INTERNSHIP REPORT ON

BANGLADESH ICT SECTOR

AND

NASCENIA IT LIMITED

Internship Report on Bangladesh ICT Sector and Nascenia IT Limited

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Letter of Transmittal

October 22, 2018

Dr. Md. Mohan Uddin

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School of Business and Economics, UIU

Subject: Submission of Report.

Dear Sir,

I am pleased to submit the report that you asked for & gave us the authorization to work on "Bangladesh ICT Sector and Nascenia IT Limited". This report is an essential part for ending my 4 year BBA degree. I tried my best to work on it carefully and sincerely.

The study I conducted enhanced my knowledge to make an executive report. This report has given me an exceptional experience that might have immense uses in the future endeavors and I sincerely hope that it would be able to fulfill your expectations.

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

Sincerely yours,

Fairuz Sadaf   111141152

Acknowledgement

All praise to Almighty who has given us an opportunity for doing this report as a part of BBA program. Internship Report is an essential part of BBA course. It is one kind of research work. We know very well that research in any field of knowledge enriches the stock of knowledge. There may be two types of research viz. theoretical research and applied research.

First I would like to express my profound gratitude to my honorable supervisor, Dr. Md. Mohan Uddin, Professor- Finance, School of Business and Economics, United International University. He helped me a lot by proper guidance, effective comments and with a good support. He had always paved me the right way to conduct my report. He has passed a lot of time in this respect. He was cordial to solve our problem.

Although it is very much tough to collect necessary information within shortest possible time, got much support from all colleagues of Nascenia IT Limited especially from my team supervisor Mr. Ashiqur Rahman Sarker and Rifah Tashfia who works in Quality Assurance department in Nascenia IT limited.

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Executive Summary

This internship report is written by me as a requirement of completing my BBA degree. The report is on the ICT industry and Nascenia IT ltd. Here I have tried to analyze the industry, the company I have worked in, my experience as intern in the company and recommended how they can improve more.

In this report, I have done a PESTEL analysis of ICT industry and identified economic factors, technological factors, political and legal factors, barriers, buyer and supplier power, threat of substitute and industry rivalry. The most important **challenge** of this industry is to create skilled human resource. As the government now patronizing this industry there is ample **opportunity** to make a profit by entering in this opportunity.

Nascenia IT ltd. where I have worked for 3 months as an intern is a registered company and has been in this industry for 8 years. They became a team of over 70 members from the founding 3 members. They have done some work for overseas and have some internal products to maintain a steady growth. Their customers are mainly from some countries of Europe, USA and now Japan. The main **strength** of Nascenia is that they hire only skilled people but the number is not too high which is also their **threat**. They have the **opportunity** to gain much more from this industry if they use their marketing strategy correctly. Power shortage, network problem are the common issue of Bangladesh and they work as a **weakness** for Nascenia as it hampers their productivity and deliver their work on time. One major **step** to meet the challenges and opportunities is to reduce the employee turnover ratio and hire more skilled people.

For the improvement of departmental operation I have recommended that they should their internal system more friendly to employees and improve their networking system. For self-improvement I have recommended to increase typing speed and work on my nervousness as well as communication skill.

Contents

Chapter 1: Introduction

1.1. Background

ICT industry is fairly new in Bangladesh. Only in 1997, Bangladesh recognized the scope and opportunity of ICT industry. After the announcement of "Digital Bangladesh-2012" which has now become "Vision-2021 - Digital Bangladesh", Awami-League manifesto during the election in 2008, Bangladesh has moved towards the development of ICT sector. Before 2008, there was a limited access to the internet and it was expensive to purchase an internet connection. After winning the election the government improved the condition of ICT industry and influenced people to move forward with the world. In 2013, the telecommunication companies announced a 3G network and the internet users tripled within the year. It was possible because of easy access to internet and cheap price of smartphones.

The government enacted the ICT law in 2006 and it was amended in 2009 and 2013. It was the first step in the development of this industry. The law ensured the safety and privacy of the Information, Communication and Technology Industry. According to BASIS and another research firm there are 4500+ registered IT firm and Last year Bangladesh gained 800 US dollar from exporting IT services to more than 50 countries. This year Bangladesh will try gain 1 billion US dollar from ICT industry. They have so many plans to improve the infrastructure of the ICT industry.

Bangladesh Association of Software and Information Services- BASIS has played an important role in the ICT industry of Bangladesh. They were established in 1998 with 18 members with the mission to improve the country's technology industry and contribute to the national income. As of September 2018, they have 1087 members. The members get some benefits such as entering an event with a discount, participate in seminars and workshops about the present situation of the sector, entering and guidance in SoftExpo Competition and so on for registering with them. They are mainly the voice that reaches out to the government on behalf of all the ICT companies operating in Bangladesh.

To know more about the opportunity and prospect of the ICT industry, I have joined "Nascenia IT Ltd." and made an internship report.

1.2.   Objective

So I also have some objectives to prepare this internship report. They are given below-

1. To analyse the ICT industry
2. To know the factors that influence the ICT industry
3. To know the condition of Nascenia It Ltd.
4. To identify the issues of Nascenia IT Ltd.
5. To summarize the internship experience

1.3.   Significance

I have prepared this report for the completion of my BBA degree. This report will be beneficial for organizations as well as individuals. I will analyze the industry and identify the strengths and weakness of this industry. I will also provide some recommendation on how to improve more in ICT industry. People who are interested in working in ICT industry will get to know the pros and cons of this matured industry. Any organization or individual will get to know more details about Nascenia IT Limited. The superiors of Nascenia IT limited will get to know how they can improve their internal environment and how they can become one of the top software company in Bangladesh.

Chapter 2: Analysis of the Industry

2.1. Specification of the industry

ICT industry can be divided into 2 categories - IT and ITES. Application services and Engineering services are part of IT category. In ITES category there are - Horizontal and vertical process outsourcing, knowledge process outsourcing and automation services. Horizontal, Vertical and Knowledge outsourcing is known as BPO- Business Process Outsourcing. Most of the company in ICT industry of Bangladesh are related to ITES- Information Technology Enabled Service. Most of the software company export their knowledge and product to different countries. The software company tries to bring a product which will make one's life easier and comfortable. For doing such work they will need a good connection to internet and specialized human resource who can handle such work effortlessly. In a simple word, they will need a strong ICT infrastructure. The government has helped a lot in the promotion of this industry. They have passed a bill of Bangladesh Hi-Tech Park Act in 2010 and also established Bangladesh Hi-Tech Park Authority (BHTPA) for creating and developing hi-tech parks across the country within 2021. Hi-tech parks will be a strong hub for all the software companies. It will make our ICT infrastructure strong.

2.2. Size, Trend and Maturity of the industry

ICT industry of Bangladesh is almost mature. Bangladesh is considered the next high prospect destination for ICT. Total earnings of the industry in FY 2015-16 were USD 650 million, out of which exports amounted to USD 151.83 million (source: EPB). The export earnings from the ICT sector stood at about $190.94 million in 2016-17 FY (source: EPB). RedSeer Consulting reported that, the size of Bangladesh's e-commerce market is estimated to be $110-115 million (around Tk 900 crore) in 2017, growing from $65-70 million in 2016. Currently, the potential market for online shopping is about more than Taka 2,000 corers. In 2016, consultancy firm AT Kearney analyzed that, due to notable growth in IT outsourcing and software development, Bangladesh has secured 22nd place in Global Service Location Index (GSLI). In 2017, they again analyzed and reported that Bangladesh went up by one place meaning the country has secured the 21st place in GSLI. According to a research Bangladesh export ICT related products to 50+ different countries around the globe. According to BASIS there are 4500+ registered software and technological company and they brought 800 million US dollar to Bangladesh by exporting good quality software related products. The government has a plan to earn 1 billion US dollar from this industry by next year and 5 billion by 2021.

BASIS report that more than 3,00,000 professionals are related with ICT industry. Bangladesh need more programs to develop the skills needed for this industry. The government has taken upon a plan to train the young entrepreneurs and graduates on ICT, making them capable to communicate globally. They have a plan to train almost 1.25 million youths under Skills for Employment Investment Program (SEIP). According to survey by Ministry of Finance, 56% of total revenue comes from IT Enabled Services and 44% of revenue comes from software.

SOFTWARE EXPORT TREND (export earnings in $mn)

Source: EPB

Year	Value
2006-07	26.08
2007-08	24.09
2008-09	32.91
2009-10	35.36
2010-11	45.31
2011-12	70.81
2012-13	101.63
2013-14	124.72
2014-15	132.54
2015-16	151.83
2016-17	190.94
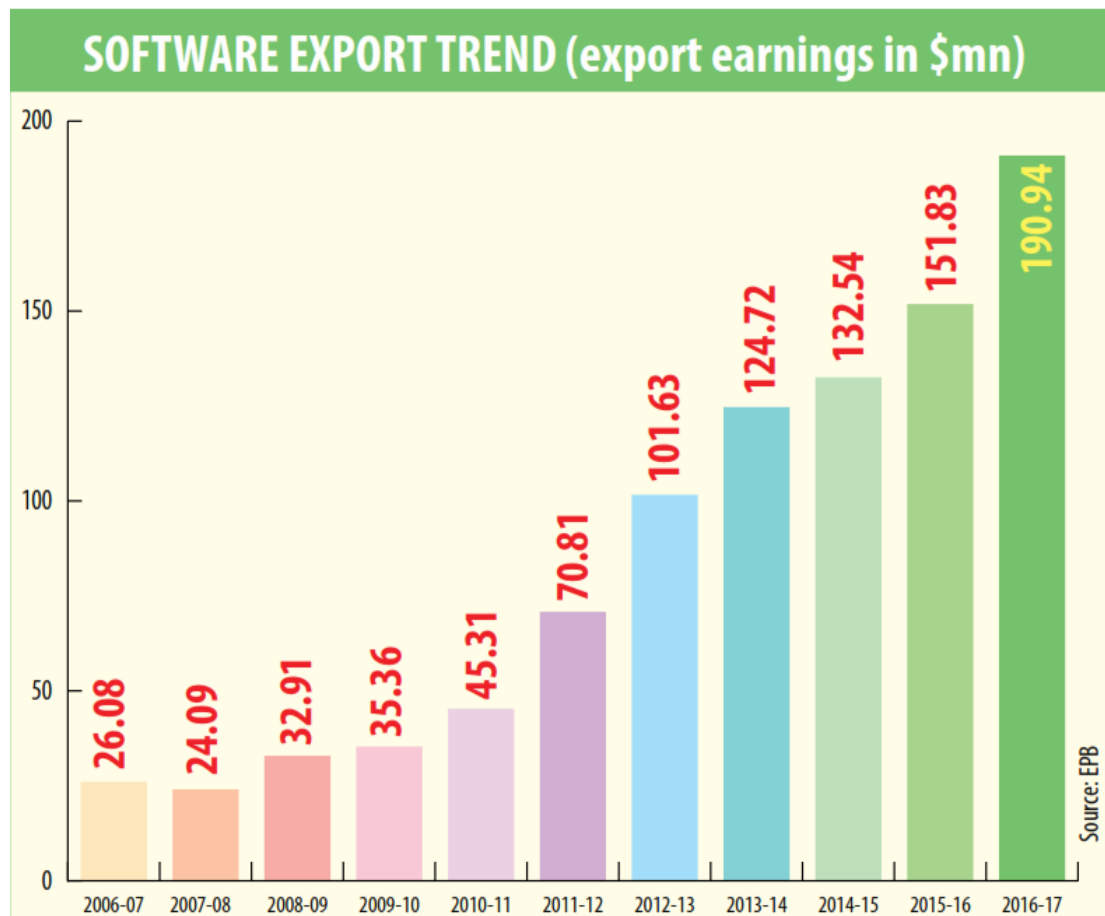
Figure 2.1: Industry Trend

From the figure 1 it is observed that the industry has a positive trend over the years. The ICT industry has been growing significantly from 2010-11 fiscal year.

2.3. Seasonality

ITES and software companies directly deal with their clients/customers. The companies first try to know what that individual or organization client expecting and what type of software or website they want. To create a software or website the company has to establish a good relationship with the client so they feel free to share what they are thinking and improve their desired service as much as possible. Software companies and ITES work according to the

demand of the clients. They usually don't have a season where they get more clients than before.

2.4. External Economic Factors

External economic factors means the reasons for which the scenario of the industry is changed and it is beyond one's control. As previously reported, the government of Bangladesh is supporting the ICT industry and taking up many projects to improve the overall situation of ICT Industry. In fiscal year (FY) 2017-18 the industry had seen 40% increase in the budget allocation. But last year ICT Industry saw a reduction of 6. 64% in budget allocation of FY 18-19. The reason the finance minister gave is that the ICT has already been set up at the grass root level on the country, the dependency will increase but there is no need for such huge allocation. So ICT industry will have to be careful in investing.

Most of the projects of software companies in Bangladesh come from the abroad. North America and some Europe countries prefer to outsource any software related work from Bangladesh. The main problem that the ICT industry face is the fluctuation of foreign currency. There is no guarantee that the price of foreign currency will stay the same the next day. The companies may use some financial instruments like forward contract or future contract. But they will still be exposed to risk. The increase in foreign currency rate means the value of Bangladesh currency, Taka is decreased. As a result of this devaluation there will be an increase in the prices of daily necessities. So the country will suffer from acute inflation. Acute inflation will lead to recession in economy. The investors and clients will be discouraged to work in Bangladesh for this economic condition.

2.5. Technological factors

The government has been patronizing the ICT industry since 2008 and the result is before our eyes. In the last 5 years they have successfully launched 3G network technology for commercial use. They have formulated a legal framework to promote e-commerce including e-payment and mobile banking. To maintain the security of e-payment and e-commerce, the government has started licensing the authorities. The certified authorities started digital signature program to maintain the integrity of e-payment and e-commerce.

Recent policies formulated by the government have been supportive in increasing the attractiveness of Information, Communication and Technology (ICT) Industry. The

government has permitted hundred percent of foreign ownership of companies. They agreed to have Small-cap exchange to make it easier for raising of capital/listing on capital markets for companies in ICT industry. The government has a plan to build Software Park which will help to create high speed internet connection trade facilities like Export Processing Zones.

Bandwidth capacity of submarine cable has been already increased to 200 GBPS from 44.6 GBPS. In September 10, 2017, honorable Prime Minister Sheikh Hasina inaugurated the second bandwidth through video conference. It added additional 200 Gbps bandwidth to the country's existing situation. The project cost was 660.64 crore taka and It was a very crucial step to move toward the path of Digital Bangladesh. The government is also thinking about establishing 3rd submarine cable as the demand for internet is getting higher day by day.

2.6.   Political, legal and regulatory factors

The government is very much prioritizing the development of ICT industry because now the ICT is related with our everyday life. The world has come closer through ICT. Bangladesh has to keep up with the world to encourage foreign investment.

Political condition is the huge part that drive or influence an industry. An industry will smoothly run if the political condition is stable. In Bangladesh, the political situation is very uncertain. No one can determine what will happen next. Because of this reason foreigners are discouraged to invest in Bangladesh.

ICT law was the first step to regulate the industry. They amended the law in 2009 and 2013. Recently the government has passed a bill named "Digital Security".

Government has identified the opportunities of ICT industry only in 1997. It is the second industry that brings the most export money. Because of cheaper labor cost foreigners prefer to outsource their work from Bangladesh. The government also provide some incentives to the startup businesses in ICT industry. Registered startup business will get 7 year tax exemption from the government. They will also get 80% vat exemption on rentals and utilities. Foreign employees will get 50% reduction on their personal tax for 3 years.

2.7.   Barriers to entry

ICT industry have become more developed since the last 5 years. More and more companies have registered and entered into the industry. From the present scenario it is under-stable that the barriers to entry is low. Some of the main barriers to entry are-

- Limited knowledge about the industry and its functionality
- Lack of skilled human resource
- Limited knowledge about the policies regarding investment and tax
- Lack of local awareness

Bangladesh is trying to overcome these barriers by adopting some projects. They have already taken up a project to educate and train young graduates in ICT industry. There are already 3,00,000+ professionals working in this industry. To successfully implement the government's vision 2021, they have started to build hi-tech parks so the industry may have more specified skill people and create a demand for outside countries.

2.8.   Supplier Power

An ICT industry need access to high quality technology and highly skilled human resource. Without high quality technology and skilled people a company in ICT industry cannot fulfill the demand of the clients. High technology is almost fixed. There is not much scope to bargain with the suppliers of these technology. A highly skilled human resource depends upon the good structure of education system and how well the teachers are trained. No one has the power to bargain here. So in conclusion it can be said that the supplier power is very low in this industry.

2.9.   Buyer Power

The buyers of ICT industry are basically everyone. From multinational company to small sole-proprietorship business everyone is trying to automate their daily activity, thus becoming a buyer of this industry. Even a normal person who has an idea to build a website or app but doesn't have a resource is a buyer of this industry. Buyer power is high in this industry because buyers structure the industry. They have all the power to bargain and without them the industry won't survive. With the flow of time Bangladesh is being recognized for cheaper outsourcing country by many countries of the world. They are now preferring to build the app or website with the help of small local company. So the demand is rising as well as the number

of the companies. The existing companies have to make sure to provide better service, product and commitment than others to survive in the industry.

2.10. Threat of Substitute

The ample opportunity of ICT industry is recently recognized in Bangladesh. People became aware of this industry and estimated that being in this industry will be profitable. As a result many people started entering in ICT industry. With the flow of time the industry expanded and now more than 3,00,000 professionals are working in this industry. The industry is now almost mature and it is previously said there isn't any strong entry barriers. Anyone with the right resource and skill can entry in the industry and provide similar service. The buyers have so many alternatives so switching cost is very low. A company has to make sure that they provide best product available in the market within a short period of time. The quality is the only thing that will differentiate a company with the others. In conclusion, it is observed that the threat of substitute in this industry is very high.

2.11. Industry Rivalry

There are 1500+ registered ICT companies according to BASIS survey. ICT from the beginning is a very volatile industry. No one can truly say which companies will survive within the industry. Google, Microsoft, Facebook and many other globally dominating sites may become bankrupt and stop their business. There is no guarantee that a company in this industry may survive for lifelong time. In Bangladesh there is no true leader in this industry so every company is competing to stand out and provide the best service than others. The buyers have so many option to choose from and the brand name has no effect on them. They just want the work to be done efficiently and effectively. People from North America, Europe, japan and many others countries are bringing projects to Bangladesh as it is cheaper and so much effective. From the analysis it is understandable that the competition between them is very intense.

2.12. Summary of Challenges and Opportunities

Challenges mean the threat or difficulty that an industry or an individual or a company faces. Opportunities mean the possibility to expand or improve the situation of an industry or company or individual. Every industry has some challenges or opportunities, they are summarized below-

Challenges

1. The skilled human resource is rare in Bangladesh. The education system has started to emphasize on ICT studies but it will take time to create heavily skilled human resource.

2. Bangladesh is still working to create a strong IT infrastructure. Poor IT infrastructure is a barrier to advance and move with the top global IT companies. It also hampers to provide the service in timely manner.

3. IT industry is quite expensive. The entrepreneurs need to invest huge amount of money to establish an IT company.

4. The IT companies don't have much scope to market their products or service. They have to rely on spreading the company's name through the word of mouth.

Opportunities

1. The government has prioritized ICT industry and spread the awareness through converting some government works through website. The government is on the process in making every ministry digitalized.

2. The registered IT firms get exemption from VAT and Tax for 7 years so they don't need to think about the extra cost and concentrate on making quality products and best service.

3. The government has worked on new export policy which will enable IT firms to expand their services around the world and make Bangladesh recognized as one of the top country to outsource IT works.

4. Bangladesh has recently installed 2nd submarine cable line which has increased our bandwidth. It will help IT firms to work more efficiently and effectively.

Chapter 3: Analysis of the Organization

3.1.   Overview

Nascenia IT is an award winning Software Company which works for European and North American clients. They build cloud based web and mobile applications as well as capture, store and extract business insights from big data. They have referable clients in Norway, Sweden, UK, Nigeria, India, Switzerland, Canada, and USA. Their expertise is in Ruby on Rails, PHP, .Net, iOS, android and big data. They have a team of talented engineers and creative designers. Not only do they develop software but from concept to design to all the way through deployment, they are with their clients. They follow supple methodologies for developing software. Their portfolio consists of varieties of web and mobile application.

Nascenia is a custom software service provider focused on web applications using Ruby on Rails, PHP, .Net, AngularJS, ReactJS and mobile applications on iOS, Android.

- Deploying an idea- Nascenia provides their clients end to end service. From an idea they extract requirement, present their clients wireframe, design UI, write software and deploy to server. Moreover they even help out with the maintenance of the products.
- Outsourcing- Nascenia has referable customers in USA, Canada, and Europe (Denmark, Sweden, UK, Netherlands and Switzerland) and provides guidance using effective tools.

3.2.   History

In 2010, Nascenia Ltd was founded by the three industrialists, Sheikh Shaer Hassan (CEO), Fuad Bin Omar (COO), and Md. Fattahul Alam, (CTO). Soon after starting up, Nascenia met Jesper, a Danish Entrepreneur. He hired the team to build up more than a hundred websites for his company Better Collective. Later, like Jesper many others found Nascenia as their trusted outsourcing partner, both individuals and companies from twelve different countries including USA, Canada, Denmark, Switzerland, Australia, India, outsourced their software. Nascenia helped cutting their development costs by roughly fifty percent whilst delivering high quality. Meanwhile Nascenia grew from a three person startup to a fifty people team. The wide variety of aspiration of clients gave Nascenia multi sector experience. For example:
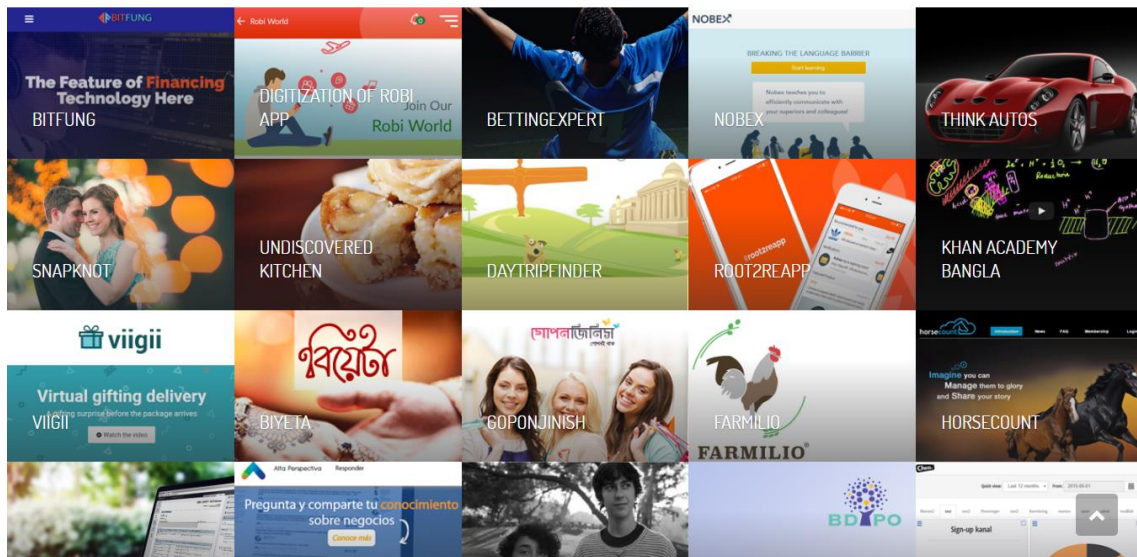
Figure 3.1: Previous projects of Nascenia

• Daytripfinder is built for tourism industry

• Betting expert is for sports

• Undiscovered kitchen is a marketplace for selling artisan and food

• Horsecount is for horse management

• SnapKnot gives a quick way to browse and find wedding photographers

• BDIPO for the IPO market

• Biyeta an online matrimony site which facilitates marriage between couples and

• Goponjinish.com an e-commerce site which sells lingerie products of both man and women.

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 six 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.

3.3. Trend and Growth

Over the past years, Nascenia has been able to put together a great team. They have now a batch of strong middle managers, the company believes, will lead the next phase of growth. The focus for them now is to reduce the founders' dependency. The goal is to go from a founder-led company to one led by employees. They are looking to create leaderships who can lead the business. The number of people has also grown. They are now a team of over 70 members.

At the same time, Nascenia developed systems and structure to ensure effective management of our growing team. There are more works to be done but they are in a better shape now than any time before.

Needless to say, a strong middle management is imperative to this transformation. They have been working on it and have succeeded in building a strong senior management team, to a certain extent.

Another major change has taken place in strategy. They have started focusing heavily on diversification. In 2014, Nascenia's revenue took a hit when they lost one of our major clients. It affected their growth significantly in 2014. Although they managed to maintain their team and recover eventually but they had to struggle for a while. They took lessons from that experience. Diversification is now one of the major strategic priorities for them so that they could avoid such disruptions in the future.

3.4. Customer Mix

The customers of Nascenia IT Limited are institutions & individuals with large amount of investments are also a part of customers of Nascenia. This company is mainly working for European and North American clients. They build cloud based web design and mobile applications, quality testing. They capture, store and extract business insights from big data. 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.

3.5. Product/Service Mix

Nascenia IT Ltd. grew from a three person start up to more than fifty people team. Their services are Web development, Mobile development, UI/UX design, Quality Assurance, cutting EDGE, DEVOPS, Work portfolio are shown & the description are below:
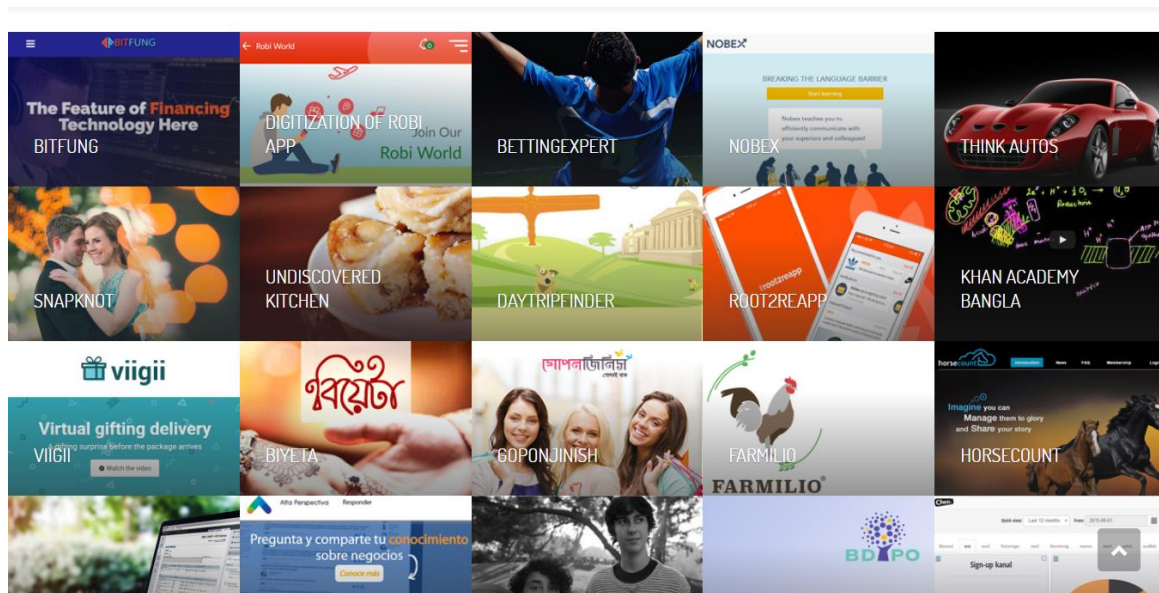

Figure 3.2: Products of Nascenia

- **Daytripfinder** is built for tourism industry

- **Betting expert** is for sports

- **Undiscovered kitchen** is a marketplace for selling artisan and food

- **Horsecount** is for horse management

- **SnapKnot** gives a quick way to browse and find wedding photographers

- **BDIPO** for the IPO market

- **Biyeta** an online matrimony site which facilitates marriage between couples and

- **Goponjinish.com** an e-commerce site which sells lingerie products of both man and women.

3.6.　Operation

From the graph it is understandable how Nascenia works with the client. First they look for potential clients and contact with them. If the client wants to work with the company, Nascenia ensures to sign non-disclosure agreement with the client. The client doesn't have to think about confidentiality as Nascenia takes it very seriously.
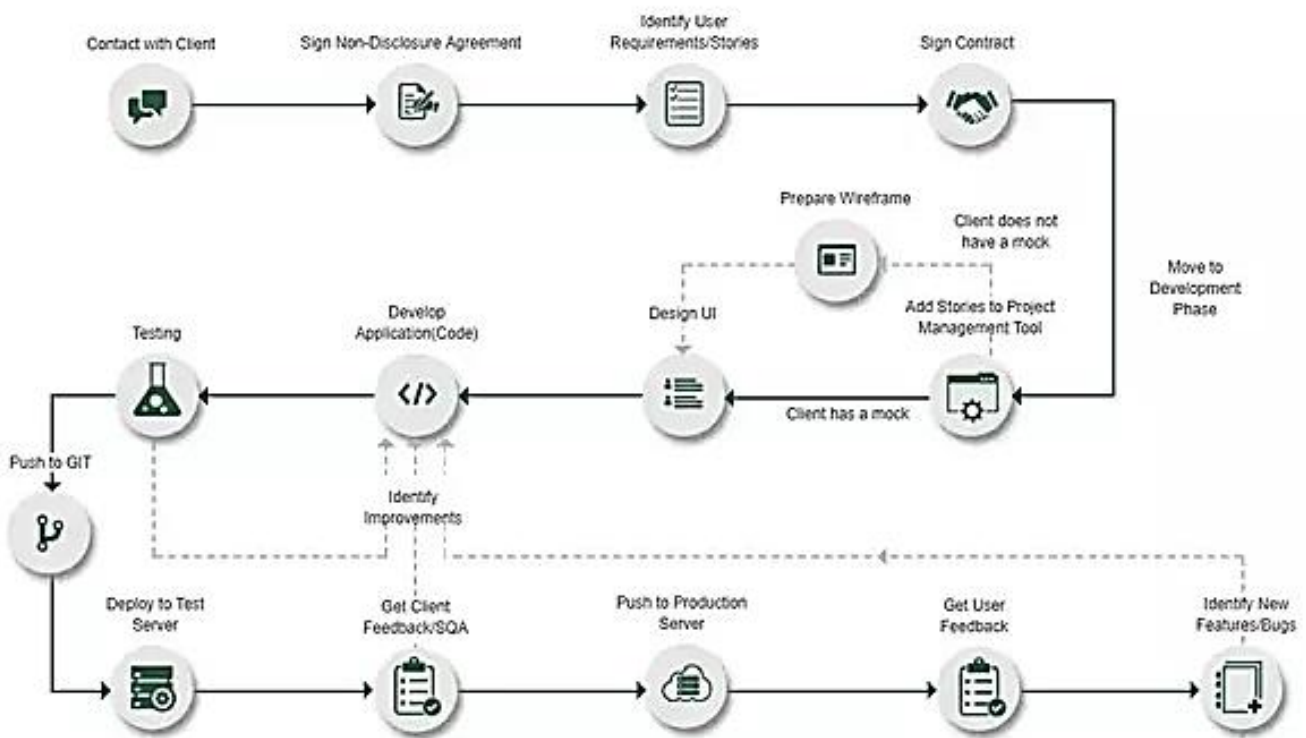

Figure 3.3: The work flow

Then they try to figure out the demand and requirements of the client. After everything being settled, the client signs the contract with the company. Then Nascenia starts to work on making the client's vision a reality. They test the project again and again to help decrease the errors. They also keep the client up to date about their progress and if the client wants to add or remove something. After all that, they deploy the website or application and make it available for common people. That is how Nascenia operate.

3.7. SWOT Analysis

Nascenia IT Limited believes that company success comes from disciplined actions of their sound process of software development. They focuses on the long term goals rather than short term gains which helps to achieve impressive results for the clients. They believe in clients' satisfaction and value the thought of their potential customers demand. The SWOT analysis of Nascenia are as follow:

- **Strength**: Nascenia follows a disciplined approach and they have some of the best and professional Developers with strong technological support. It is a license ICT company. They follow proper ethical standards and take utmost care with sincerity and commitment of their values clients. They always believe in team work and the team works with proper accountability and transparency so they can provide better quality of service to their clients. The employees work with full commitment to the company.

- **Weakness**: Although Nascenia IT Limited has some great experienced developers, the number is rather small. As Bangladesh is a developing country a fair set of weakness are here. The major weaknesses are lack of skilled employees, lack of investment, lack of knowledge about the customer satisfaction, lack of proper technology. One of the main weakness in Nascenia IT is the electricity problem, internet speed problem, power shortage that are the key problem that regularly effect the operations of this industry. Some of the companies are very dedicated for the development of software, damage of poor internet connectivity they can't do it. Although they have been dealing with a number of clients, they are not able to attract potential clients.

- **Opportunity**: If Nascenia follow a proper marketing strategy then it can easily attract more clients and go for expansion since they have professional developers. Although the Information and Communication Technology (ICT) sector are now growing day by day and it's a sector in Bangladesh at present time. If Nascenia properly invest and implement proper strategy to grapes new clients in different country then their business will be expand not only locally also globally. The introduction of some new payment methods (online payment – through credit card and mobile payment), a quite good number of companies (around 45%, some are dedicatedly and some are along with their core software & IT service business) are now diversifying on different web types of based services. The services they provide include specialized portals, payment intermediary

services, listing services, e-Learning, e-Commerce, e-Learning, etc. All those thing make the Bangladesh ICT sector more attractive. Another big opportunity Nascenia has a large number around 15000+ young generation every year graduate in the related sector and they can hire them at a low cost and trained them and prepare them as a efficient work force for development.

- **Threat**: Despite numerous opportunities Nascenia also might face various threats. In earlier we mention that in Bangladesh ICT sectors most of the work they done are offered by the foreign countries client 95% and they done 5% work that are offered by the local clients and it's also for Nascenia. As Bangladesh is a developing country there are a lack of skilled employee, some are experienced, but this figure is not that much mark able who can only ensure the quality that Nascenia promise to ensure better quality within a reasonable cost. Another threat Nascenia face, as it establish in 2010 and it's not such a big company that's employee switch their job in the same type of other well established organization. This high turnover rate is a big threat for Nascenia.

3.8.   Steps / Strategies to meet the Challenges and Opportunities

Although Bangladesh is a developing country and two third of its population are under 35 age, that is a strong sign of opportunity. Around 15000+ young generation are complete their graduation in related to ICT sector (According to the survey of BASIS). So Nascenia can take this opportunity by hiring those young graduate and provide them a proper training so that they can perform better. To reduce the turnover rate Nascenia can take initiatives such as increase salary, provide pension plan, performance bonus and recognition of the high performer and can make an agreement like they cannot leave the organization within 3 years. Nascenia is also going for expansion in the future and trying to recruit young talent. Nascenia will be providing them with the necessary training and development programs. By strongly maintaining those strategies Nascenia can perform better in the future.

Chapter 4: Internship Experience

4.1.   Position, Duties and Responsibilities

I was hired for one of the internal business of Nascenia IT Limited named "Biyeta.com". Biyeta is a Bangladeshi matrimonial site which has been in business for about 4 years. I was an intern for Business Team. The Business team was mainly focused on Customer Service and generating ideas on how to more improve our business. First few days, the business team gave me an overall idea on how they operate and what is their day-to-day activity. Then they started giving me access to admin panel of Biyeta.com and some spreadsheets they maintained over the years. My main task was to handle our clients. I immediately reported my supervisor if I received any complaint from one of our clients. Writing a blog for the site was also a part of my responsibility.

4.2.   Training

There was no formal training for anyone. They provide somewhat informal training through observations and letting one know about the process. My supervisor and my superior collegue were very helpful and taught me everything I need to do and how to maintain several sheets and docs for this business.

4.3.   Contribution to departmental functions

Biyeta has used social platform to reach their clients more easily and successfully. They used to post some quotes from their clients on Facebook. As I know a little bit of Adobe Photoshop, I made a design for such works and the supervisor liked it. They changed some words in registration form as well as website according to my suggestion. I gave my opinions on designs and development, some were taken in action and others were not.

4.4.   Evaluation

I have tried my best to contribute in every activity assigned to me. On my first day, my supervisor asked me to create a sample bio-data for clients to download. He appreciated my effort and my effectiveness. He informed me about the activity within our department and always asked for my opinion. I always gave some constructive criticism and suggested some ideas to implement. As I am a quiet person it was difficult for me to talk to clients and handle their complaints, after some period I became used to it and learnt how to handle clients from my superior colleagues. My supervisor also kept track when I checked in and checked out through our internal time tracking site. My supervisor was satisfied with me as I took his every

word by heart and he didn't have to repeat the same advice or rule again. I was very dedicated to my work and tried to finish assigned task as soon as possible.

4.5.　Skills Applied

Since my childhood I was fascinated over computer and always tried to learn new things through using this marvelous creation of human being. So I was used to working with Google Drive and Adobe Photoshop. I have applied my skill of creating custom photos by Adobe Photoshop. Sometime I had to write a blog where I used my skill to write in Bengali using Avro and Bijoy software in Microsoft Word 2013. I have also used my knowledge about marketing and tried to apply it for our business. Judging our product for almost 2 months, I realized we had to take a survey to understand where we are lacking. I used my skill of creating online form using Google form and my supervisor sent email to the clients. I also had to use my fluency in speaking in English as the client was feeling comfortable in speaking English rather than Bengali.

4.6.　New Skills Developed

I have mentioned previously that I am an introvert and a person of few words. I used to communicate when it is absolutely necessary. By working here I have improved my communication skill and learnt a few tips and tricks on how to handle critical customers. Before working here I have read few blogs but had zero experience in writing. I have learnt how to write a blog and how it is published. I never really thought about how an online website is created and how much work needed to be done. I have unlocked so many skills with the help of my colleagues and my supervisor. They have helped me a lot during these 3 months. I am really grateful to them for teaching me with such care.

4.7.　Application of Academic Knowledge

There is actually a huge difference what we study in theory at classroom and how it is applied in the real life. I have in Computer course how to use Microsoft Word and Excel. I have applied that knowledge in writing blog and sometimes used the design knowledge of word to make my writing more attractive. The importance of business communication and communicative skill was taught in Business Communication course. I felt it was really easy but in real life I had to consider a lot of things and had to be careful in choosing words so the other party won't get offended. I also had to keep in mind that the email doesn't sound rude. In marketing

courses faculty informed us about different techniques to market a product and make people aware about a certain product. I have tried to apply one or two techniques but it couldn't be possible because of some factors. It was in my day to day activity to observe the inflow of cash to "Biyeta" and report it to my supervisor and think about the expenditure that we are going to incur. It was similar to Capital Budgeting which I learnt in Introduction to Finance course

Chapter 5: Recommendations

5.1.   Recommendation for Improving Departmental Operations

Nascenia IT limited is a very small company of almost 50 people. The company has divided people into small teams and assigned different projects. The developers were rotated to different projects from time to time. The internal system of time recording is good enough but I felt that their calculation of casual and medical leave was complicated. The entrepreneurs of this company need to delegate some power to the employees and need to hire more professionals to make their work more professional. The network system of this company was not up to the mark. In my room where I was assigned to work, the network drop was too high. It often hampered our work and we became slow in completing our assigned work. The poor network system also lower the employees' productivity. They need to hire people time to time, so that suddenly a large group of people will not leave the company.

5.2.   Recommendations for Improving Self-Performance

When I first started working here I had zero experience about the working environment in private company. I need to work on my professionalism and business communication. I also have to get used to the fact that everyone will not like my work and everything I do will not be 100% correct. I have to take any criticism in a constructive way and improve the areas I am weak. I have a tendency to get scared easily if my work is rejected and won't try to do it again. I really need to overcome this situation by doing it again and again. I need to work on my temper and communication skill. I often get irritated if one asks the same question again and again or don't understand a simple thing after much explanation. I need to increase my patience and control my anger as much possible. Sometimes I feel I need to work on my listening skill as well because sometimes I misheard or completely missed an important word so I had to ask again. Though my supervisor was not irritated but I felt embarrassed. I have noticed after working here that my typing speed is lower than the expected speed. I have to practice with some software to increase my typing speed.

CONCLUSION

Working in Nascenia has been a great experience for me. I learnt a great deal from there and was also able to capture some knowledge. As I was there as an intern I was not aware about the rules and regulations and how they work. I need few weeks to learn how the works are done there. Although my activities were less, there were much hardship. I have been able to develop my punctuality but I still lack in my communication skills. I hope I will be able to do better in the future and also build a good career in the Information and Communication Technology (ICT) sector.

At present ICT sector are 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 clients' requirement. Nascenia has a vision of becoming number one software company in the ICT of 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 freshers.

Following the recommendations above I believe both Nascenia as well as I can develop ourselves to achieve our dreams and visions. Software companies have been performing almost same as the ICT industry but it has greater opportunities by following the recommendations they can perform much better than previous.

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