



**EDUTECH (EDUCATION ×
TECHNOLOGY) SERVICE OF
VENTURAS
AN INTERNSHIP EXPERIENCE**

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This report is submitted to the School of
Business and Economics, United International
University, as a partial requirement for the
degree fulfilment of

Bachelor of Business Administration



United International University

School of Business and Economics

**EDUTECH (Education × Technology) SERVICE OF
VENTURAS: AN INTERNSHIP EXPERIENCE**

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BBA Program

School of Business & Economics (SOBE)

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LETTER OF TRANSMITTAL

Date: 30th May, 2023

Muhammad Rehan Masoom
Assistant Professor
United International University

Subject: Submission of Internship Report, “EDUTECH (Education × Technology) SERVICE OF VENTURAS: AN INTERNSHIP EXPERIENCE”

Dear Sir,

I'm pleased to write to you regarding that. I have prepared my internship report on EduTech Service of Venturas. I have gathered a depth of knowledge and had practical experience last six months at Venturas. I got all the details from the official website & management for preparing the report.

I tried to highlight all the information that would full fill the purpose of the report. I will be honored to provide you with any additional information as well report. Thank you very much for your kind co-operation & valuable suggestions.

Umme Habiba

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BBA Program

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DECLARATION

I sincerely declare that, “Based on my practical work experience, knowledge, study, questionnaires, survey, and analysis, this report on the EduTech service of Venturas is prepared. Also got some help from the university seniors, colleagues & teachers.

I assure you that this report is prepared only for academic purposes, not for any other reason or purpose.

Umme Habiba

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BBA Program

School of Business & Economics (SOBE)

United International University (UIU)

ACKNOWLEDGEMENT

First, I would like to the almighty Allah for giving me the strength, courage, and capacity to complete my six months internship program and an extensive internship report successfully in a particular time.

I would be delighted to convey my heartiest gratefulness to Muhammad Rehan Masoom (**Assistant Professor at United International University**) for his significant direction and astute advice. Without his assistance, it would not have been conceivable to finish this report. I express gratitude towards him for letting me pick this topic and giving his direction and support, which draw out the result of this report. I value his patient guidance and immense support.

I have an abundance of thanks for making it. While setting up this report, my supervisor **Mrs Salvana (HR. Specialist, Venturas)**, from significant data and precious remarks on each of the segments of this report.

There may be some flaws in this paper, despite my earnest efforts. For any unintended errors, I apologize.

Umme Habiba

Id: 111 163 093

BBA Program

EXECUTIVE SUMMARY

Venturas is an EduTech company that contributes to the education sector in Bangladesh. The EduTech industry refers to the use of technology to support and enhance education and learning. Venturas in the Education Technology Service of Bangladesh. This report is prepared to understand how the implementation of digitalization in the education system has been growing rapidly in recent years, including factors like the demand for online education, the use of mobile devices, and personalized and flexible learning experiences. The company profile, GDP contribution, job responsibilities, and day-to-day activities of Venturas are also provided here. The COVID-19 pandemic has accelerated the growth of the EduTech industry. Venturas Ltd. is a growing company that provides services to many countries around the world. It helps the clients by providing digitalized education services. The services of Venturas Company are outstanding. The edutech industry is highly competitive, with a wide range of players operating in the market. Currently, they have plenty of clients, and they are earning high profits. Venturas is planning to increase the services of its organization and expand its business. Overall, Venturas company is poised for significant growth in the coming years.

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CHAPTER 1: INTRODUCTION

1.1 Background:

I got a chance to get practical experience in an EduTech company. Learned so many things these days. EduTech a, short for educational industry technology, is an industry focused on the development and application of technology in education sectors. The use of technology has transformed the way we learn, and EduTech is at the forefront of this transformation. Venturas & EduTech encompasses a wide range of technologies and solutions, including educational software, online learning platforms, learning management systems, educational games, and mobile apps. These technologies are designed to enhance the learning experience, improve student outcomes, and provide greater access to education for people of all ages and backgrounds. Always try to work hard & put my best effort into getting more knowledge. Try to utilize my every scope. It's a japan based organization, so students who dreamed of being there, it's a great opportunity for to have EduTech services like venturas.

1.2 Origin of the Report:

This report is the major part of my internship requirement for the composer. The composer is a graduating student of the United International University and has been placed as an Internship Opportunity at Venturas Ltd. I have chosen my internship report titled "EduTech Service of Venturas". This report is thus

submitted as the internship report of the composer. The study was prepared under the guidance of the academic advisor Muhammad Rehan Masoom (Assistant Professor) at the United International University, School of Business and Economics (SOBE) and the direction of the official supervisor Mrs Salvana (Senior Business Development & HRO, Venturas ltd.) This experience will certainly improve my perception of the business world in which I can more efficiently conduct my theoretical expertise in real life. I'm proud to be working with Venturas Ltd., And this experience will certainly benefit me in my forthcoming profession. The development of the job study was published as part of the internship program. As an intern, the biggest challenge was to convert theoretical concepts into real-life conditions.

1.3 Literature Review:

The EduTech industry is a combination of Education & technology working together successfully. It's all about regular updates, new options, new opportunities, new software launches, different scope findings etc. A single service is a useful & valuable asset for the company. A single piece of data is important. Need to know customer's upcoming demand. Also needs to be defensible, meaning it needs to be credible, and people need to understand & agree that yes, we are a company that offers certain value and then monetizable because if we can have many market positions that are great, but we cannot make money on them by adding monetizable. Here it means that we are choosing a marketing position, we are basically defining how we are going to make money as a company, we can determine that we are going to low price leader, you can determine we are going to be high-end value & that determines our company's ability to make money.

1.4 Problem Statement:

I have tried to highlight EduTech industry's contribution to this growing & fast generation. It's a new topic for making something & presents a situation demand-based report. It's challenging for me. It is not like other general reports. I have to formulate everything based on minimum information.

1.5 Objectives:

The major purpose of this report is to find out the contribution part of an EduTech of Venturas organization in the technology industry. Highlights competitors, new advantages, a digital platform using methods, strategies, using a scope, and updates with changes.

1.6 Methodology of the Report:

In this report, data was the main fact to collect. All the data are collected from Venturas CEO, employee, & old clients' records. Also, have to observe & experience various marketing activities. Try to use this data in an effective way as much as possible.

1.7 Scope and Limitations:

I'm happy to be associated with a HR. An executive with Venturas ltd., and this system will likely assist me in my future career. As part of the internship experience, this progress job responsibilities were given. The toughest impediment as an advisor was to switch conceptual ideas into actual situations. I have tried to learn different subjects from the EduTech agency's systems & works.

The major or big problem I have faced is that enough information wasn't there. As a startup-based organization, they didn't have it. Also, in BD contribution part, it

was not proper & quantitative based. All I have a qualitative data, which has to convert quantitatively.

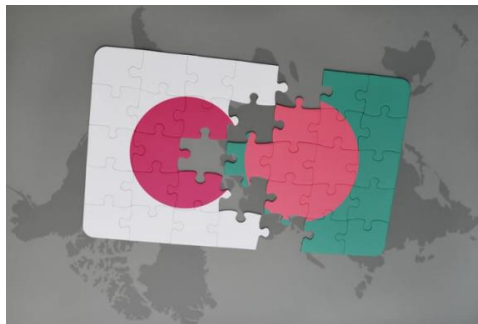
CHAPTER 2: OVERVIEW OF THE COMPANY

2.1 Overview:

EduTech plays an important role in modern education by providing students with new and innovative ways to learn, enhancing teacher effectiveness and productivity, and improving learning outcomes. Venturas is EduTech (Education & Technology) company based in Bangladesh. By maximizing the power of technology, Venturas contribute to the learning sector of the emerging Bangladeshi market. (1, venturas ltd, n.d.)

Work in JAPAN is a Job Placement service for IT Professionals in Bangladesh.

Specializing in high-skilled IT programmers, we support job placement in Japanese IT companies. For both fresh graduates and mid-career, Venturas Ltd is a trustworthy platform to connect to the proper clients in Japan.



Japanese Academy Japanese Language & Business Communication

Venturas provide a unique curriculum of teaching the Japanese language from zero to N2 level as well as business culture and manner to anyone who dreams of working in Japan.



STEMON BD Robotics and Engineering is Program for schools STEMON is a robotics and engineering class introduced for English Medium schools in Bangladesh. STEMON is JAPAN and U.S. Based learning method of STEM (Science, Technology, engineering, mathematics) subjects.



Campusbd.net University Search & Comparison WEBSITE The 1st ever University search & comparison website for HSC students in Bangladesh. We're associated with many universities, both public & private) all over the country so that students can be less time and money-consuming when searching and applying to V

2.2 Mission & Vision

Venturas Tries to create a society where everyone realizes their dream by maximizing potential. Vision is Spreading businesses around the world and giving a social impact to more than 100 million people for their better lives.

2.3 Competitors

Venturas is one of the pioneers in the EduTech industry. Unfortunately, now it has many more competitors. Education Technology is the use of digital tools and resources to enhance teaching, learning, and student achievement. The importance of EduTech lies in its ability to transform traditional education and create a more engaging, interactive, and personalized learning experience for students. (2, n.d.)

Robi-10 Minute School: A popular online platform that provides free educational videos, quizzes, and live classes for students from primary to higher secondary levels.



BD Class is an online platform that offers courses on a variety of subjects, including mathematics, science, English, and more. The platform also provides live classes and online assessments. (4, n.d.)



Sheba. Xyz is an online marketplace for various services, including educational services. It connects students with qualified tutors who provide one-on-one online classes.



Boighor is an online platform that offers e-books and audiobooks for readers of all ages. The platform also provides an online library service for students and professionals.



Eshikhon is an online learning platform that offers courses on various subjects, including technology, business, and professional development. The platform also provides job placement services.



[Tech5](#) is an online platform that offers courses on various subjects, including mathematics, science, and English. The platform also provides online assessments and live classes.



2.4 Members at Venturas

VENTURAS's success is based on its people - on their enthusiasm, hardworking, and pursuit to build a better world that continues to the next decades. Venturas believe that thoughtful but speedy action is everything to makes them different to keep bringing new value to society.

2.4 Top Clients of Venturas

| No | Names | Logo | Sectors |
|----|---------------------------------|--|-------------------|
| 1 | United International University | The logo for United International University, featuring a shield with the letters "UIU" at the top, an open book in the center, and the text "UNITED INTERNATIONAL UNIVERSITY" around the bottom. Below the shield is a banner with the text "QUEST FOR EXCELLENCE". | EEE, CSE Students |

| | | | |
|---|--|--|-----------------------|
| 2 | BRAC University |  | CSE, EEE, BBA |
| 3 | Ahsanullah University of Science and Technology (AUST) |  | Engineering, STE, CSE |
| 4 | University of Liberal Arts Bangladesh (ULAB) |  | CSE, EEE, ETE, |
| 5 | Daffodil International University |  | CSE, EEE |
| 6 | Northern University |  | EEE, CSE, STE |
| 7 | Southeast University |  | CSE, EEE |
| 8 | Eastern University |  | CSE, Engineering |

CHAPTER 3: CONTRIBUTION IN GDP

3.1 Bd Market Research

Education technology, or EduTech, is a rapidly growing industry worldwide, and Bangladesh is no exception. With a large and growing population of young people and an increasing demand for high-quality education, the EduTech market in Bangladesh is poised for significant growth in the coming years.

According to a report by Research and Markets, the EduTech market in Bangladesh is expected to grow at a compound annual growth rate (CAGR) of 17.8% during the period 2020-2025. The report identifies several key drivers of this growth, including increasing internet penetration, the rising popularity of online learning, and the government's focus on promoting digital education.

Another report by Allied Market Research projects that the global EduTech market will reach \$404 billion by 2025, driven by the increasing adoption of e-learning solutions and the growing demand for personalized learning experiences. This trend is likely to benefit the EduTech market in Bangladesh as well.

Several EduTech startups have already established a foothold in the Bangladesh market, offering a range of online learning solutions, such as online courses, video lectures, and interactive learning platforms. Some of the prominent players in the Bangladeshi EduTech market include BYJU, Coursera, Udemy, and Robi Axiata Limited's education platform, Robi-10 Minute School.

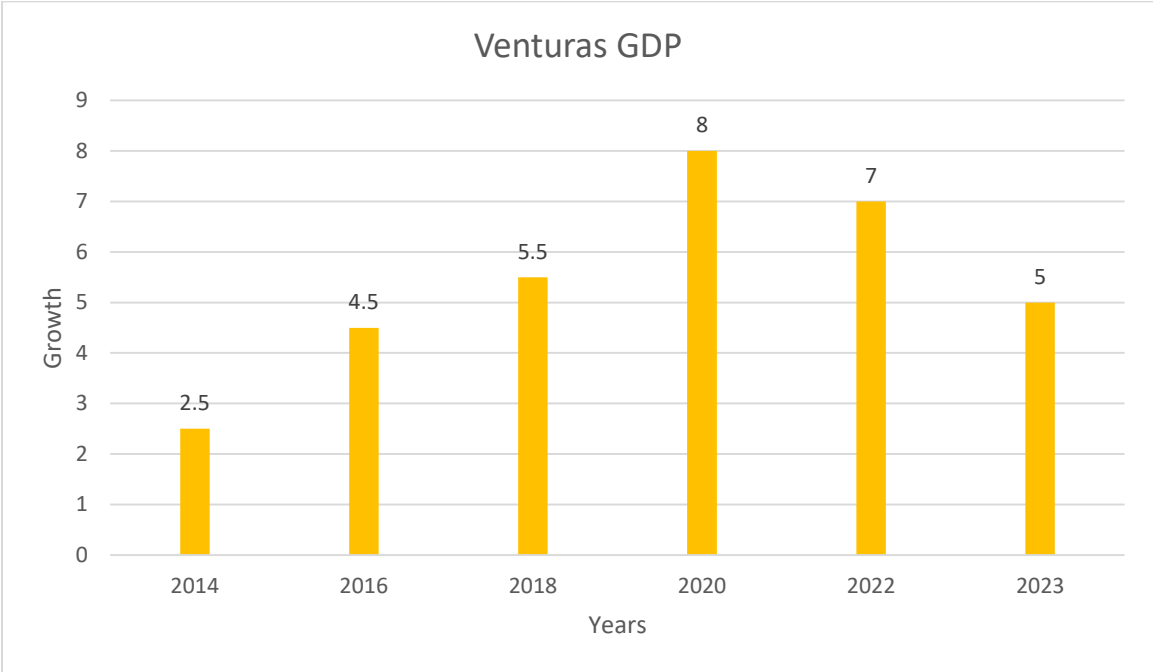
One of the key challenges facing the EduTech market in Bangladesh is the lack of digital infrastructure and internet connectivity, particularly in rural areas. However, the government has taken steps to address this issue by launching several initiatives aimed at expanding internet access and promoting digital literacy across the country.

Overall, the EduTech market in Bangladesh is poised for significant growth in the coming years, driven by favorable demographic trends and the increasing demand for high-quality education. As the market continues to evolve, it is likely that we will see the emergence of new players and innovative solutions that will further accelerate its growth. (3, n.d.)

3.2 Venturus Contribution to GDP

As we know, the EduTech market in Bangladesh has been growing rapidly in recent years, driven by the country's large and young population, as well as the increasing demand for quality education. With the advent of digital technologies, online education has become increasingly popular, particularly in the wake of the

COVID-19 pandemic, which forced schools and universities to switch to remote learning. Venturas has some contributions like other EduTech companies though it's a small portion. It is visual & concrete data, which is really inspiring for new startup companies. In recent years, Bangladesh has been actively promoting digitalization and technological advancements in various sectors, including education. The government has been emphasizing the use of digital tools and online platforms to enhance learning and improve access to education across the country. As a result, the EduTech sector in Bangladesh has been witnessing growth and attracting investments.



Yearly Growth

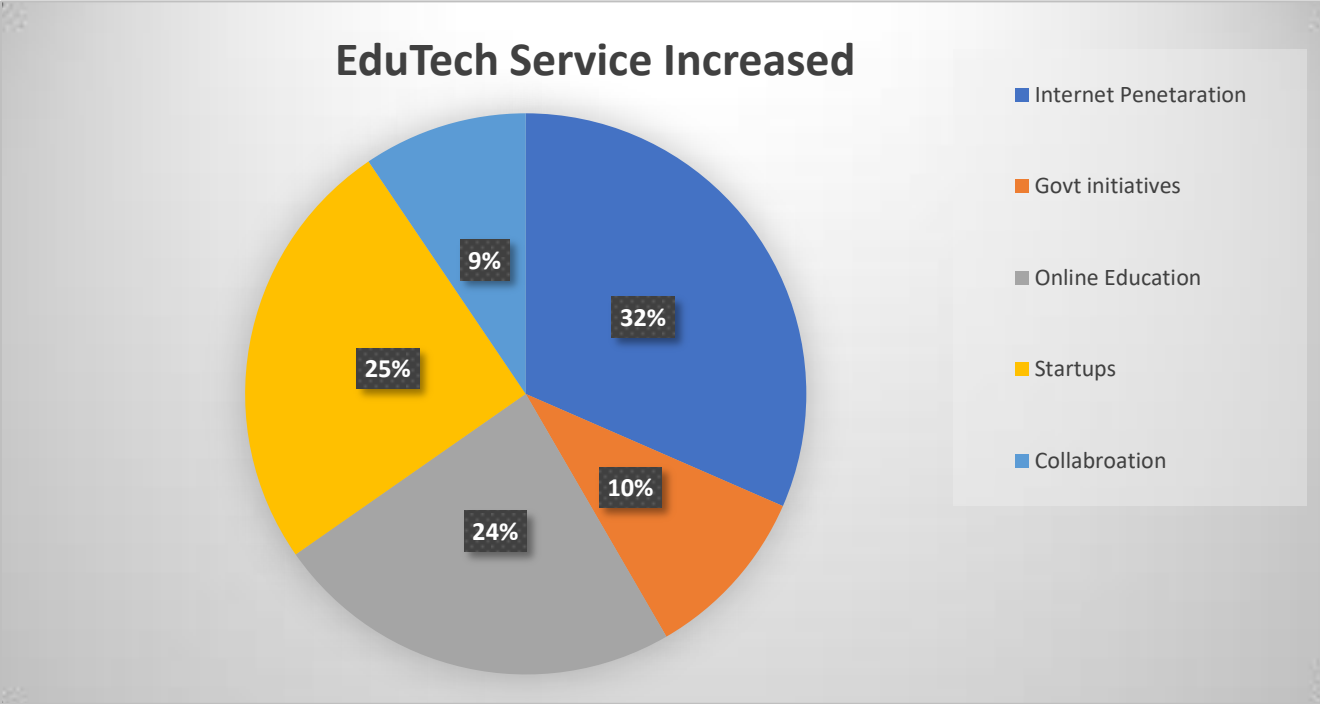
| 2014 | 2016 | 2018 | 2020 | 2022 | 2023 |
|------|------|------|------|------|------|
| 2.5% | 4.5% | 5.5% | 8% | 7% | 5% |

3.3 Economic Growth

The government, along with various private organizations and startups, has been actively promoting digital education initiatives and technological advancements to improve access to quality education. Some factors contributing to the growth of the EduTech sector in Bangladesh include:

Increased internet penetration: Bangladesh has seen a significant increase in internet connectivity, especially with the widespread use of mobile phones. This has created opportunities for online learning platforms and digital education tools to reach a larger audience.

Government initiatives: The government of Bangladesh has been actively promoting digital education through various initiatives. For example, the "Digital Bangladesh" vision aims to integrate technology into the education system, and the "Access to Information" program focuses on providing digital resources to students and teachers. (5, n.d.)



Growing demand for quality education: There is a growing demand for quality education in Bangladesh, and EduTech platforms are filling the gaps by providing access to educational resources, online courses, skill development programs, and personalized learning experiences.

Startup ecosystem: The startup ecosystem in Bangladesh has been evolving rapidly, with many EduTech startups emerging to cater to the education needs of students and learners. These startups are developing innovative solutions, such as online learning platforms, educational apps, and digital content.

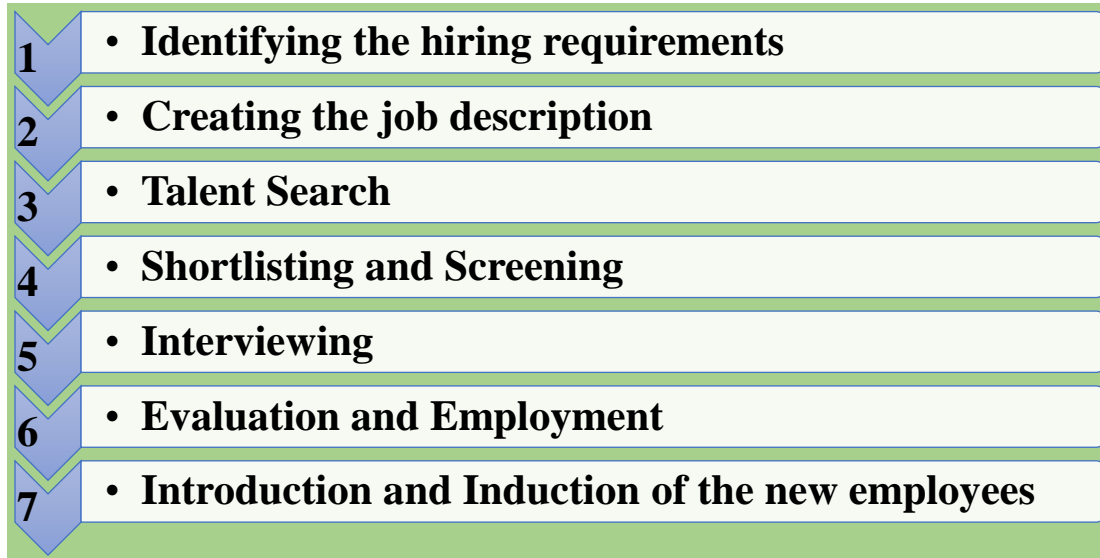
Collaboration with traditional institutions: EduTech companies are increasingly collaborating with traditional educational institutions, such as schools and

universities, to integrate technology into classrooms and enhance the learning experience.

As we don't have specific data on the recent economic growth of the EduTech sector in Bangladesh beyond my knowledge cut off, it is evident that the sector has been expanding and holds great potential. To obtain the most up-to-date information and insights on the current economic growth of the EduTech sector in Bangladesh, I recommend referring to recent reports, studies, and 0news articles from reliable sources or consulting with local experts in the field.

CHAPTER 4: JOB RESPONSIBILITIES

4.1 Recruiting & Training:



4.2 Industrial Relationship

Industrial relations refer to the complex interactions and relationships between employers, employees, and their representatives within the workplace. It encompasses the study and management of these relationships, including the negotiation of employment terms and conditions, the resolution of conflicts, and the overall dynamics between labor and management.

Key elements of industrial relations include:

Collective Bargaining: This is the process through which employers and trade unions or labour representatives negotiate employment terms and conditions, such as wages, working hours, benefits, and workplace policies. Collective bargaining aims to reach mutually acceptable agreements that balance the interests of both parties.



Labour Unions: Labor unions are organizations formed by workers to collectively represent their interests and improve their working conditions. They negotiate with employers on behalf of their members and advocate for their rights, including fair Wages.



Employee Representation: In some cases, employees may be represented by works councils, employee associations, or other forms of representative bodies. These entities provide a means for employees to voice their concerns and participate in decision-making processes within the organization.



Industrial Dispute Resolution: Conflicts and disputes may arise between employers and employees or their representatives. Various mechanisms, such as mediation, conciliation, and arbitration, are used to resolve these disputes and reach mutually acceptable solutions.



Employment Legislation: Laws and regulations related to employment, labour rights, and industrial relations play a significant role in shaping the dynamics between employers and employees. These laws often cover areas such as minimum wage standards, workplace safety, non-discrimination, and the right to organize and bargain collectively.



Effective industrial relations are crucial for maintaining harmonious workplace environments, promoting productivity, and ensuring fair treatment and protection of the rights of both employers and employees. By fostering open communication, mutual respect, and cooperation, industrial relations can help create a balance between the interests of employers and workers, leading to improved working conditions and better overall organizational performance.

4.3 Occupational Safety & Health

Safety and health in the workplace are crucial aspects of maintaining a productive and positive work environment. Here are some key points to consider regarding safety and health in the workplace:

Risk Assessment: Conduct regular risk assessments to identify potential hazards and risks in the workplace. This involves analyzing the work processes, equipment, and environment to determine potential sources of accidents, injuries, or health issues.

Safety Policies and Procedures: Establish clear safety policies and procedures that outline the expectations for employees regarding safety practices. Communicate these policies effectively and provide regular training sessions to ensure employees understand and adhere to them.

Safety Equipment and Facilities: Provide appropriate safety equipment, such as personal protective equipment (PPE), to employees based on their job requirements. Maintain well-functioning safety equipment and ensure employees have access to necessary facilities like fire extinguishers, first aid kits, and emergency exits.

Mental Health Support: Recognize the importance of mental health in the workplace and create an environment that supports employee well-being. Promote work-life balance, provide access to resources for mental health support, and encourage open communication about mental health concerns.

Regular Inspections and Audits: Conduct regular inspections and audits to assess compliance with safety protocols and identify areas for improvement. This can involve internal inspections or engaging external experts to ensure workplace safety standards are met.



4.4 Performance Appraisal



4.5 Records Management

Records management in the workplace refers to the systematic and organized management of records throughout their lifecycle, from creation or receipt to final disposition. Here are some key points to consider when it comes to records management:

Record Classification and Categorization: Establish a consistent and logical classification system for records based on their content, function, and purpose.

Categorize records into different types or series to facilitate easier retrieval and management.

Record Creation and Capture: Ensure that records are created and captured in a timely and accurate manner. This involves setting guidelines for record creation, such as standardized formats, metadata requirements, and naming conventions. Implement mechanisms to capture records, such as physical or digital filing systems, document management software, or databases.

Record Retention and Disposition: Define retention periods for different types of records based on legal, regulatory, and business requirements. Establish policies and procedures for the secure storage, maintenance, and eventual disposal of records. Adhere to applicable laws and regulations regarding records retention and disposal, taking into account any legal holds or requirements for preserving records as evidence.

Access and Security: Implement appropriate access controls and security measures to protect sensitive or confidential records from unauthorized access, loss, or destruction. Determine who has access to records based on their job responsibilities and ensure that access is granted only on a need-to-know basis. Regularly review and update access privileges as needed.

Record Retrieval and Accessibility: Designate a central location or system for storing and organizing records to facilitate easy retrieval. Create indexes, inventories, or databases to aid in locating specific records quickly. Provide employees with guidelines and training on how to access and retrieve records effectively.

Record Preservation: Take steps to preserve records that have long-term or historical value. This may involve implementing appropriate preservation measures, such as digitization, migration to new media formats, or physical conservation techniques. Consider factors like climate control, storage conditions, and disaster recovery plans to ensure the longevity of records.

4.6 Decision-Making with Management

Effective decision-making is a critical aspect of management that can significantly impact the success of an organization. Here are some key considerations for making decisions as a Hr. Executive

Define the Decision: Clearly identify the decision that needs to be made. Determine the scope, objectives, and desired outcomes of the decision. This step helps in focusing your efforts and resources on the specific issue at hand.

Gather Information: Collect relevant data, facts, and insights related to the decision. This may involve conducting research, analyzing reports, consulting experts, and seeking input from stakeholders. Ensure that the information gathered is accurate, reliable, and up-to-date.

Analyze Options: Evaluate different options or alternatives available to address the decision. Consider the potential risks, benefits, costs, and impacts associated with each option. Use analytical tools, such as SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) or decision matrices, to objectively compare and assess the options.

Involve Stakeholders: Seek input and perspectives from key stakeholders who may be affected by or have expertise in the decision. Engage in open and transparent communication to understand their concerns, gather insights, and build consensus whenever possible. This promotes a sense of ownership and collective responsibility for the decision.

Evaluate and Prioritize: Assess the potential outcomes and consequences of each option. Consider factors such as feasibility, alignment with organizational goals, resource requirements, and potential impact on stakeholders. Prioritize options based on their potential to achieve desired outcomes and their alignment with the organization's vision and values.

Make the Decision: Based on the analysis and evaluation, make a well-informed decision. Clearly communicate the decision, including the rationale behind it, to relevant stakeholders. When appropriate, delegate responsibilities and tasks associated with implementing the decision to ensure effective execution.

Monitor and Evaluate: Regularly monitor the progress and outcomes of the decision. Establish key performance indicators (KPIs) or metrics to measure the effectiveness of the decision and adjust course if needed. Foster a culture of learning from both successful and unsuccessful decisions to continuously improve future decision-making processes.

Take Responsibility: Accept accountability for the decision and its outcomes. Embrace both successes and failures as learning opportunities. Encourage a culture of learning from mistakes and celebrating achievements.

Reflect and Adapt: Reflect on the decision-making process and outcomes to identify areas for improvement. Seek feedback from stakeholders and evaluate the effectiveness of the decision-making approach. Continuously refine your decision-making skills and techniques based on lessons learned.

CHAPTER 5: DAY-TO-DAY ACTIVITIES

5.1 Day-to-day Work:

Professional Growth and Advancement: Day-to-day work offers opportunities for professional growth and career advancement. Through regular work, individuals can gain experience, build a professional network, and develop a reputation within their industry. This can open doors to new opportunities, promotions, and increased responsibilities, leading to career progression.



5.2 Virtual Meetings Weekly

Virtual meetings have become increasingly common and important in today's digital age. Here are some key aspects and benefits of virtual meetings:



Accessibility and Convenience: Virtual meetings eliminate the need for physical travel and allow participants to join from anywhere with an internet connection. This accessibility and convenience save time, reduce costs, and make it easier for geographically dispersed individuals to collaborate and participate.

Flexibility and Scheduling: Virtual meetings offer flexibility in terms of scheduling. With participants in different time zones or with busy schedules, virtual meetings can be scheduled to accommodate everyone's availability. This flexibility enhances productivity and ensures that important discussions and decisions can take place without significant delays.

Cost Savings: Virtual meetings eliminate the expenses associated with travel, accommodation, and meeting facilities. This cost-saving aspect is particularly beneficial for businesses with limited budgets or those aiming to reduce their carbon footprint by minimizing travel-related missions.

Increased Collaboration and Communication: Virtual meetings provide a platform for effective collaboration and communication. Through video

conferencing, participants can see each other, share screens, present content, and engage in real-time discussions. This level of interaction helps build relationships, fosters teamwork and enhances overall communication within teams and across organizations.

Enhanced Productivity: Virtual meetings can often be more focused and efficient compared to in-person meetings. With clear agendas, designated speaking turns, and the ability to record the meeting for future reference, virtual meetings help keep discussions on track and ensure that important points are captured accurately.

Global Reach: Virtual meetings enable organizations to connect with partners, clients, and colleagues around the world. This global reach facilitates international collaboration, expands business opportunities, and allows for cross-cultural exchange of ideas and perspectives.

Integration of Collaboration Tools: Virtual meeting platforms often integrate various collaboration tools, such as document sharing, virtual whiteboards, and real-time messaging. These tools enable participants to collaborate on projects, brainstorm ideas, and work together, even when physically distant.

Environmental Impact: By reducing the need for travel, virtual meetings contribute to a reduced carbon footprint. This environmentally friendly approach aligns with sustainability goals and demonstrates a commitment to responsible business practices.

5.3 Monthly Get together



Official get-togethers, whether they are team meetings, company-wide events, or conferences, play an important role in fostering collaboration, engagement, and alignment within an organization. Here are some key aspects and benefits of official get-togethers:

Face-to-Face Interaction: While virtual meetings are convenient, official get-togethers provide the opportunity for participants to meet in person. Face-to-face interaction promotes stronger connections, builds relationships, and fosters a sense of camaraderie among team members.

Networking and Relationship Building: Official get-togethers offer valuable networking opportunities. Participants can meet colleagues from different departments or locations, exchange ideas, and establish professional connections. These relationships can lead to increased collaboration, knowledge sharing, and future collaborations.

Enhanced Communication: In-person meetings allow for immediate and non-verbal communication cues, such as body language and facial expressions, which can enhance understanding and reduce misinterpretation. Direct communication promotes clarity, enables real-time feedback, and facilitates more discussions.

Team Building and Morale Boosting: Official get-togethers provide a platform for team-building activities and social interactions that strengthen relationships and boost morale. These events can include team-building exercises, group activities, or even social gatherings that create a positive and cohesive work culture.

Sharing of Vision and Goals: Official get-togethers offer an opportunity to align participants around the organization's vision, mission, and goals. Leaders can use these events to communicate important updates, share strategic initiatives, and rally the team around a common purpose.

Professional Development and Learning: Official get-togethers often include workshops, training sessions, or keynote speeches by industry experts. These learning opportunities help employees enhance their skills, stay updated with industry trends, and foster a culture of continuous learning within the organization.

CHAPTER 6: RECOMMENDATION & CONCLUSION

6.1 Recommendation

On the basis of findings & analysis, EduTech is learning & experienced significant growth in recent years. If we were looking for recommendations related to the EduTech industry, here are a few areas that show-

Online Learning Platforms: With the increasing demand for remote education, online learning platforms have become vital. Creating a user-friendly platform that offers a variety of courses, interactive content, and personalized learning experiences can be a lucrative venture.

Virtual Reality (VR) and Augmented Reality (AR): Immersive technologies like VR and AR offer unique educational experiences. Developing educational applications that allow students to explore historical sites, conduct virtual experiments, or engage in interactive simulations can revolutionize the way subjects are taught.

Gamification of Learning: Gamifying education involves incorporating game elements into the learning process to enhance engagement and motivation. Developing educational games or platforms that make learning fun and interactive can be a compelling approach.

Skills Development: The demand for upskilling and reskilling continues to grow. Creating platforms that offer specialized courses and training programs to develop

in-demand skills, such as coding, data science, or digital marketing, can cater to this market.

Language Learning Apps: Language learning has always been popular, and mobile apps have made it more accessible than ever. Developing language learning apps with interactive lessons, speech recognition, and personalized feedback can be a profitable niche.

Professional Development Platforms: Continuing education and professional development are essential for many industries. Building platforms that provide online courses, certifications, and networking opportunities for professionals can cater to this market.

6.2 Conclusion

The EduTech industry is highly competitive, so it's important to conduct thorough market research, identify gaps or unique value propositions, and ensure that the solution provides a high-quality learning experience. The future of EduTech will continue to focus on providing high-quality online learning experiences, leveraging technologies like video conferencing, interactive platforms, and virtual reality (VR) to create immersive learning environments.

6.3 References

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