



**Business Development Activities Practiced by the Nascenia
Limited: A Hands-on Initiative through a Software
Development Company**



Internship Report on
“Business Development Activities Practiced by the
Nascenia Limited: A hands-on initiative through a
Software Development Company”

Submitted To

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Letter of Transmittal

May 18, 2019

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Subject: Submission of Internship Report.

Sir,

I'm glad to submit the internship report on the topic you've assigned me which is "Business Development Activities Practiced by the Nascenia Limited: A hands-on initiative through a Software Development Company". While preparing this report I tried my level best to follow your instructions.

The entire report is based on the practical knowledge I have gained from my 4 months of internship program while working in the Nascenia Limited. The knowledge I've gained from here will add a huge advantage to my career. My practical experience and analysis is illustrated in this report. My target for this internship was to take different strategies to make sure the completion of operations of business team. While preparing this report, due to different constraints, there might be some mistakes. I would be grateful if you consider those from the excusable point.

I would be highly grateful if you kindly receive this report and I will be pleased to answer to any of your queries regarding this report.

Sincerely yours,

Tanzib Wasif

ID: 111 151 470

School of Business & Economics

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Acknowledgement

First of all, I am grateful to almighty Allah for making me able to prepare this report with the assistance of some wonderful people. My gratitude to my respected supervisor faculty Sarkar Rafij Ahmed Ratan, Assistant Professor, School of Business & Economics, United International University for his guidance. Without his instruction, I would not be able to prepare this report.

I am blessed to have Fuad Bin Omar, Chief Operating Officer, Nascenia Limited as my supervisor. Without his help and guidance it would have been difficult for me to cope with all the tasks that I am assigned to do. He helped me in all the critical activities to make me comfortable and confident in the work environment. I hope the learnings from him will come in handy in my professional life.

Also thanks to all my colleagues for their wonderful cooperation. I would have faced more difficulties without their association. I am blessed to have these wonderful people as my colleagues.

Executive Summary

This Report is prepared on Nascenia Limited a growing IT Company of the country. It represents the business operations of Nascenia and an overview of the IT industry.

Over the past few decades, the software and IT service industries of Bangladesh have crossed a long road. The sector is now maturing. It is no longer a sidelined industry, this sector is emerging as a new horizon for development of the country. It is unveiling a bright future in the country's vision of creating "Digital Bangladesh" There are more than 800 registered software and ITES companies in Bangladesh, according to Bangladesh Association of Software and Information Services (BASIS) survey. The size of the IT Industry is around Tk 1,800 crore (USD 250 million). Approximately 30,000 IT professionals are working in the industry.

Nascenia Limited is an award winning IT Company of the country led by young entrepreneurs, who are serving clients in Europe and North America. They provide various IT services, of which the main services are website development and designing, cloud-based services, software development, ui/ux design and so on.

The Business development team of Nascenia is responsible for carrying out all the business related tasks. This team is the first to respond to all the clients. Initial business discussions, meetings are held with the business development team. If everything goes right then, they deliver the client to the technical team to fulfill their project. As an Intern, the key responsibilities were to help the business development team to fulfill their works successfully. Business team tries to convert prospects into their regular business clients, so the Intern must be alert and careful while preparing the documents of those clients and try best to convert the prospects into regular clients.

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Chapter 1

Introduction

1.1 Introduction

Nascenia is an award-winning private limited company incorporated in Dhaka, Bangladesh, operating since 2010 (9 years of operation). It has proven experience in designing, developing and maintaining more than 82 web and mobile/tablet applications across 20 countries in this world in all the five continents. They have country's largest Ruby on Rails team. Besides this, Nascenia has a large pool of Android, iOS, Ruby on Rails, ASP.Net and PHP engineers. Nascenia is well-known as an outstanding custom software development company focusing foreign market. It has won several national and international awards such as Alo Ashbei GP Microsoft Contest 2010, Red Herring Asia 2013, BASIS Outsourcing Award 2014, BASIS Outsourcing Award 2015, National Productivity and Quality Excellence Award 2017 etc.

1.2 Background of the report

This report entitled "Business Development Activities Practiced by the Nascenia Limited: A hands-on initiative through a Software Development Company" has been prepared as a requirement for the BBA Internship Program by Tanzib Wasif, Intern, Nascenia Limited. This report is important to understand the business development of Nascenia Limited, a growing IT firm of country and how they carry out their business activities. Bangladesh is considered the next high prospect destination for ICT. With the vision of Digital Bangladesh, the IT industry is getting all the concentration from the government, there have been lots of incentives and subsidies introduced by the government. This report also overviews the current scenario of IT industry of Bangladesh.

1.3 Scope of the report

The study is based on the business development activities, analysis and observation as an Intern in Nascenia Limited from January, 2019 to April, 2019. During this 12 weeks' period, access to many consumers, customers, industry experts and publicly available online data were gained, on which the report is based on. The scope of the report was not limited to the local market, it covers the foreign market as well especially its market development activities and what are the initiatives they have taken.

1.4 Limitations

The first limitation of this report is the time limit. It is not easy to find out everything about an organization in a short period of time. Besides, the company does not reveal all information due to confidentiality.

1.5 Objective of the report

- To sketch the real life experience in terms of scenario of business development activities of Nascenia Limited
- To analyze the present scenario of Bangladesh software industry
- To know about the company's activities of using various business development techniques

1.6 Methodology

This study is the combination of both practical knowledge and the theoretical findings. This report reflects the business operations of Nascenia Limited and the overview of the IT Industry of the country. Both primary and secondary data have been used to prepare this report.

Sources of the data: All the information's were collected from two sources.

Primary sources: Most of the required data were directly collected from the chief operating officer and from own working experience.

Secondary sources: These are the quickest source of collecting the necessary information. In this report, the information collected from indirect source are considered as secondary data sources. Information derived from internet such as articles, journals, websites and relevant sites are considered as the secondary data sources.

Chapter 2

Analysis of the company

2.1 Organizational overview

Nascenia Limited is an award winning Software Company working for European and North American clients. They work on cloud based services, custom website designing and development, iOS and android app development. They have many happy customers from Europe and North America who are always interested to work with Nascenia again. Their expertise is in Ruby on Rails, PHP, .Net, iOS, android and big data. The company consists of a team of creative and talented designers and engineers. The portfolio of the company consists of different types of websites and mobile apps.

2.2 Company background

Nascenia started its journey on 2010 by three young entrepreneurs named, Shaer Hassan (CEO), Fuad Bin Omar (COO) and Fattahul Alam (CTO). They mainly offer cloud-based services, website design and development and iOS and android app development etc. to their clients. Soon after setting up, they met a Danish entrepreneur named Jasper, who hired the team to build up 100 of websites for his company Better Collective. After that they never had to look back. Like Jasper, many other trusted Nascenia for their outsourcing services. Currently they are serving clients from more than 23 countries, mainly from Europe and North America. They are frequently working with the clients from Japan, Norway, India, USA, Canada, Switzerland and so on. Nascenia provides high quality service to their clients whilst reducing their cost by 50 percent. Meanwhile, Nascenia grew bigger, today it has more than 70 employees and completed over 100 projects. Today the company is in its 10th year of success and is aiming to be one of the top software companies of the country.

Nascenia has a large pool of PHP, ASP.Net, Android, iOS engineers. Nascenia technical team has vast experience of setting up Linux and Windows-based cloud server all over the world, including Amazon AWS, Microsoft Azure, Linode, Rackspace, and Heroku. They are a technology agnostic company and always adapt to cutting edge technology. Over the last several years, their expertise was built on Android, iOS, Titanium, Ruby on Rails, PHP, .net, Xamarin, Node.js, Angular.js, MySQL, PostgreSQL, NoSQL, and J2ME. Nascenia follows SCRUM to deliver projects.

Nascenia received recognition for their quality work in 2011 the e-Asia award in 2013 Red Herring Asia award, and BASIS outsourcing award for 2014 and 2015 consecutive years. They received the National Productivity and Quality Excellence Award in 2017 (awarded by Ministry of Industries of Bangladesh) and an award from State Department of USA.

2.3 Values and culture

Nascenia believes in integrity, transparency and responsibility. Their team always abide these values. We can get a better idea about their values and cultural practices from the following statements.

- The clients have full access to the entire asset (code repo, project management tool). They enjoy direct communication privilege to each of the hired resource.
- Nascenia is always concerned about corporate governance and take special care in preparing and reporting to the government and its different agencies.
- Nascenia also fulfill their Corporate Social Responsibilities by donating 2.5% of their profit in the educational sector of the country.
- The company offers a friendly environment to its employees, and also has time flexibility for the employees.
- The company has a flat structure, the communication channel among the employees are remarkable, and all the employees can easily communicate with others without any sort of formalities.

Nascenia is always concerned about the confidentiality of their clients. Thus they sign a “Non-Disclosure Agreement” at the very beginning of the deal with their clients to make sure the information the clients share remain confidential.

2.4 Organogram of the company

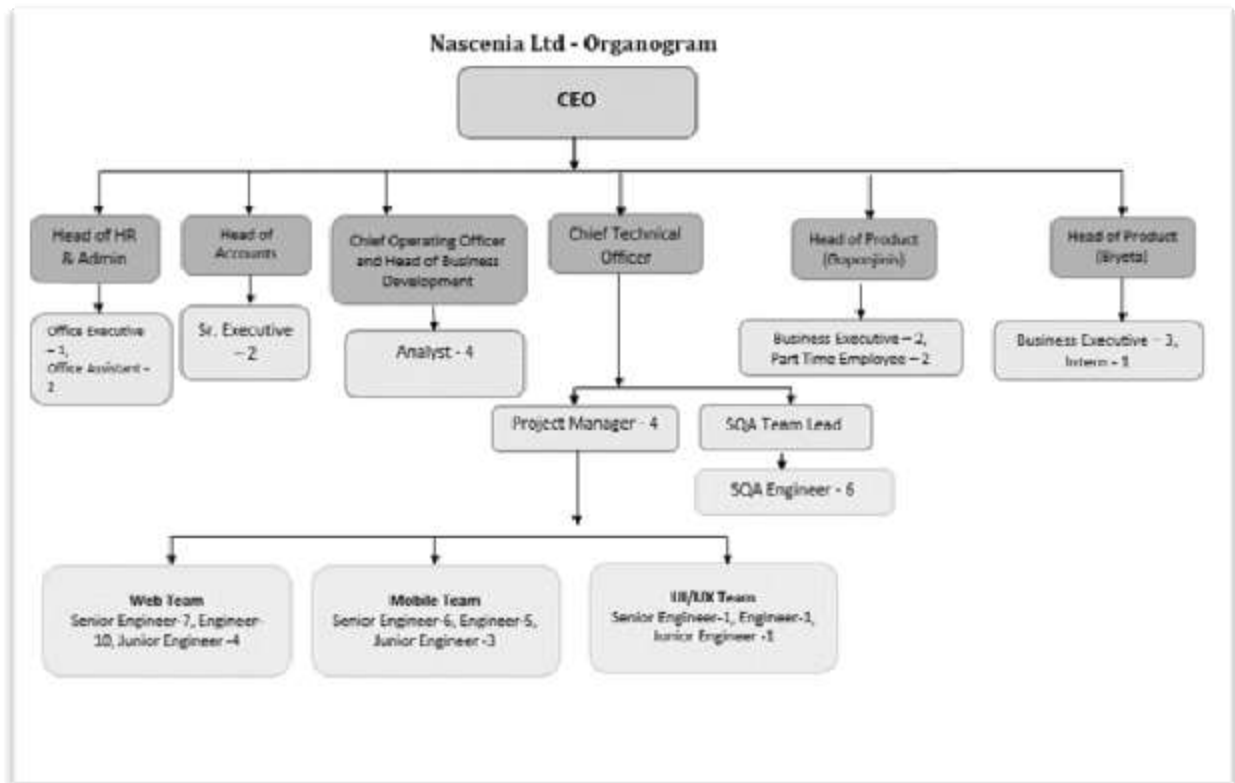


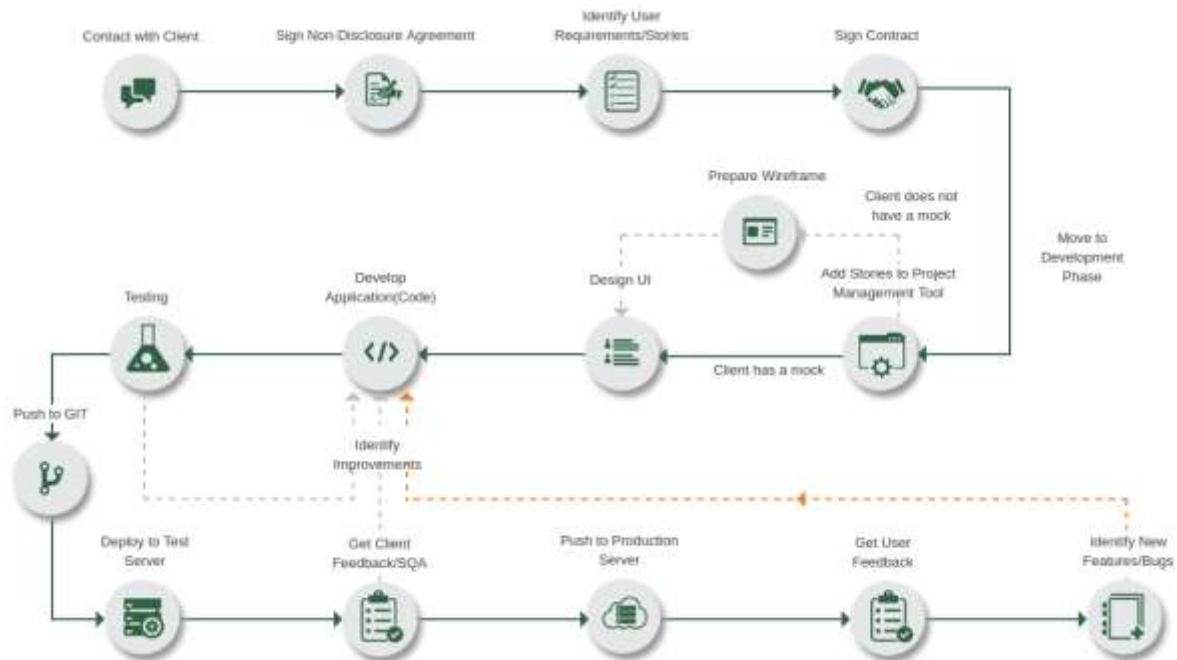
Figure: Organogram of the company

The overall management of Nascenia is carried out by the Chief Executive Officer, Chief Operational Officer and Chief Technical Officer. They are the main body of the organization. They manage all the employees and maintain the business and technical operations. The CEO manages the overall organization whereas, the COO is responsible for the business development activities and the CTO is responsible for the technical activities.

The motto of their team is to do whatever they do best and not to accept any project where they do not have sufficient expertise. The goal of this conservative approach was to make customer happy. Happy customers refer to their friends who led to even more customers. That is the key factor behind their growth. They make their customers happy and they become their marketers.

2.5 How they work

The following picture depicts their generic development procedure.



Nascenia starts their business activities by contacting with their potential clients and after an initial agreement between them they sign a Non-disclosure Agreement, which is to protect the confidential information of the client that will be shared while working with them.

The client then provides the company with their project specifications and if everything goes right, they sign the final contract to start their developing process.

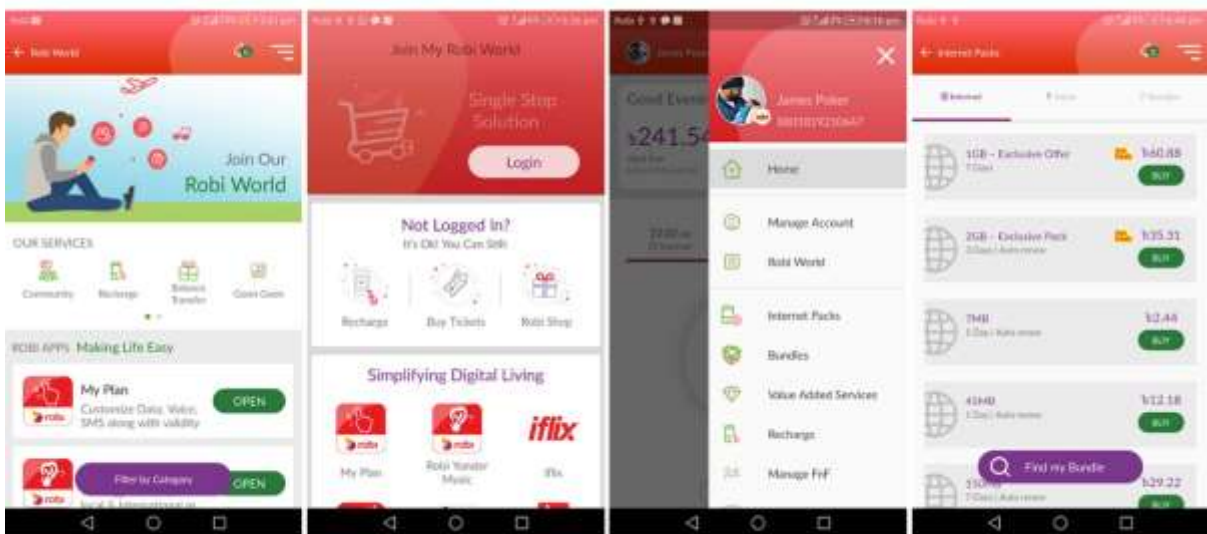
In the developing process, if the client wants then they get to see a demo version of their desired software or software related services. Then they give a feedback on it, and if any necessary modifications are needed, the engineers take care of it and moves forward by designing the software, develop its coding and then they tests its features if everything is ok or not. After that the software is pushed to GIT, GIT is a distributed version control system for tracking changes in the source code at the time of software development. Next, the software is displayed in the test server to check if it is working properly or not, then it is shown to the client to get their valuable feedback, after that the software is ready for the final production and is sent to the production server to complete it. After the completion the software is being used by number of personnel in the company and as well as by the client to

get user feedback on the software or software related services. At the end, the company tries to identify if there are any bugs or any new feature that can be added.

2.6 Portfolio of the company

Nascenia has worked on lots of projects since the beginning of its journey. Their services are Web development, Mobile development, UI/UX design, Quality Assurance, cutting EDGE, DEVOPS. Some work portfolio with description are shown below:

My Robi App: Nascenia built both the android and ios app of Robi, one of the largest telecommunication company of the country.



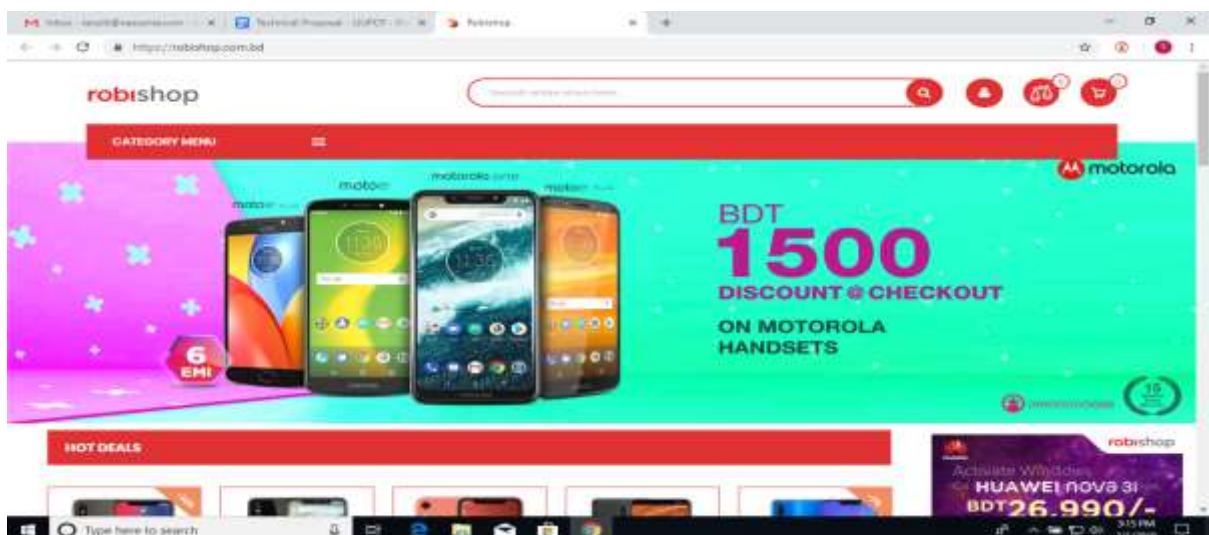
Betting Expert: Better Collective a Denmark based company for whom Nascenia designed and developed the website named “Betting Expert” for sports betting.



My Tonic: This website of tonic is done for Telenor Health - one of the subsidiaries of Telenor Group, a Norwegian multinational telecommunications company. Tonic is an expression of Telenor Health's view that technology can have the greatest impact when it is used to 'connect the dots' across an individual's wellness and health experience. It is one of the first digital offerings to address the full spectrum of wellness and health needs through a joined-up, integrated service.



Robi Shop: This website of robishop is done for Robi Axiata Limited, the second largest mobile network operator of Bangladesh. Robishop is an online store from Robi Axiata Limited that lets user discover and experience the best of every product and special offers from a wide array of categories ranging from electronics to household appliances, latest smartphones, computers and laptops, accessories and many more!



Snapknot: This website is done for 02 Guys, LLC, USA. SnapKnot is one of the fastest growing online wedding photography listing directories, created as a means to provide wedding photographers with a better way to showcase their work online, connect with engaged couples who are specifically searching for their wedding photographer, and ultimately book more weddings.

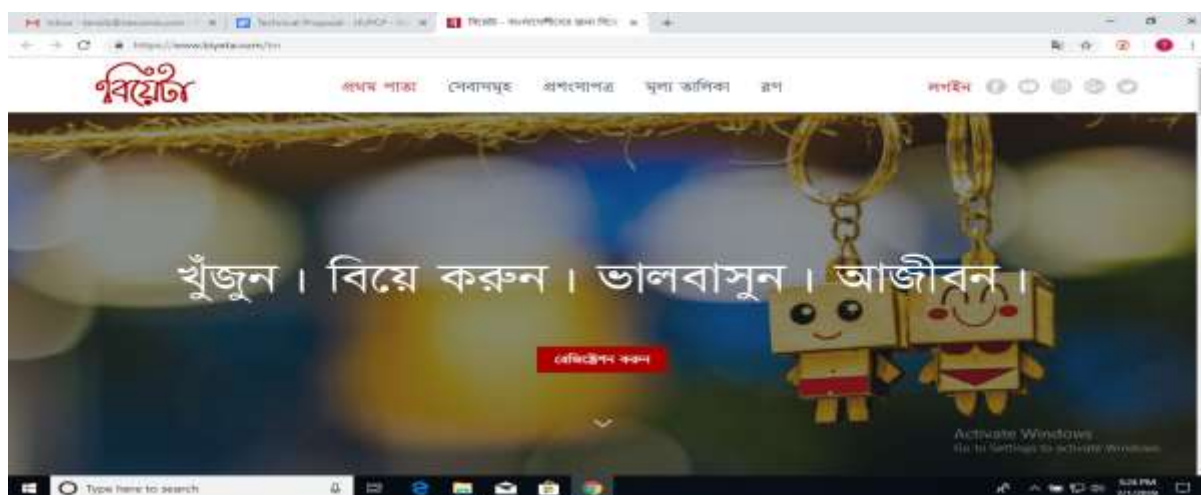


LearnSocially: This website is done for SociallyU, a startup based in Chattanooga, Tennessee, USA. LearnSocially is an all-in-one learning platform that let people teach their unique knowledge to their tribe with easy monetization systems built in.

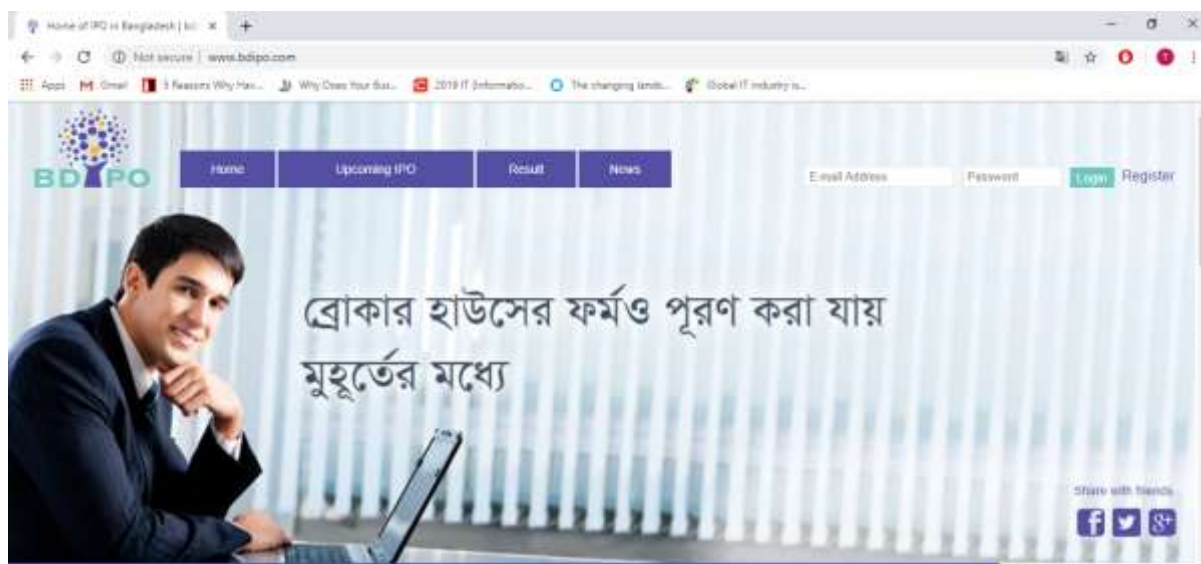


Apart from the above mentioned projects, Nascenia has some projects of their own.

Biyeta: It is one the largest, fast growing and most trustworthy matrimonial websites in Bangladesh built and owned by Nascenia. Biyeta.com has come up with a different view, keeping in mind about securing the users' privacy.



BDIPO: It is a high traffic site made and owned by Nascenia. This is a hub of IPO (Initial Public Offering) for the investors in Bangladeshi market.



As recognition of quality work Nascenia won the e-Asia Award in 2011, Red Herring Award in 2013, and Basis Outsourcing Award consecutively in 2014 and 2015. The team now has representatives in Norway, Germany, USA, and has a plan to ensure representation in Japan and many other parts of Europe. To support growth and ensure quality the team hires the best talent from universities, like Dhaka University, BUET, KUET, IUT, NSU and UIU. It has been more than nine years but the team is just getting started. With business growing, it envisions to employ 500 people by 2021, and eventually become one of the most respected software companies in Asia. There is no end to peoples' ideas and aspirations, the company intends to keep those dreams materializing as it exists.

2.7 Growth and trend

Nascenia has been able to set up a great team since its birth. The company now has a batch of strong middle managers and is expecting that the company will lead into next phase of growth. The focus of the company is to reduce dependency on the founders and turn the company into an employee led company.

At the same time, Nascenia emphasized on their organizational structure and systems to ensure effective management of their growing team. Today they are managing more projects than before at the same time with less hassle.

Their major change in strategy took them to another level. They started focusing on diversification. In 2014, Nascenia took a massive blow when one of the major clients ended their business with the company. It affected the growth very badly. It slowed their progress but could not stop them from coming back in track. They struggled for a time being and eventually got back their regular growth. But the company took a very important lesson from that event. They focused on diversifying their business activities, this will enable them to avoid disruptions in the future.

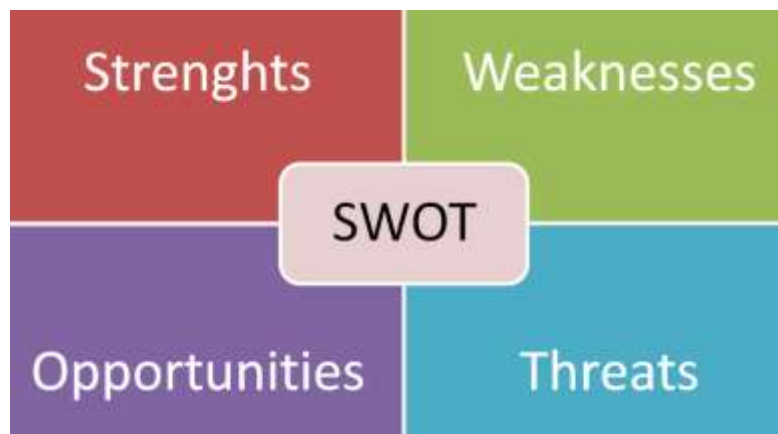
2.8 Customer mix

Nascenia serves both institutions and individual customers. The company is mainly serving clients from Europe and North America as well as clients from the home country. Nascenia has referable clients in Norway, Sweden, UK, Nigeria, India, Switzerland, Canada, and USA. Individuals and some local institutions are also a part of customers of Nascenia IT Limited.

They are now thinking of expanding their referral customers and targeting the potential market of Japan and many other countries of Europe.

2.9 SWOT Analysis

Nascenia believes that the company's success comes from disciplined actions of their sound process of software development. They focus on the long term goals rather than short term gains which helps them to achieve impressive results for the clients. They work towards gaining client's satisfaction and value the thought of their potential customers demand.



➤ **Strengths:**

Nascenia's biggest strength is its highly skilled and talented software engineers. They follow their business standards and policies ethically. They always believe in team work and their team work brought them lots of success throughout the past years. They always maintain accountability and transparency with the clients, which makes them a trusted partner of those clients for a longer period of time. Nascenia's another core strength is the existing clients, they are continuing business with them, on the other hand, they are also referring Nascenia to other potential clients.

➤ **Weakness:**

Nascenia started their journey with only three persons. Today they have more than fifty software engineers working to build the company as a leading company in the market. But sadly, they still lack necessary man power, they need more talented software engineers to keep pace with the leading companies in the market. Another major weakness is the slow internet connection, which hampers the productivity of the company.

➤ **Opportunity:**

Nascenia has lots of opportunities in front of them if they can adopt proper marketing strategies. They need to invest more and prepare a strong platform to attract foreign clients. The introduction of digital payment system can help them a lot in doing business with the foreign companies or individuals. This will expand their business globally. Every year almost 1500 IT students complete their graduation, this can be a great opportunity for Nascenia to hire quality students and train them to be skilled enough for the company.

➤ **Threats:**

The IT industry of the country is matured and more and more companies are registering in the sector. Nascenia's biggest threat is entrance of new companies in the market. On the other hand another concerning factor for Nascenia is the employee turn-over rate, as Nascenia is a startup company, there is an active threat that the employees may leave for more established company.

Chapter 3

Analysis of the industry

3.1 Industry Overview

The software industry has gone through a remarkable growth in the past few decades of the country. The industry has now matured. The IT sector of Bangladesh started before its independence, when the IBM Mainframe 1620 series was introduced in the Atomic Energy Commission of the country. After the independence in 1971 more advanced IT equipment began to set up in different educational, research and financial sectors of the country.

Today this industry is fully matured and is unveiling lots of opportunities to the young energetic entrepreneurs. It is contributing to the national income by giving employment to over 30,000 IT professionals and the graduates.

The most distinctive feature of this industry is the huge number of young entrepreneurs are present in this industry. In the past decades many tech savvy graduates entered the industry some of them have also completed higher education in abroad and returned to start their own business venture.

Bangladesh Association of Software and Information Service recently carried out a research on the tech industry and found out that most of the IT companies are indulged in software development activities and a large number of those companies are simultaneously involved in providing of different types of IT related services. In total half of the surveyed companies are involved in providing IT enabled services (ITES) such as, data/form processing, content management, graphics designing, website development and designing etc. A number of companies have developed software or software related products or services for their clients in the local market and abroad as well. Companies that are developing digital content are mainly providing their service through mobile platform.

The IT sector has started to go through a rapid change when the government of the country initiated the strategic “Vision 2021” plan for wide range development of the country to turn the country into a developed country by 2021. One of the integral part of Vision 2021 is “Digital Bangladesh” which emphasizes on the IT sector of the country.

3.2 Digital Bangladesh

The “Digital Bangladesh” initiative consists of four key priorities:

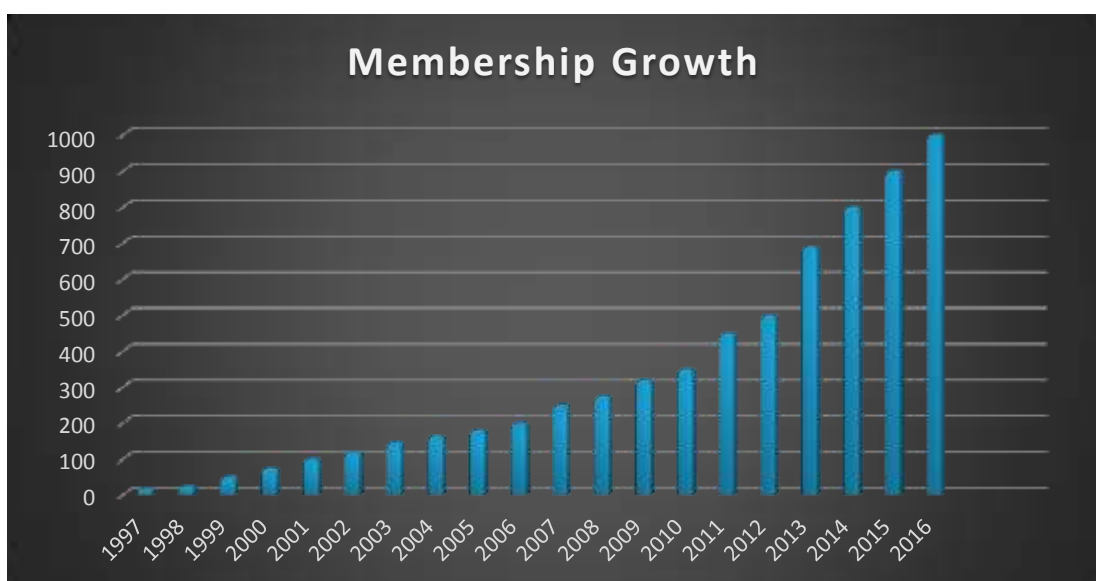
1. Developing human resources ready for the 21st century
2. Connecting citizens in ways most meaningful to them.
3. Taking services to citizens’ doorsteps.
4. Making the private sector and market more productive and competitive through the use of digital technology.

Bangladesh has climbed up 24 places in United Nations E-Government Development Index. The country has secured an impression leap upward to the 124th position in 2016 from 148th in 2014. More than 200 services are available through 5,275 digital centers established all over the country. Over 25,000 web sites including those of upazilas, districts, divisions, departments and directorates have been added to national web portal. National Enterprise Architecture (NEA) is being built by the Government to facilitate interoperability and operation of e-governance activities.

3.3 Industry Structure

Bangladesh Association of Software and Information Service (BASIS) is the main governing body of the country that monitors the software and IT industry of the country. It started its journey in 1997 with just 17 charter members. Today BASIS have more than 1100 members and more are registering for membership. These members account for the lion’s share of the total

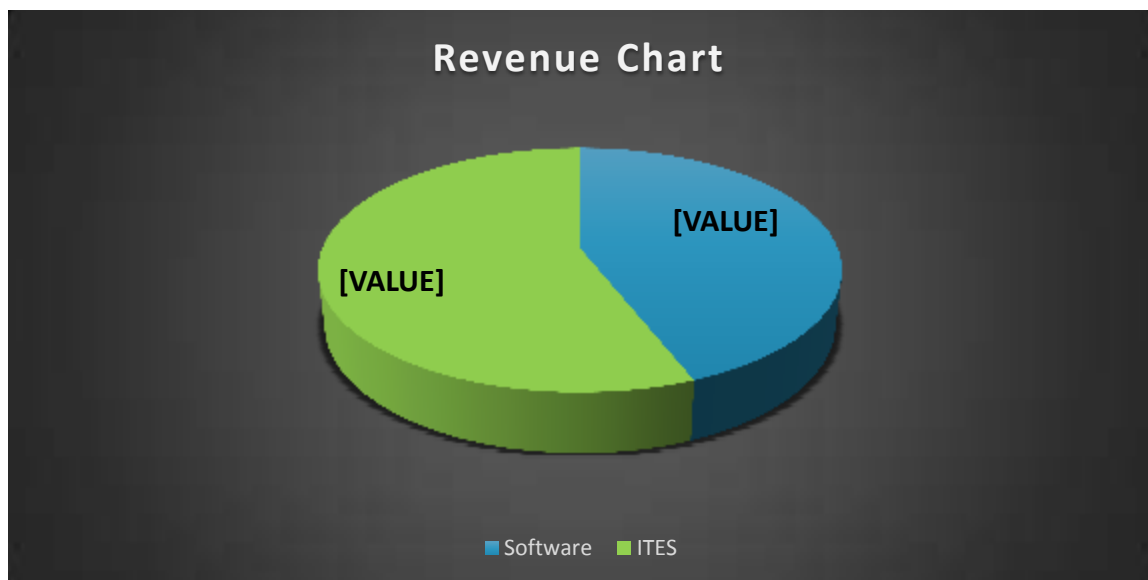
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Graph 1: Membership Growth of BASIS (BASIS Survey 2017)

3.4 Recent Trends & Dynamics of the Industry

According to BASIS Survey 2017, there are more than 4500 IT firms operating in Bangladesh. They are earning about revenues of 700 million US dollar. There are more than 3,00,000 IT Professionals working in the industry. 44% revenue came from the Software development, on the other hand 56% revenue came from IT enabled services, as of Survey report of 2017.



Graph 2: Revenue Chart of IT Industry

Majority of the IT companies of the country specialize in customized software development. 56% of the BASIS members claim it as their specialty. The next most common specialization IT Enabled Services (ITES), with 17% of BASIS members reporting it as their specialty, and

Ecommerce/Web site development, with 12.45% of BASIS members reporting it as their specialty.

The 2017 BASIS survey also found that 43 percent of Bangladeshi IT companies had a presence in local and foreign IT markets, while 48 percent of Bangladeshi IT companies catered for the local market, leaving only 9 percent of Bangladeshi companies that cater for foreign customers.

3.5 SWOT Analysis of the Industry

To get a better picture of the current situation of the IT industry, a SWOT analysis is must. Based on the information available on the internet and in various articles. A SWOT analysis is made on this industry.

Strengths

The country's IT sector's main strength is its young, energetic and motivated workforce, which can be trained to be fitting for any IT roles. Bangladesh has the lowest median age in the world, which is only 26. On the other hand, young professionals can understand and communicate in English very well. This allows these professionals to be eligible for enormous pool of works and can take an IT venture forward. There is already a huge number of Bangladeshi IT professionals working in freelancing sites like freelancer.com, fiverr.com, upwork.com, odesk etc. These persons can be trained to be fit for complicated IT related activities.

Weaknesses

The most vital weakness of this industry is the lack of higher level skills and know-how. Though it is easy to get human resource skilled in low-end IT activities, it is very difficult to get experienced senior-level professionals who have tons of experience in IT. The migration of skilled IT professionals to other developed countries stuns the development of this sector.

Another major weakness of the industry is the lack of physical infrastructure. Bangladesh does not have necessary infrastructures that are must for advanced IT related tasks. Poor internet connection throughout the country hampers the development of IT sector.

Opportunities

The continued economic growth of Bangladesh will drive greater demand for IT enabled services at all levels of the economy. The government's identification of ICT as a major thrust sector of the economy and the granting of tax-free status to all IT companies are an attractive proposition for any IT company to earn attractive returns from a fast growing domestic market.

Rising labor costs in India and the Philippines give rise to a window of opportunity for Bangladesh to grab some of the ITES and BPO market as these are highly cost-sensitive industries. There is already a significant population of Bangladesh freelancers who work at online freelancing sites such as ODesk and Freelancer.com. This means that a ready population of skilled workers are already available who can take advantage of labor cost arbitrage to establish a foothold in the BPO/ITES market.

Threats

The 2016 terrorist attack on a restaurant oriented by foreigners caused the security-related perception of Bangladesh to plummet to historical lows. This perception will be very hard to overcome, and any future terrorist activity will further reduce the perception of the country as a safe place to do business.

The continued trend of migration of skilled IT personnel to developed countries will continue to pose a threat to the development of capable domestic IT firms, as senior level IT personnel are required in the higher-level software architecture roles.

3.6 The Challenges of the Industry

There are some challenges the industry players must consider. These challenges will determine the success of those players. The IT industry of Bangladesh has all the potential to compete in the international market side by side with our neighboring country like India, who has almost double the revenue of ours in the market. But scenarios are changing Bangladesh is showing its capabilities to the world, but to ensure sustainability of those capabilities the industry must take on these challenges to make them a strong contestant in the world market.

➤ Development of High-Tech Infrastructure

The development of the high tech infrastructure is a must thing for the country. IT industries need the back up of high tech infrastructures, without it the sector could not go much further. In this modern era of digitalization, technology evolves rapidly for that we need to remain up to dated. The current scenario of the IT infrastructure of the

country is not satisfactory. But things are changing, in the past few years the infrastructures have developed, yet it needs to be on the level from which we can challenge our competitors in the market. One of the positive sign is the development of power sector, the frequent discontinuity of electric supply has been reduced to a convenient level. The internet connection of the country still needs to be prompt. Most of the IT companies face the problem of slow internet, which eventually reduces their productivity and efficiency. The government of the country must give full emphasize on the IT industry if they are to fulfill the vision 2021 dream.

➤ **Training the Talents**

Every year thousands of graduates from IT background are expecting to enter the domestic industry. But without proper training they are not going to add much value to the industry. The IT sector of the country is going through a rapid change. The IT personnel need to be trained with all the latest technological upgrades.

The government of the country is already subsidizing in training of IT personnel, as well as trying to make unskilled people skilled in IT sector. They are determined of providing all the support needed to train the people in IT sector.

➤ **Intellectual Property (IP) Rights & Data Privacy Concerns**

Intellectual property right is one of the biggest issue in the creative industries. Without the strong presence of IP rights, people who are interested in creating and innovating IT applications will at first want to protect their innovations. Bangladesh's IP rights and data privacy concerns are not much good. The legal and regulatory environment of the country is less favorable for the IT and ITES market comparing to the off shoring giants like India and Philippines.

Bangladesh is currently ranked 99 out of 138 in World Economic Forum's (WEF) IP protection index. We need to improve our ranking in this IP protection index in order to prepare a well-established platform for the competitiveness of the industry. The protection of intellectual property will encourage more tech enthusiasts to join the industry and those who have completed higher education from foreign universities will likely to return to the country and use their knowledge and wisdom for the betterment of the industry, eventually for the country.

3.7 Software Technology Parks

In accordance with developing the IT sector of the country, the government has passed High-Tech Park Act in 2010. Eventually, Bangladesh Hi-Tech Park Authority was established in 2010 to create, maintain, operate and develop Hi-Tech parks.

The remarkable Hi-Tech Parks are-

- Kaliakoir Hi-Tech Park
- Jessore Software Technology (IT) Park
- Sylhet Hi-Tech Park
- Mohakhali IT Village
- Janata Tower Software Technology Park
- Barendra Silicon Valley, Rajshahi

Chapter 4

Internship Work Experience

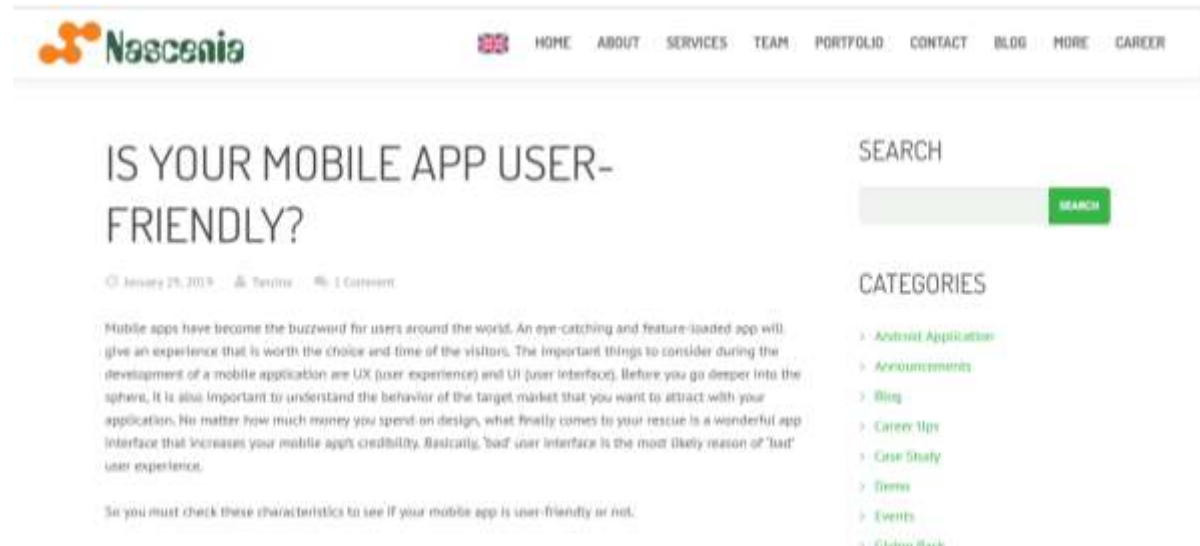
4.1 Internship Recruitment

Nascenia has a systematic procedure for recruiting interns. At the very beginning they shortlisted the candidates and then invited for a written exam, that included mathematical problems, IQ tests and basic computer skills. I have successfully passed the exam and after the final interview I joined here as a Business Development Intern.

4.2 Position, Duties and Responsibilities

I joined Nascenia as a Business Development Intern. My key responsibility is to help the business development team in carrying out the business related tasks. I worked under Fuad Bin Omar, who is the Chief Operating Officer of Nascenia Limited and Tanzina Ireen, who is a Management Trainee Officer of Nascenia Limited. Some of my job responsibilities include:

- **Writing blogs for company website:** A blog is meant to generate awareness about a brand. Throughout my internship period I have written some blogs for the company. The topics of the blogs were assigned by my supervisor. Those were tech blogs as well as non tech blogs. The main purpose of our blogs are to connect it to the relevant audience. Another purpose of our blogs are to rank our website higher in Google SERP's (**Search Engine Results Pages**).



- **Creating video contents:** I had to create some video contents for the company. Those contents were uploaded in the company's Youtube page and other social media pages. I used Animoto website to create videos. The topics for the videos were given by the supervisor. The purpose of making video content is to create and offer valuable contents specially customized for target audience. It helps to attract, engage and convert visitors.



- **Help preparing proposals and presentations:** The most important thing I learned is how to prepare Tender documents, learned a lot about Business Proposal Submission, Expression of Interests (EOI). I alone prepared some of the documents of tenders, Business Proposal and EOI. Tender documents basically consist of 2 parts, Technical

proposal and financial proposal. We had to make proposals according to the TOR (terms of reference) document. Terms of reference define the purpose and structures of a proposal. Throughout my internship period we submitted several tender proposals and Expression of Interest proposals. Some of those proposals were, Technical Proposal for Design, Development & Monthly Maintenance of Website for Livelihoods Improvement of Urban Poor Communities Project for UNDP Bangladesh, Technical & Financial Proposal for Developing the Mobile App for BASIS SoftExpo 2019 Expo Guide, Technical and financial proposal for developing Bangladesh University of Professionals website etc. We were awarded the contract for UNDP and BUP tenders after evaluations.

- **Explore opportunities for tender participation:** My responsibility was to search and explore opportunities for tender participation. There are various sources to search for tenders. Some of the sources I used for searching tenders are, Tenderbazar website, etendering website of UNDP, National e-Government Procurement (e-GP) portal, A2i (Access to information) website of government etc.

- **Data entry in salesforce:** Salesforce is a CRM or customer relationship management tool. One of my responsibility was to entry data of various contacts in the salesforce website. The sources of those data's were the contact log where potential client's details is recorded which includes clients name, email, 1st contact time, last contact time, requirements, time zone, phone number etc. Operational CRM is an important tool for lead generation because it frequently deals with past customer data.



4.3 Trainings

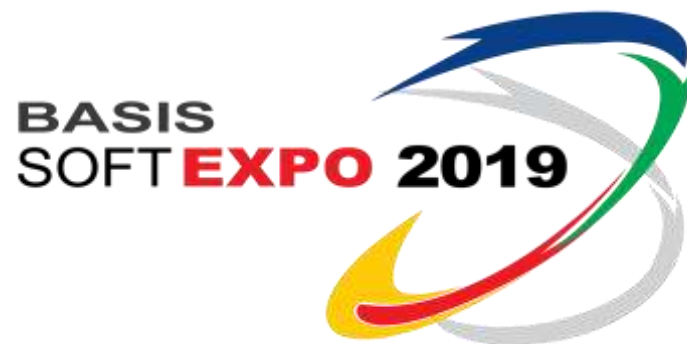
There is no formal training procedure in the company. Employees learn and get trained from working directly in the projects. Employees actually get trained on the job. The supervisors observe the tasks an employee completes and based on that they correct their mistakes.

I have tried to contribute my best to the interest of the organization, but still I feel like I could a lot more. All the works done by me are evaluated by my supervisors. After their careful evaluation my works are finalized. Nascenia has an online tracking system to track down the punctuality of the employees, which records in and out time.

4.4 BASIS SoftExpo 2019

BASIS SoftExpo was held from March 19 to March 21, we attended there on the second day of the Expo that was on 20th March, our main attraction was to participate in the Business to Business Match Making Program. It needs to be addressed that, in this Expo lots of foreign IT companies especially from Japan attended to develop a business relationship with the Bangladeshi IT companies. It was a great opportunity for the existing IT companies of Bangladesh to develop business with Japanese companies as well as from other countries. We participated in the match making and had meeting with two Japanese companies and two

Swedish companies. We had initial meetings with them, they will follow up with us soon and we are expecting a positive outcome from them.



Chapter 5

Conclusion and Recommendations

5.1 Conclusion

Working in Nascenia has been a great experience. As an Intern there were some opportunities to learn a great deal from here and is also able to capture some knowledge. As there were no formal orientation, it was a bit challenging to find out the rules and regulations and how they work. It took few days to learn how the works are done there. Throughout the internship period as an Intern punctuality and responsibilities were well taken care of

At present ICT sector is growing fast in Bangladesh due to the development of the country. Now people highly rely on the online marketing which was not that much attractive few years ago in Bangladesh. Nascenia follows strong ethical guidelines to satisfy their client's

requirement. Nascenia has a vision of becoming number one software company in the country. Nascenia has a very small team compared to other companies but what Nascenia has are professional developers. If Nascenia wants to grab opportunities more, then it needs to expand its team as well as focus on marketing activities more & more and have to make such policy that developers stay at the organization at least 3 years. It needs to attract more talents by taking fresh graduates from both IT and business background.

5.2 Problem Identification

As an Intern, while helping the company carry out their business activities, few problems were identified, they are as followed-

- Most of the clients of the company are from Europe and North America, for which it is difficult to maintain the timings with them.
- The tenders of the local projects are much complex.
- The company lacks necessary man power.
- Many of the international clients faces the language barrier.

5.3 Recommendations

There are some recommendations proposed to the company to mitigate those problems. They are-

- To maintain timings with the foreign clients, the company should follow the timings of their clients to work successfully.
- The company must employ necessary employees.
- To communicate with the foreign clients the company should employ interpreter on project basis.

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