

The Daily Star, 19 November 2015

SHOUT Desk

Daraz Bangladesh Ltd held an interactive session titled, "The future of e-commerce – presenting opportunities for BRAC University" at BRAC University auditorium on November 9.

Present at the event were Sumeet Singh, Managing Director and Co-founder of Daraz Bangladesh; Sumit Jasoria, Head of Marketing, Bangladesh, Myanmar and Pakistan; Antonio Fantappiè, Business Development Manager, Head of Sales Force; Munawwar Mahmood Chowdhury, Associate Manager, Marketing; and Naushaba Salahuddin, Head of Public Relations, Daraz Bangladesh.

Speaking at the session, Sumeet Singh walked the students through an informative presentation on Daraz and how it operates. He announced that daraz.com.bd will be adapting the concept of "Black Friday" and introduce it as "FATAFATI Friday", the biggest online sales event of the year, on November 27 in collaboration with Robi. Discount offers starting from 30 and going up to 80 percent will exclusively be offered on the website for that day only.

D-Force, a new programme developed by daraz.com.bd, was then introduced to the audience. According to the



organisers, D-Force gives freelance employment to students and part-time workers. Selected students will be given a special log-in ID and will be able to place orders and work for Daraz as sales consultants. The programme aims to provide free sales training to the best

performing agents and offers certification from Rocket Internet and Daraz Bangladesh. D-Force offers salary based on commission which will increase with performance. D-Force has previously done campus activations at IUB and ULAB.

Singh also said, "The D-Force programme is a great opportunity for students from all backgrounds and different degrees. This innovative model of freelance selling will give them all a chance to get real working experience, shape their selling skills and, last but not least, enhance their CVs. In the current competitive, global labour market, all these elements are indeed more crucial in order to start a bright career in business. Daraz Bangladesh, owner and pioneer of this project, can proudly state that the response received so far has been impressive, and the everyday growth can only confirm a great future ahead, both for D-Force and students."

At the University of Asia Pacific (UAP) activation – held on November 10, 11 and 12 – a total of 160 students registered for the D-Force sales consultant programme. Of them, 108 students attended the training session and all of them were recruited as sales consultants.

Shahriyar Anam, Head, DBA, UAP was present at the training session with two of his lecturers. At the end of the session, he gave a short speech, thanking Daraz for giving the students an opportunity to work part-time.

SHOUT is the Media Partner (English) of the campus activation events.