### Question 1: Payment system of the Banglalink?

#### Result:

Options	Respondents
Extremely satisfied	5
Satisfied	15
Neutral	8
Dissatisfied	2
Extremely dissatisfied	0

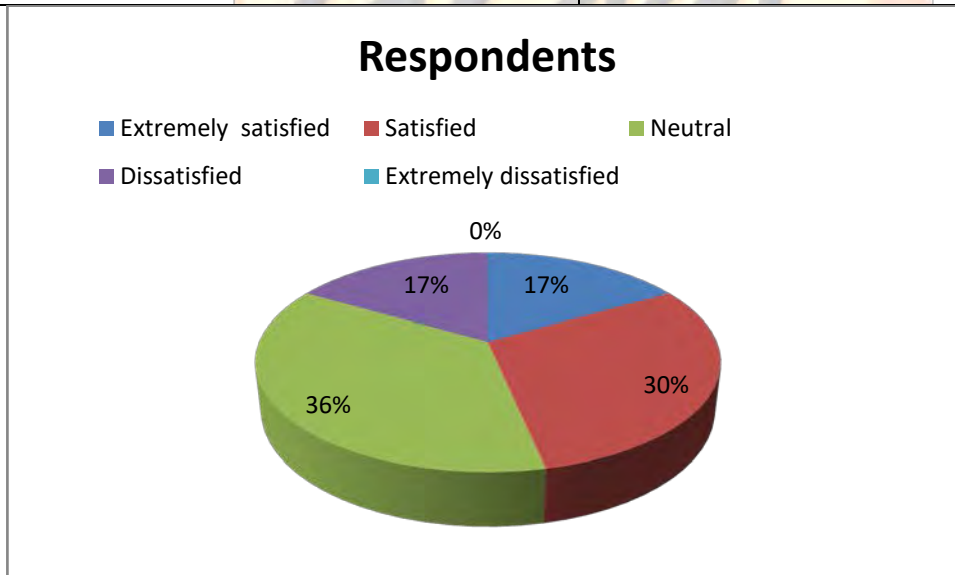


From the result we can see that 50% of the employees are satisfied with their payment system and important fact is no one extremely dissatisfied with the payment system.

**Question 2:**The Financial and non-financial benefits offer from the company are satisfactory for the employees?

**Result:**

Options	Respondents
Extremely satisfied	5
Satisfied	9
Neutral	11
Dissatisfied	5
Extremely dissatisfied	0



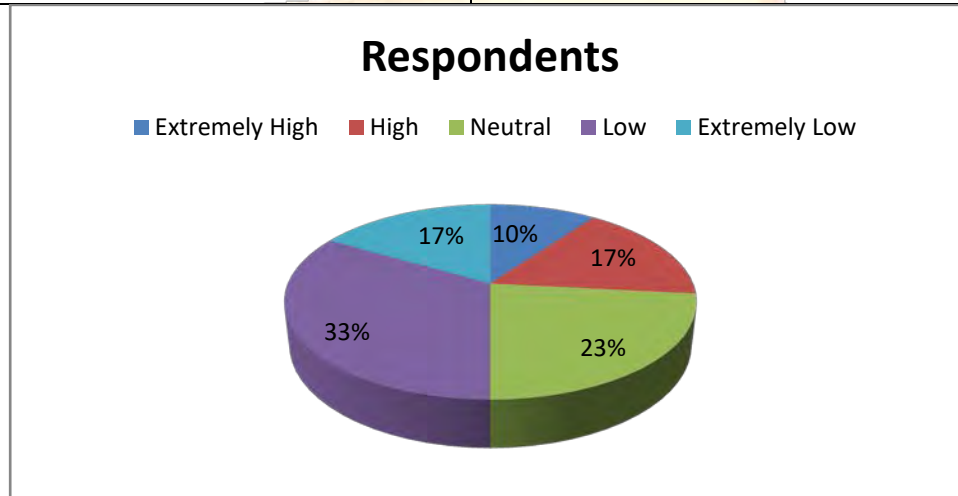
Here most of the employees almost 37% sample employees are neutral about their financial and non-financial benefit. And almost 17% employees are dissatisfied which are not good sign for the organization.



**Question 3:** Employees turnover rate.

**Result:**

Options	Respondents
Extremely High	3
High	5
Neutral	7
Low	10
Extremely Low	5

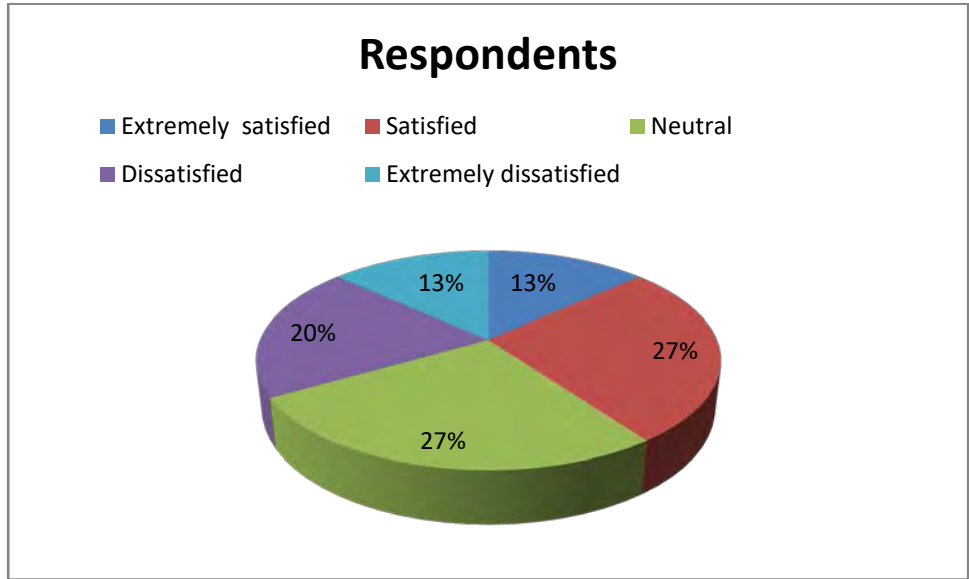


From the survey result we can see that some of the employees think that employee's turnover rate is high. Though I got mixed answer from the sample group.

**Question 4:** Employees are satisfied with the current rewards or promotion system?

**Result:**

Options	Respondents
Extremely satisfied	4
Satisfied	8
Neutral	8
Dissatisfied	6
Extremely dissatisfied	4

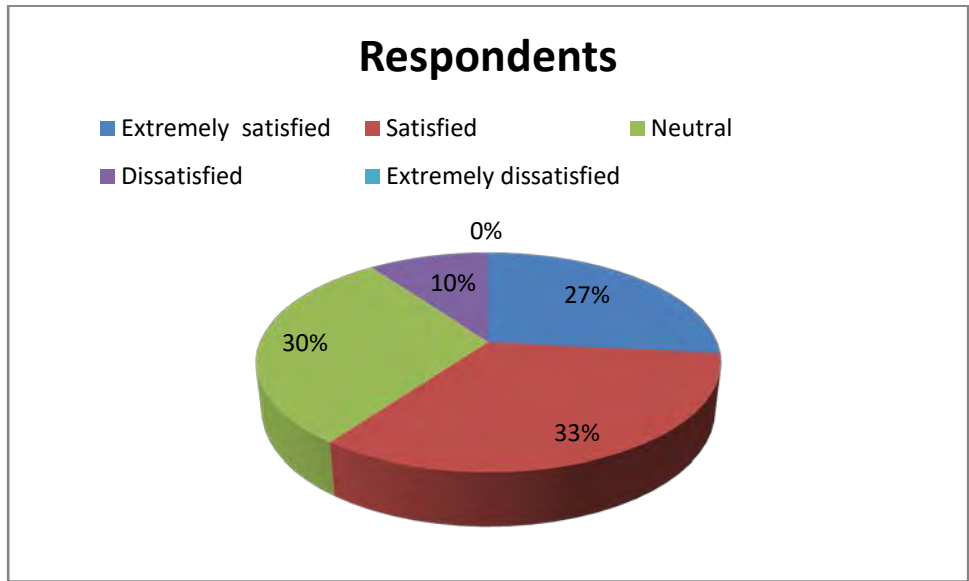


From this table we can see that some of the employees are highly dissatisfied and some of the employees are extremely satisfied. But most of the employees are Neutral and Satisfied.

**Question 5: Working environment of the Tiger’s Den?**

**Result:**

Options	Respondents
Extremely satisfied	8
Satisfied	10
Neutral	9
Dissatisfied	3
Extremely dissatisfied	0

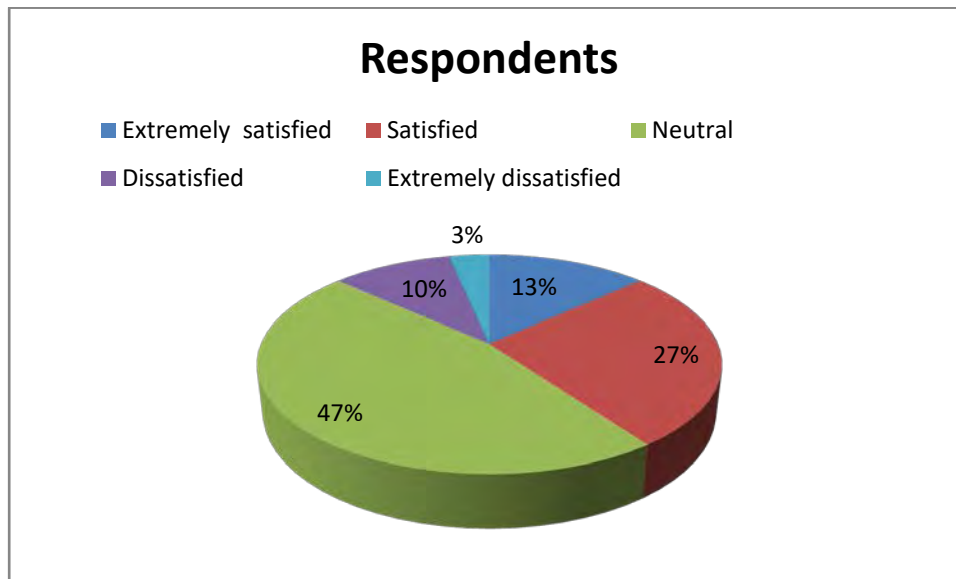


Most of the employees are satisfied with the current working environment of Banglalink. When I took the interview some of the employees told me they love to work here only because of the environment.

**Question 6:** Banglalink is free from colleague’s pressure at the workplace?

**Result:**

Options	Respondents
Extremely satisfied	4
Satisfied	8
Neutral	14
Dissatisfied	3
Extremely dissatisfied	1

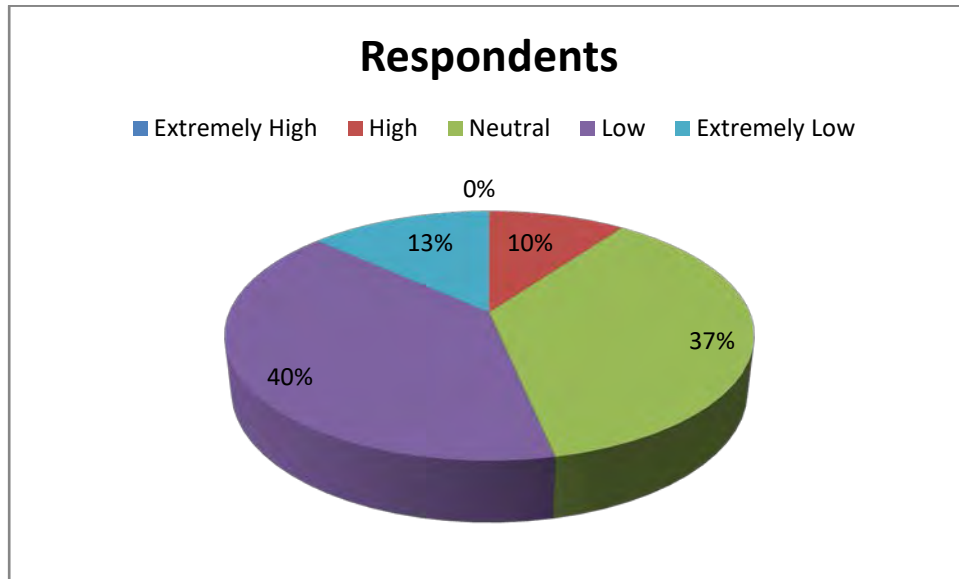


Most of the respondents are satisfied with their colleagues. This basically represents a neutral working environment in Banglalink.

**Question 7 :** Absenteeism rate of the employees

**Result:**

Options	Respondents
Extremely High	0
High	3
Neutral	11
Low	12
Extremely Low	4

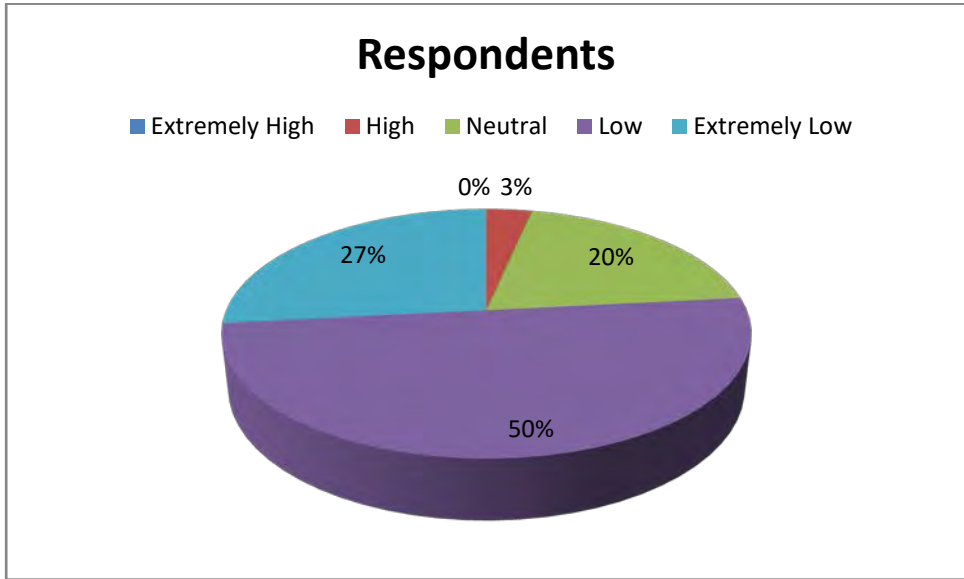


Absenteeism has been a crucial issue which says about any business organization's success and productivity. In Banglalink, it has been observed that absenteeism is low. It can be concluded that low absenteeism leads to motivated workforce and enhanced employee satisfied.

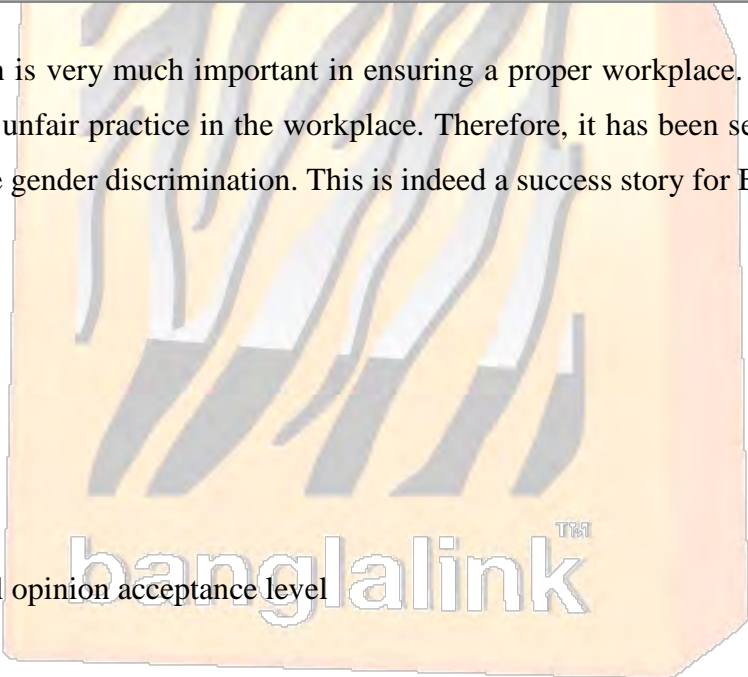
#### **Question 8:** Gender discrimination at Banglalink

#### **Result:**

Options	Respondents
Extremely High	0
High	1
Neutral	6
Low	15
Extremely Low	8



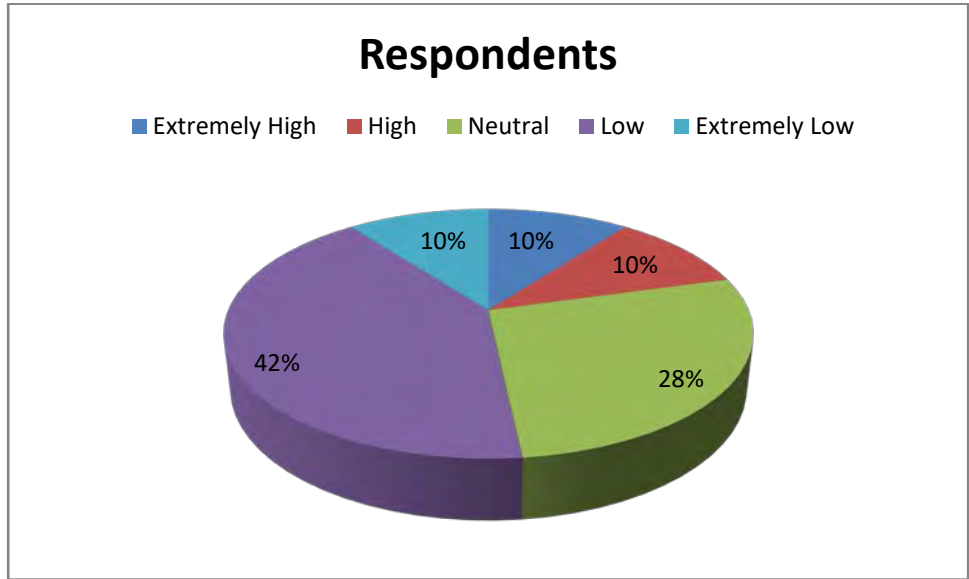
Gender Discrimination is very much important in ensuring a proper workplace. Discrimination in terms of any means leads to unfair practice in the workplace. Therefore, it has been seen that Banglalink does not support or promote gender discrimination. This is indeed a success story for Banglalink HR.



**Question 9:** Individual opinion acceptance level

**Result:**

Options	Respondents
Extremely High	3
High	3
Neutral	8
Low	12
Extremely Low	3

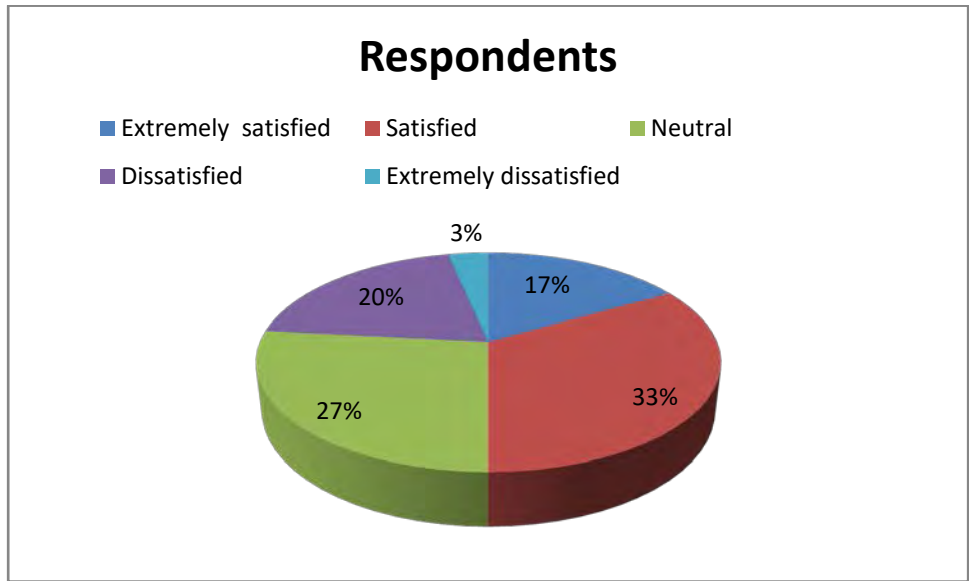


Employee opinions and scope for decision making is important for coming up with employee satisfaction and motivated workforce. Over the survey, it has regrettably pointed out the very fact that supervisors do not promote individual employee opinions and take recommendations from them for better decision making and participatory work practices.

**Question 10:** Employees are confident enough to do the assigned tasks

**Result:**

Options	Respondents
Extremely satisfied	5
Satisfied	10
Neutral	8
Dissatisfied	6
Extremely dissatisfied	1



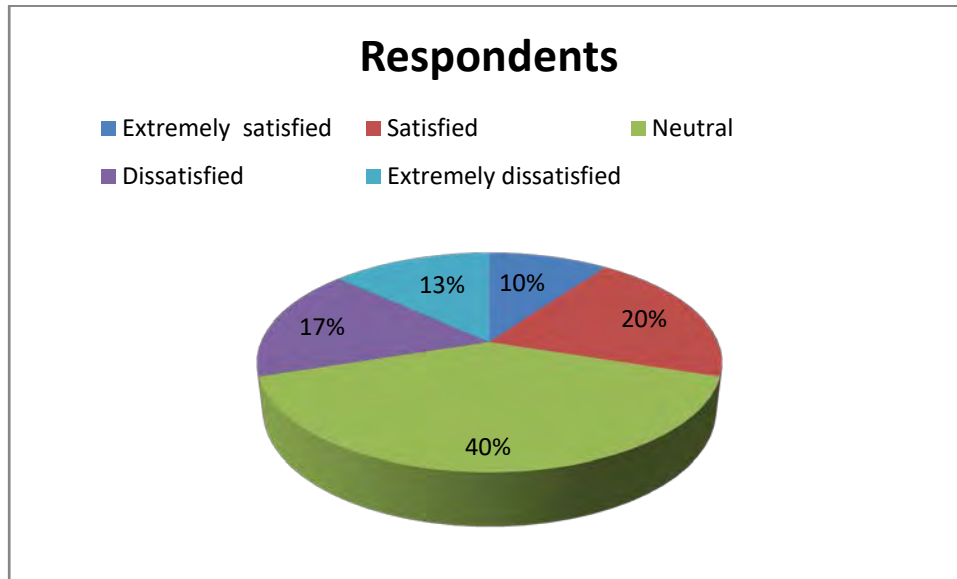
It is very much noteworthy to mention that it has been wonderfully magnificent to see the confidence level of employees in Banglalink. This confidence level has made the total working environment a symbol for efficient productivity. But, it is also very much important to state that there are indeed some dissatisfactory trends found out among the new employees or interns who are not much been informative and communicative with the permanent employees, where training and facilitation should play an important role.

**Question 11:** Have reinforce from the gathering and also administrator for the complete of any errand

**Result:**

Options	Respondents
Extremely satisfied	3
Satisfied	6
Neutral	12
Dissatisfied	5
Extremely dissatisfied	4



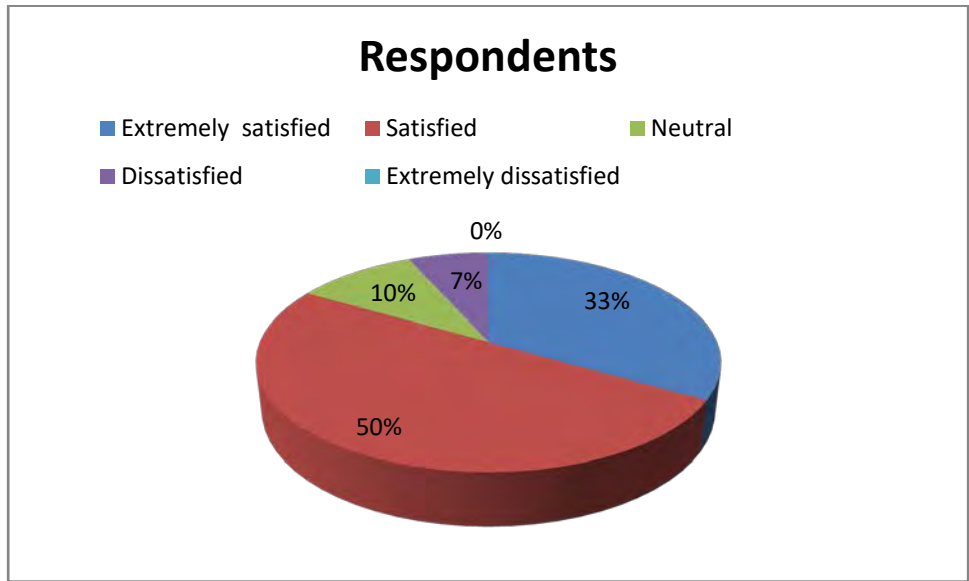


We have seen that proper support from the team is always expected to come up with visionary revolution and enhanced productivity of the team. Without team, compact output is not possible. In Banglalink, the survey shows that there has been a moderate amount of support employees get from its subordinates.

**Question 12:** To complete the tasks properly, the resources are provided from the company

**Result:**

Options	Respondents
Extremely satisfied	10
Satisfied	15
Neutral	3
Dissatisfied	2
Extremely dissatisfied	0

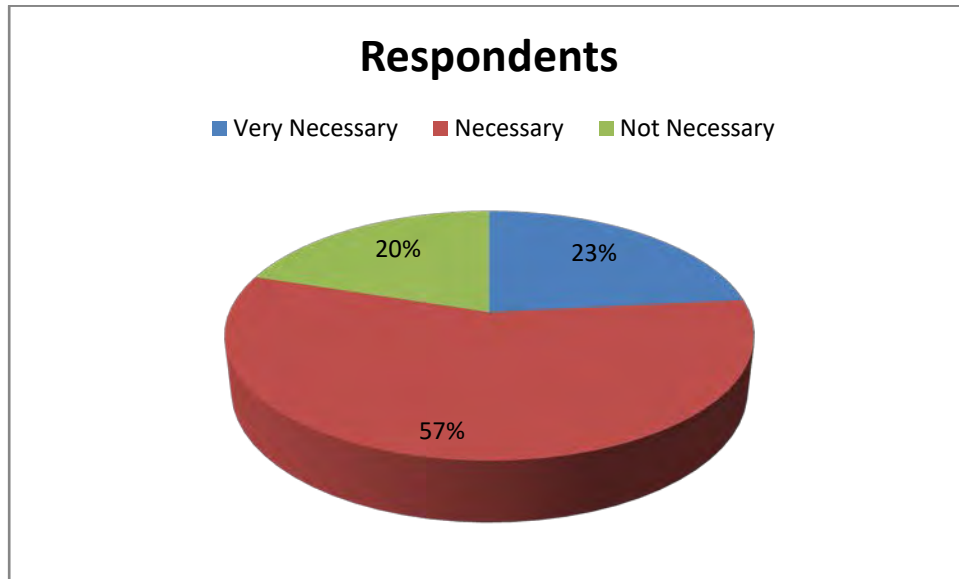


Resources are important factor in a business organization without which employees cannot perform. Supply of quality resources with proper quantity would lead to better productivity in the organization. It is indeed a wonderful experience from the survey to share that Banglalink does provide satisfied resources to its employees.

**Question 13:**Necessity of Employee Engagement

**Result:**

Options	Respondents
Very Necessary	7
Necessary	17
Not Necessary	6

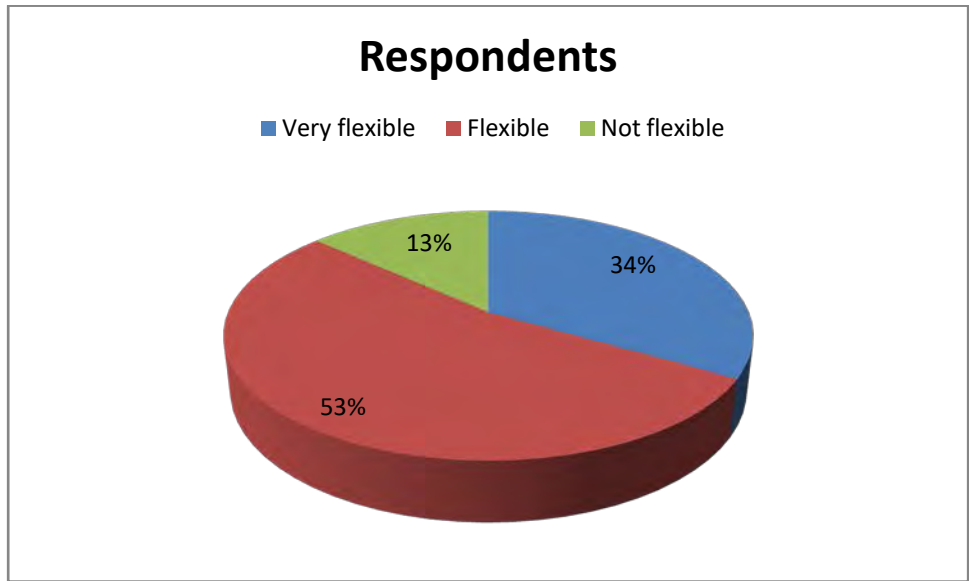


Employee engagement is indeed necessary for more enhanced employee participation and motivation. It is indeed necessary according to the survey for more engagement.

#### **Question 14:** Flexibility of Family issues

#### **Result:**

Options	Respondents
Very flexible	10
Flexible	16
Not flexible	4

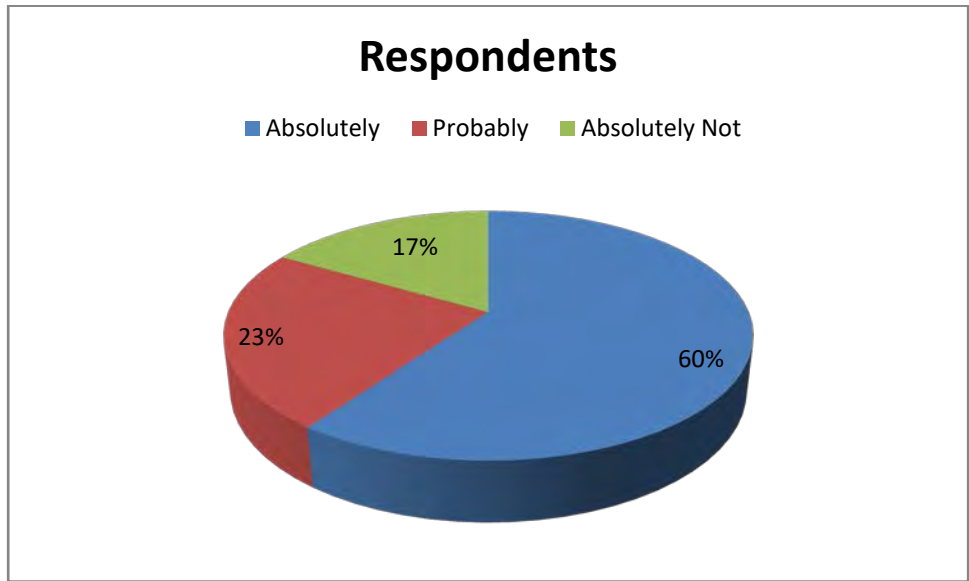


According to the survey, it is found out that Banglalink is very much responsive in terms of sick leave, family issues, maternity issues, day care system, etc

**Question 15:** Recommendation level of existing employees to new employees

**Result:**

Options	Respondents
Absolutely	18
Probably	7
Absolutely Not	5

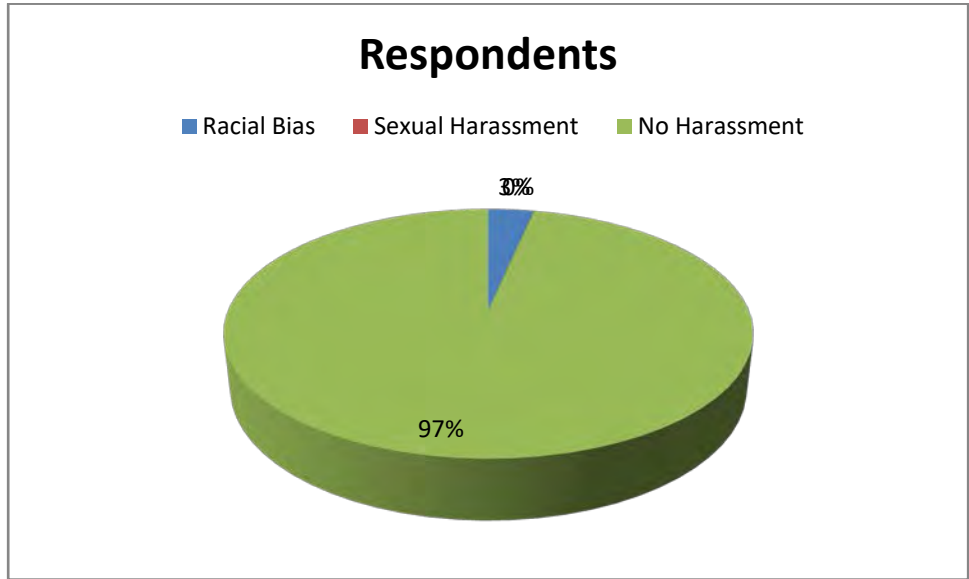


Over the years, Banglalink has gained reputation from its employees. It is found out that most of the employees would be very much interested to recommend others to apply in Banglalink due to enhanced satisfaction and nice working environment.

**Question 16:**Unfair annoyance in workplace

**Result:**

Options	Respondents
Racial Bias	1
Sexual Harassment	0
No Harassment	29

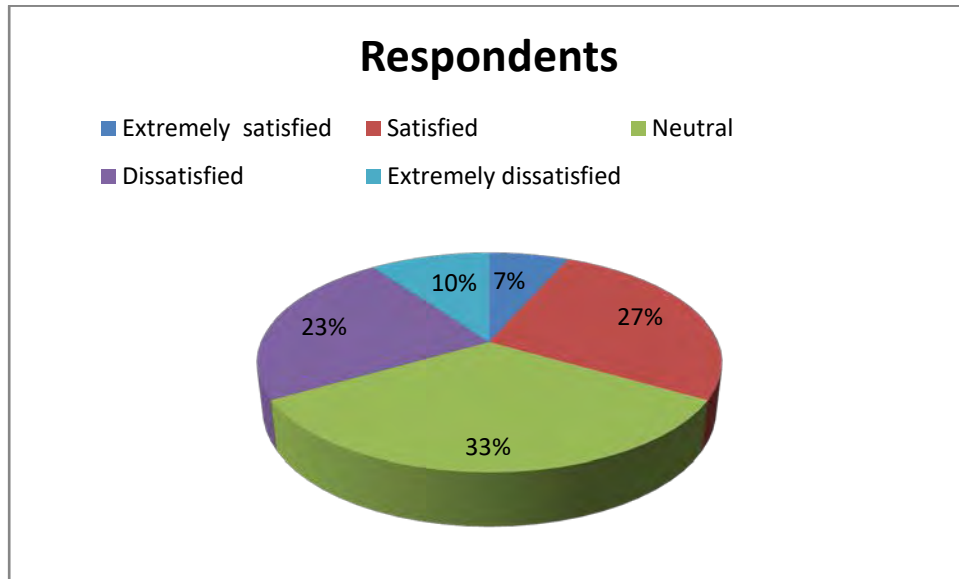


The survey clearly portrays no such incident of sexual harassment which does imply a safe workplace. It is noteworthy to mention that one respondent mentioned about racial discrimination.

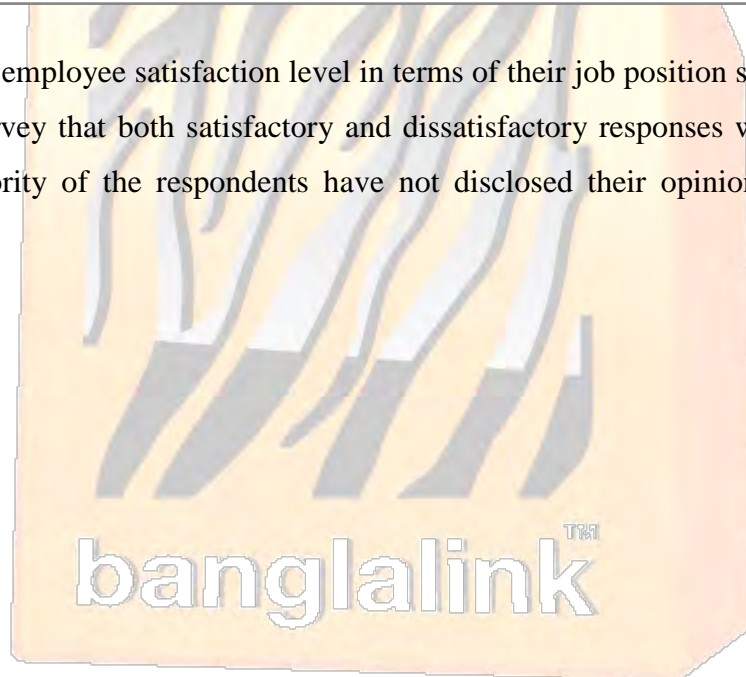
**Question 17:** Satisfaction with the existing position at Banglalink

**Result:**

Options	Respondents
Extremely satisfied	2
Satisfied	8
Neutral	10
Dissatisfied	7
Extremely dissatisfied	3



It is observed that the employee satisfaction level in terms of their job position seems to be neutral. It has been found in the survey that both satisfactory and dissatisfactory responses were observed during the survey, while a majority of the respondents have not disclosed their opinion in this regard, staying neutral.



## **Recommendations:**

### **1. Banglalink should keep trust on its employees:**

There should be an introduction of a practice in Banglalink where all employees will be able to express their own opinions and thoughts. When employees will be given the scope for decision making, they will be motivated to work more efficiently. But, the practice should not be such that it provides all decision making to the junior employees. The practice should provide scope to give recommendation and suggestion by the junior employees to its higher management, while the higher management gives the final say about the issue. Therefore, this practice enhances Banglalink to keep its trust on its employees.

### **2. Support from supervisor:**

In Banglalink, my own analysis shows that only 30-40% of the total respondents of the survey are not comfortable in providing information to the temporary employees or interns. Although they think providing all information to interns is unfavorable for the organization, it should only be restricted for sensitive information. If the supervisors provide information with more cooperation, it would help the interns or subordinates to enhance their learning horizon.

### **3. Enhancing employee benefits :**

In Banglalink, my study shows that the entry level and mid level employees is not much satisfied with the behavior of their supervisors, which basically demotivates the employees. It can be recommended to increase financial benefits to the entry level employees, while enhancing non financial benefits to top level employees.



#### **4. Better technology for communication :**

Banglalink HR department does have the need for responsive communication system with other department`s employees. HR responsibilities do include up-to-date information about the performance of other departmental employees. Therefore, better version of the communication system should be installed.

#### **5. HR facilitated reception desk:**

Due to inadequacy of manpower, huge amount of HR works need to be performed by the assigned employees which is hampering the performance of the total HR operations. The proportion of HR manpower to cover the activities of all employees is not sufficient. Therefore, it is recommended to introduce HR facilitated reception desk, which would lessen the hamper of departmental operations.

#### **6. Development of recruitment process :**

It has been observed that the recruitment process of Banglalink is a bit time consuming compared to other telecommunication companies. The time from the start of the interview process to the first working day, is lengthy. It is recommended to introduce online testing system, debate sessions and problem solving sessions in the recruitment process to screen and come up with potential shortlisted applicants instead of conducting huge number one-one interviews for applicants.

#### **7. Proper training :**

It has been observed that most of the new employees are not clear about the long term objectives and short term goals of Banglalink. The supervisors should provide proper training to its subordinates about the core mission, vision statement of Banglalink and operational goals of the department. In this dynamic business world where the nature and scope of business is changing with every unit of time passing, HR department should come up with training facilities about concurrent business issues both happening in national paradigm and global horizon.

## Conclusion:

Whenever the telecommunication industry in Bangladesh is considered, the name of Banglalink as a renowned telecommunication operator plays in action. To retain the company's loyal customer base with enriched satisfaction, the performance of all the employees of Banglalink are needed to be focused as their performances synergize to the company's performance. Therefore, recruiting with higher efficiency which means recruitment of right person for the right position, is a mandatory obligation for the HR department and also a performance indicator of the company.

The analysis of the report clearly states that the objective of the organization should be same with the terminology of its employees and the interrelation between the two plays an important role in the company. Therefore, this report has portrayed recommendations of better technology for HR communications, proper training facilities, development of the recruitment process of Banglalink through online testing system, conducting problem solving crisis sessions, enhancement of employee benefits through focusing financial benefits for entry level while considering non-monetary benefits for higher management, introduction of HR facilitated reception desk for different departments.

Although the HR department of Banglalink has been effective with different affirmative steps for the benefits of the employees and performing as a key department to control the satisfaction of its employees, there are indeed some issues of complains found out which sum up to a proportion of demotivated workforce in Banglalink due to less participatory work environment and poor scope of acceptance of employee opinions and decision making with all layers of employees.

Apart from few issues stated earlier, Banglalink HR department is well organized and effective one. It has been found in my study that the employee engagement rate is much satisfactory in Banglalink, which does result for the motivation of its employees. It can be expected that embracing the stated recommendations suggested in this paper, as well as addressing issues of employee reliability, acceptance of employee opinions and practice of participatory decision making, will surely enhance the effectiveness of Banglalink HR operations which should be indeed a key parameter of excellence in overall performance of Banglalink through enriched employee satisfaction, leading to delighted customer satisfaction along with brightening brand value of the company.

**Appendix:**

Survey Topic:

A Study of HR Operations and Employee Satisfaction of Banglalink

As I am doled out to make give a record of the given topic so this review is coordinated among the laborers of Banglalink. You shake for your cooperation. All the security will be kept and every one of the information will be used for the insightful purposes in a manner of speaking.

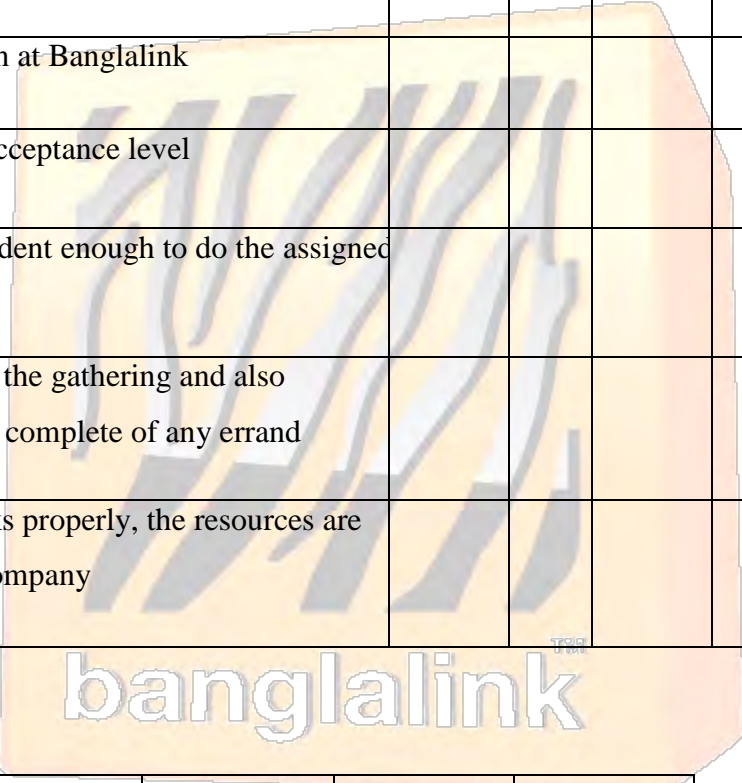
Name: Designation:

Total Respondents: 30				
Gender	Male	Female		
Age	25to 30	31 to 35	36 to 45	More than 46
Managerial Position	Entry level	Mid- level	Strategic level	
Experience with Banglalink	<1 year	2-5 year	>5 year	

\*\*Based on Scale of 1 to 5

Questions	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied
Payment system of the Banglalink?					
The Financial and non-financial benefit offer from the company are satisfactory for the employees?					
Employees turnover rate.					
Employees are satisfied with the current rewards or promotion system?					

Get suggestions, feedbacks, motivation & back-up from the supervisor					
Working condition of the Tiger's Den					
Banglalink is free from colleague's pressure at the workplace					
Absenteeism rate of the employees					
Gender discrimination at Banglalink					
Individual opinion acceptance level					
Employees are confident enough to do the assigned tasks					
Have reinforce from the gathering and also administrator for the complete of any errand					
To complete the tasks properly, the resources are provided from the company					



\*\*Based on scale 1-3

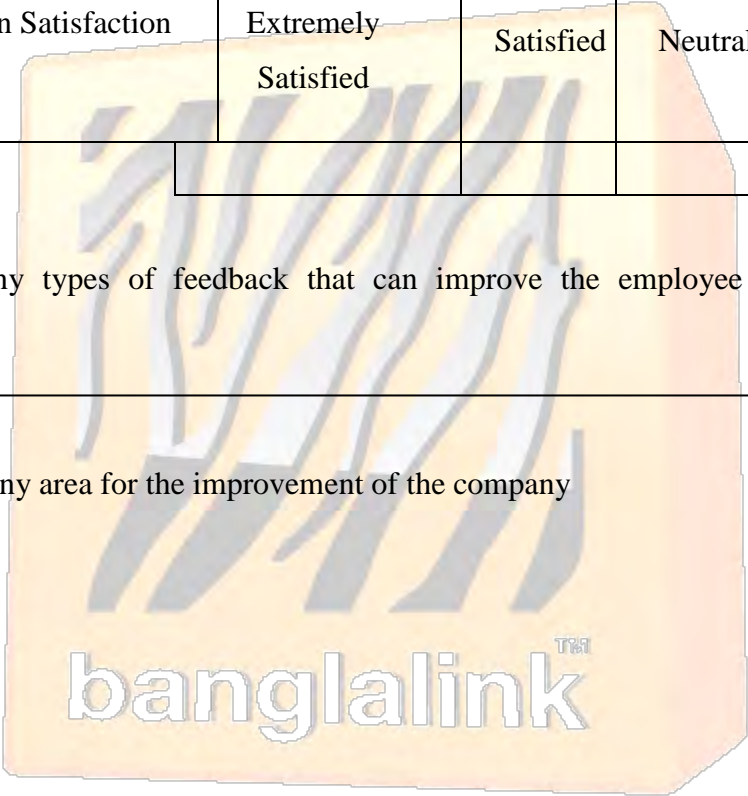
Necessity of Employee Engagement	Very Necessary	Necessary	Not Necessary
Flexibility of Family issues	Very Inflexible	Somewhat Inflexible	Inflexible

Recommendation level of existing employees to new employees	Absolutely	Probably	Absolutely Not		
Unfair annoyance in workplace	Racial Bias	Sexual Harassment	No Harassment		
Employee position Satisfaction level	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied

Please mention any types of feedback that can improve the employee satisfaction level of Banglalink

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Please mention if any area for the improvement of the company



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