UNITED INTERNATIONAL UNIVERSITY

INTERNSHIP REPORT

Analysis of Non-Bank Financial Institution Industry in Bangladesh: An Internship Experience Perspective

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Letter of Transmittal

November 17th, 2021

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Subject: Submission of a report on Marketing Communication Department of IDLC Finance Limited

Dear Sir,

I am glad to offer the internship report titled “Analysis of Non-Bank Financial Institution Industry in Bangladesh: An Internship Experience Perspective”, which I produced on the "Department of Marketing and Communication," as you required. My primary motivation was to complete this term paper in accordance with your instructions. I made every effort to tailor my work to your specifications. I hope that I did a good job given my level of knowledge and capability, and that I was able to connect core concepts to real applications.

Furthermore, I am grateful for the opportunities you have given me to demonstrate my creative ability, and I genuinely hope you enjoy the work that I have accomplished.

Sincerely Yours,

Zisan Mahmud Annie

ID: 111 161 070

Acknowledgement

All glory and honor to the Almighty and Merciful. This report would not have been completed without his blessings and approval. Despite several hurdles, I am grateful to Almighty Allah for giving me the strength, courage, and competence to complete my internship and internship report on time.

To begin, I'd like to express my appreciation to Dr. Md Mohan Uddin my internship coordinator. His helpful thoughts, criticism, and recommendations made things clear. Initially I was skeptical that I would have been able to create a useful report, but with her assistance, I was able to complete everything in a logical and timely manner. He kept me on track to complete my report, and her comments were crucial in ensuring that it was as flawless as possible.

Following that, I must express my gratitude to Mrs. Sherifa Amreen, Senior Manager and Head of Marketing Communication Department at IDLC Finance Ltd. She happily accepted my responsibility, provided me with quality time, and shared her professional experiences with me. Her rules not only taught me about the company culture, but also how to cope with coworkers.

Then there's Mr. Jane Alam Romel, IDLC Finance Limited's Group Chief Marketing Officer, was a tremendous inspiration and a huge help to me. I learnt a lot more from this excellent man than I imagined, and I will remember everything he taught me. There are no words to describe such a man, who was always there for me like a brother when I couldn't do things correctly, and he is Ashiqur Rahman, Assistant Brand Manager of the marketing communication department.

In addition, I'd want to express my heartfelt gratitude to everyone in the marketing communication department who helped me out and made my internship a great experience.

Executive Summary

This paper, titled " Analysis of Non-Bank Financial Institution Industry in Bangladesh: An Internship Experience Perspective", is based on the knowledge and experience gained during an internship with IDLC Finance Ltd.'s Marketing Communication department. The dissertation topic was chosen after consulting with the respective department's internship advisor and the organization's supervisor.

The report comprises initially an introduction part where the objectives and significance are illustrated. Secondly, there is a complete analysis of the Non-Banking Financial Institution industry, where the specification, trend & growth and performance of the NBFI industry is portrayed. Presently not only the Banking industry, the non-bank financial institutions (NBFIs) in Bangladesh play a vital role in bridging financial intermediation gaps by offering a diverse variety of investment products and risk pooling services. NBFIs have grown significantly in recent years, demonstrating the importance of economic innovation and holding the promise of speeding up financial intermediation by fulfilling long-term funding demands.

Thirdly, there is a complete analysis of IDLC Finance Limited, which one of the most pioneering company in the NBFI industry. The analysis comprises a detailed information about the overall structural and functional activities. It also highlights the strategies of how the organization is performing and holding a competitive position by creating value to the customers. The report also depicts IDLC's many products and services, as well as the company's corporate structure. The success of IDLC's campaigns, as well as the decision-making process, are reviewed in this study.

Finally, in the last part my overall internship experience is illustrated with the key responsibilities I have been assigned with for the 3-month internship period, the trainings I acquired such as data skimming, uses of affinity program, etc. It also includes how the core marketing team takes any decision while running a campaign for enhancing their brand value and how I have contributed in the process. The key findings of this report are to provide a detailed overview on the NBFI industry, IDLC Finance Limited and the contribution of an intern in IDLC’s business process.

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Chapter 1 Introduction

1.1 Introduction

Internship is an enigmatic graduation requirement. It provides an excellent opportunity for every student to gain valuable and innovative insights into the practical sector. Making an Internship Report is also a hard activity that improves one's intellectual abilities as a skilled graduate. I was assigned to an internship at IDLC Finance Limited for three months as part of the requirements for completing the BBA degree. Because non-banking financial institutions have emerged as a major participant in our economy and provide a stimulating environment for professional development, I aim to focus my internship report on the NBFI industry.

In this report, I've included an industry analysis, an organization analysis, an internship experience, some significant recommendations, and finally, a conclusion and references. Every student requires an institution as an intern for academic purposes in order to get practical knowledge and experience. An internship report should be written once the internship is completed, based on the knowledge gained during the internship. At IDLC Finance Limited, I finished my internship program. I completed my study on the NBFI organization's marketing practices.

I wrote this internship report titled "Integrated Marketing Communication of IDLC Finance Limited" for the requirement of the partial fulfillment of the BBA program at United International University under the direction of my honorable intern supervisor Dr. Md. Mohan Uddin, PhD, Professor and Director of MBA and EMBA programs at UIU Business School.

1.2 Background

Bangladesh's non-bank financial institutions (NBFIs) are a fast-growing component of the country's financial system. NBFIs have contributed to the improvement of the quality and quantity of financial services, decreasing gaps in existing financial intermediation and allowing the country to meet the growing demand for various types of investment. Non-bank financial institutions (NBFIs) in Bangladesh are a rapidly expanding part of the country's financial system. NBFIs have contributed to the improvement of the quality and quantity of financial services, decreasing gaps in existing financial intermediation and allowing the country to meet the growing demand for various types of investment.

NBFIs have shown a favorable growth in advances, revenue, assets, and other financial aspects over the years, and have made a significant contribution to Bangladesh's GDP growth.

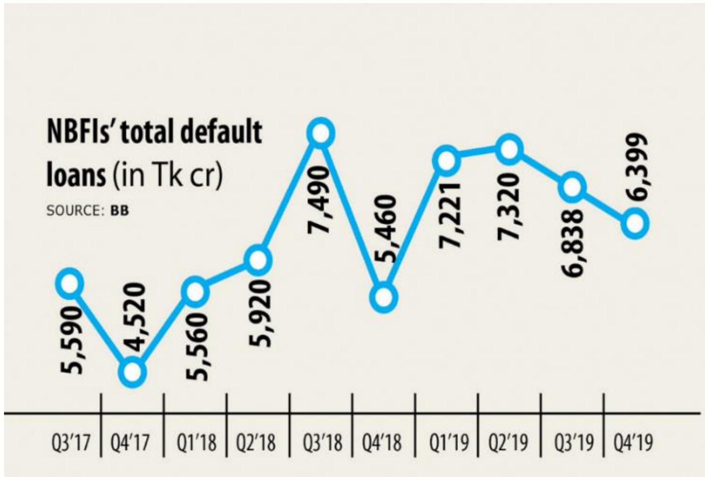

Fig. 1.1 (Number of default loan by NBFI in 2021)

For the non-bank financial institutions industry, 2019 was an annual horribilis. The failure of an institution affected confidence in the sector and caused default debts in the firm to grow 17.19 percent to Taka 6,399 crore in 2019.

If the defunct People's Leasing and Financial Services defaulted on its loans (PLFS), which totaled between Tk 600 crore and Tk 700 crore, had been included to the list, the total sum would have been substantially higher, according to a central bank official. This caused the finance ministry to order the Bangladesh Bank to close the NBFI on June 27, 2016, marking a first for Bangladesh's financial industry.

The Bangladesh Bank has earlier asked traditional and Shariah-based banks to reduce their loan-to-deposit ratios to 83.5 percent and 89 percent, respectively, to rein in aggressive lending, a decision that had a domino effect on the NBFI industry. The central bank, on the other hand, has reversed its decision to slash the loan-deposit ratio on September 17 in order to alleviate the sector's ongoing liquidity problem and allow for a lower lending interest rate. The continued economic impact affected the financial sector no sooner than the NBFIs were relieved of their liquidity shortage. Hence, recently the central bank has also announced numerous stimulus packages to assist NBFIs in dealing with the economic downturn. For their funding, NBFIs rely on banks and consumer deposits. Because of the decreased loan-to-deposit ratio, banks reduced their lending to NBFIs, leaving them cash-strapped. Despite the funds' maturity, the NBFI had not been able to refund the depositors. Default loans and net losses were also spiraling out of hand.

According to estimates from the government and other sources, Bangladesh's economic development has been fairly inspirational in the last two years in comparison to other countries in this precarious situation. For the country's overall performance, the NBFI industry is intertwined with other sectors of the economy. A single NBFI's failure has ramifications for not just its owners and depositors, but also for all other banks and businesses. The failure of the NBFI industry causes a financial crisis and is regarded as a disaster for the economy.

1.3 Objective

The main objective was to find out how the organization keeps on taking innovative measure and create brand awareness of their services through marketing measures. My effort was to mainly concentrate in competitor analysis, latest website development overview and various press release projects that IDLC carried out within the period.

The Main Objectives of the Report are:

1. To analyze of the Non- Banking Financial Institution Industry
2. To analyze of IDLC Finance Limited
3. To illustrate the Internship Experience

1.4 Significance of the Report

This report has increased value because it will serve as a reference document for me as I pursue my future career. This report will contain a review of the Non-banking Financial Institution Industry, an analysis of IDLC Finance Limited, my internship experience, and recommendations for enhancing departmental operations and self-performance. As an intern with IDLC Finance Limited, as a result of this internship report, I've learned a lot of valuable experience that has helped me to obtain knowledge and make judgments about myself, which will assist me in achieving my long-term objective. Through my internship, I obtained practical information about the business environment, which I will first apply in a real-world setting through this report.

Furthermore, many policymakers, manufacturers, and businesspeople may find this research useful. They can use the current information in this report to assist them make profit for their businesses, as well as evaluate the current market situation in Bangladesh. As a result, the importance of this research on Bangladesh's NBFI business and IDLC Finance Limited is enormous.

Chapter 2 Analysis of the NBFI Industry

2.1 Industry overview

2.1.1 Specification of the industry

NBFIs are non-bank financial institutions that are regulated and licensed under the Financial Institutions Act of 1993. NBFIs invest in or reinvest in shares, stocks, bonds, debentures, or debenture stock issued by the government or any local authority, and provide loans and advances for industry, commerce, agriculture, and housing. They also engage in hire purchase transactions, such as leasing machinery or equipment, and invest in or reinvest in shares, stocks, bonds, debentures, or debenture stock issued by the government or any local authority. It invests in enterprises, finances venture capital, and offers loans for home development and property purchases. The primary difference between NBFIs and commercial banks is that the former cannot accept any deposit that is payable on demand by the depositor's checks, drafts, or orders, while the latter cannot trade in foreign exchange. As of October 2012, the country had 31 NBFIs, including the IPDC, which was established in 1981. Out of the 29 NBFIs, 22 are listed on the DSE or the CSE.

Bangladesh's financial system is separated into three categories:

1. Formal,
2. Semi-formal,
3. Informal.

The sectors have been classified based on how regulated they are.

Formal sector - All regulated institutions are included in the formal sector, such as banks, non-bank financial institutions (NBFIs), insurance firms, and capital market intermediaries such as brokerage houses and merchant banks.

Semi formal sector - The semi-formal sector includes institutions that are regulated in some way but do not fall under the jurisdiction of the Central Bank, Insurance Authority, Securities and Exchange Commission, or any other financial regulator. Specialized Financial Institutions (SFIs) such as House Building Finance Corporation (HBFC), Palli Karma Sahayak Foundation (PKSF), Samabay Bank, Grameen Bank, and other NGOs, as well as separate government programs, dominate this sector.

Informal sector - Private intermediaries, which are fully unregulated, are included in the informal sector.

The Bangladesh Bank regulates and supervises non-bank financial institutions (NBFIs) under the Financial Institution Act of 1993. With the first non-bank financial institution (NBFI) establishing in 1981, Bangladesh today has 31 NBFIs. Two are government-owned, one is a subsidiary of a SOCB, thirteen were formed by private domestic initiative, and fifteen were started by joint venture initiative. Term deposits (with a minimum term of six months), credit from banks and other NBFIs, call money, and bond and securitization are all key sources of funds for NBFIs. The following are the fundamental distinctions between banks and non-bank financial institutions:

(a) NBFIs are not permitted to issue checks, pay orders, or demand drafts.

(b) Demand deposits are not accepted by NBFIs.

(c) Foreign exchange financing is not permitted for NBFIs.

(d) NBFIs can use a variety of funding options, including syndicated finance, bridge financing, lease financing, securitization instruments, and private equity placement.

Non-banking financial institutions help to impact economic growth by assisting in resource rotation, asset distribution, and income control. They make it possible to turn savings into investments, which aids in the mobilization of finances and resources in the economy. A non-banking financial institution (NBFI) is a financial institution that does not have a full banking license and cannot take deposits from the general public. NBFIs enable alternative financial services such as collective and individual investing, risk sharing, financial advice, brokering, money transportation, and check cashing. NBFIs are the sources of consumer credit (along with licensed banks). Nonbank financial organizations include insurance businesses, venture capitalists, currency exchanges, certain microloan groups, and pawn shops. These non-bank financial institutions compete with banks and offer services that aren't necessarily acceptable for banks. They also specialize in certain industries or groups.

2.1.2 Size, trend and maturity of the industry:

Compared to banking financial institutions, NBFIs are relatively new the Bangladeshi financial sector (BFIs). Starting with the IPDC in 1981, the country today features a total of 25 NBFIs. On June 30, 2001, 24 NBFIs had a total paid-up capital and reserve of Taka 6901.8 million (Bangladesh Bank, 2002). Development financial institutions, leasing enterprises, investment organizations, merchant bankers, and other NBFIs make up the majority of the NBFIs industry in Bangladesh.

The funding modes used by NBFIs are long-term in nature. Our banks' financial institutions have always been involved in term loan activities, which are mostly new to them. The inadequacy of BFIs in long-term loan management has already resulted in a huge amount of outstanding loans in our nation. NBFIs play a vital role in the economy in this setting by assuring the flow of term loans and filling the credit gap. In addition, the non-bank financial sector is important for improving long-term savings mobilization and providing capital market support services. The purpose of this essay is to emphasize the need for the relevance of non-bank financial institutions (NBFIs) in building the financial infrastructure for the country's rapid economic development.

Using a ten-year sample period from 2000 to 2010, some data is provided to assess income and spending information in order to establish the increase over time in important financial components of NBFIs. The information was gathered from many editions of the Ministry of Finance's annual report, 'Bank and Financial Institutions' Activities.

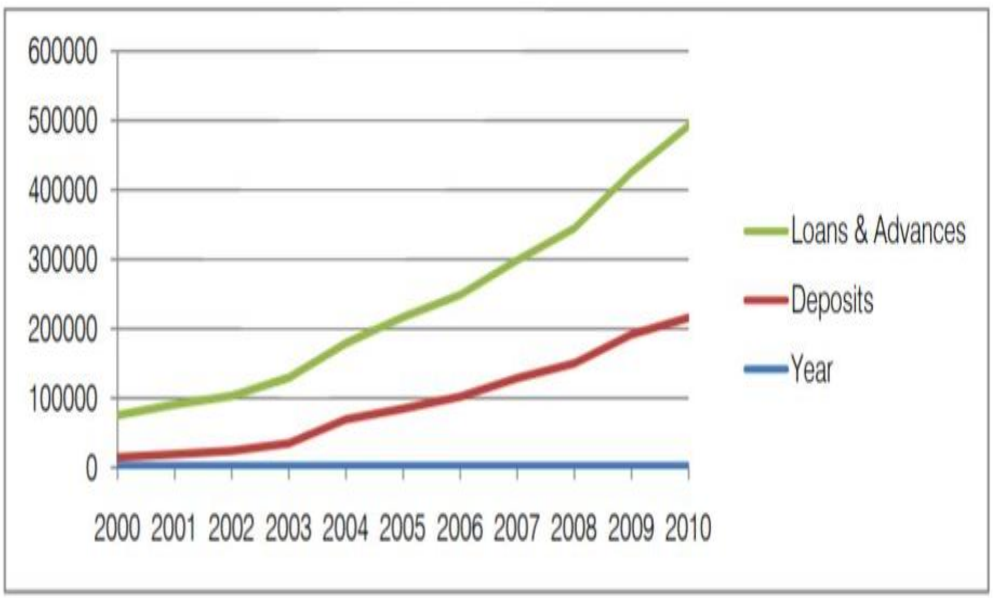

Fig: 2.1 (Growth of deposits and advances)

The gap between deposit and Loan and Advances has expanded in recent years, indicating that NBFIs are increasingly efficient in mobilizing their deposits for investment, as seen in Figure 2.1.

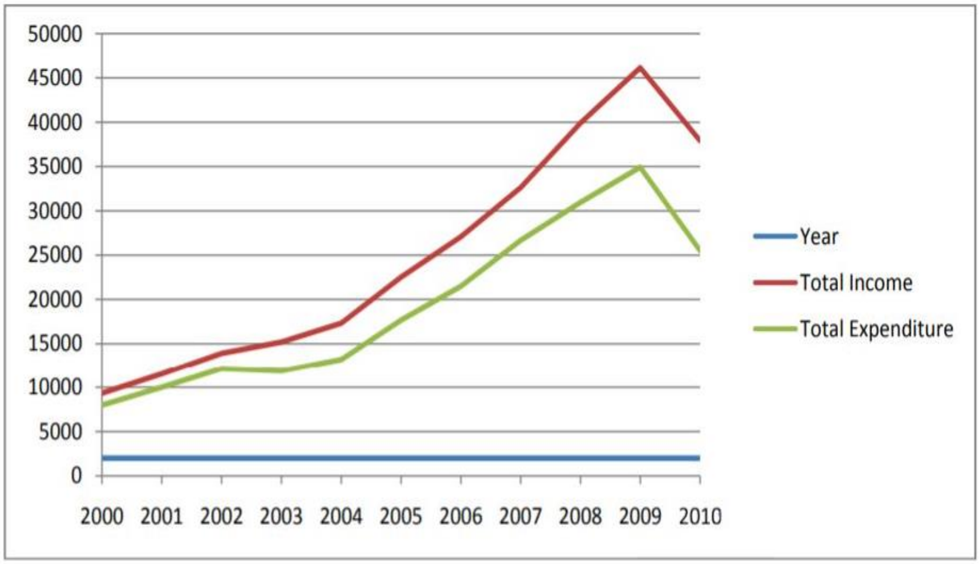

Fig:2.2 (Growth of total income and expenditure)

The sector's potential is represented in fig 2.2 over time. The operational efficiency of NBFIs was measured by the difference between income and expenditure over time.

2.1.2.1 Non-Banking Financial Institution History of Bangladesh

Non-banking financial institutions, or NBFIs, provide financial services such as banking but do not have a banking license. Deposits from the general public are not accepted in certain institutions. Non-bank financial institutions (NBFIs) have grown in popularity in Bangladesh as financial intermediaries to help commercial banks.

Since its inception in 1981, the nonbanking industry has grown in both absolute and relative terms. The sector's research, on the other hand, is largely unimportant. Most notably, there has been a gap in the literature on the expansion of the non-banking business and its contribution to economic development. With this in mind, the purpose of this research is to examine the industry's growth and change through time by using growth measurements based on asset, loan, revenue, and spending numbers over an 11-year period from 2000 to 2010. The study shows that NBFIs have grown positively in advances, income, assets, and other financial aspects throughout time, and that they have made a significant contribution to Bangladesh's GDP growth.

Year	Deposits	Loans &Advances	Assets	Investment	Total Income	Total Expenditure	No. of Employees
2010	213954	276650	414108	83751	37928	25534	30871
2009	190111	233523	361160	72158	46155	34928	30076
2008	148118.77	194821	281997.51	48825.31	39890.36	30951.88	30496
2007	126990.79	169761	246359.46	40185.03	32606	26676.35	31062
2006	100210	146688	198251	33821	27064	21485	24261
2005	82935	131687	156936	23570	22529	17684	17257
2004	67592	109506	131623	18706	17330	13212	14651
2003	32848	94523	105495	17764	15193	11886	13750
2002	22367.85	78745.02	84618.81	14812.43	13915.56	12144.08	14541
2001	17309.15	71151.9	91269.91	13715.19	11536.75	10016.78	14509
2000	12909.2	60368.99	78839.27	13153.63	9330.24	7986.11	13307

Source : Constructed by the Authors based predominantly on Ministry of Finance publication, few missing data are collected from the annual reports of respective NBFIs.

Fig:2.3 (Comparative financial position of NBFI's)

Figure 2.3 presents a comparison of financial positions from various years as indicators of growth throughout the specified time period. It is obvious from the table that the financial component of the non-bank financial organization has improved over time.

2.1.3 NBFI Performance, Regulation, and Supervision

Non-bank financial institutions (NBFIs) have played an important role in Bangladesh's financial system. This industry has become an increasingly significant part of the national economy as the need for long-term finance and equity-type services has grown fast. NBFIs offered variety to Bangladesh's bank-based financial market. The inevitability of NBFIs has ushered in a very new era of strengthening the country's economic system in tandem with the oversaturation of the banking system. As a result, this industry has emerged as critical to the financial and economic sectors' long-term viability. Non-bank financial institutions (NBFIs) in Bangladesh play a critical role in addressing gaps in financial intermediation by providing a wide range of investment products and risk pooling services. In recent years, NBFIs have risen significantly, illustrating the significance of economic innovation and holding the potential of speeding up financial intermediation by satisfying long-term funding demands.

NBFIs were established in Bangladesh under the Companies Act of 1913, and were governed by the rules of Chapter V of the Bangladesh Bank Order of 1972. Later, in 1993, a new legislation titled the 'Financial Institution Act, 1993' was adopted, followed by the 'Financial Institution Regulation, 1994', to address the regulatory shortfall and to specify a broad range of operations to be covered by NBFIs. The

Financial Organization Act of 1993 grants NBFIs licenses and regulates them. This statute licenses 31 nonbank financial institutions (NBFIs). The minimum paid-up capital for NBFIs is now Taka 1.0 billion, as per the Financial Organization Regulation, 1994.

2.1.4 Earnings and Profitability

One of the conditions for every industry's long-term survival and growth is financial stability. With the significance of profitability in mind, this article aims to identify and assess the key financial factors that influence the profitability of Bangladesh's NBFI business. Data was collected for 12 different NBFIs during a five-year period (2013-2017). The explanatory or independent variables were firm size, capital adequacy ratio, loan ratio, non-performing loan ratio, deposit ratio, net interest margin, non-interest income margin, and cost to income ratio, with ROE as the dependent variable. The data was subjected to multiple regression analysis in order to test the study hypotheses. The capital adequacy ratio, deposit ratio, non-performing loan ratio, and net interest margin were all statistically significant at the 5% level, according to the study's results. To assist enterprises, stay afloat during the epidemic, the Bangladesh Bank recently permitted banks and NBFIs to restructure loans and maintain categorization intact until December, which helped the NBFIs experience a boost in earnings.

The figure 2.4 illustrates the Earning per share from Jan-Sep in the year 2019 of few of the leading non-bank financial institution.

EPS of NBFIs (Jan-Sep, 2019)

Company	*Jan-Sept, 2019*	*Jan-Sept, 2018*	*Company*	*Jan-Sept, 2019*	*Jan-Sept, 2018*
Bay Leasing	0.26	(0.21)	IPDC	1.52	1.01
BD Finance	0.14	0.17	Islamic Finance	0.94	0.75
BIFC	(4.79)	(5.53)	LankaBangla	0.52	0.26
DBH	6.12	6.05	Midas Financing	(1.14)	0.24
Fareast Finance	(6.08)	(1.30)	NHFL	1.45	1.42
FAS Finance	0.15	0.35	Phoenix Finance	0.89	1.25
First Finance	(3.29)	(3.16)	Premier Leasing	0.09	0.04
GSP Finance	1.27	1.40	Prime Finance	0.07	(1.70)
ICB	0.86	5.97	Union Capital	(1.31)	0.10
IDLC	3.47	4.83	United Finance	0.95	1.12
ILFSL	0.11	0.57	Uttara Finance	8.33	8.04

Source: DSE (EPS in Tk)

Fig:2.4(EPS from Jan-Sep 2019)

2.1.4 Management Efficiency

The most essential prerequisite for the development and success of any NBFI is sound management. Total expenditure to total income, operational expenses to total expenses, profits and operating expenses per employee, and interest rate spread are all prominent ratios used to evaluate managerial efficiency in fig 2.5 NBFI's Operating in Bangladesh

Type	Number of NBFIs	Total Branches
Public NBFIs	**4**	**58**
Private NBFIs	**30**	**248**
Non-Scheduled Banks: 1. Karmashangsthan Bank 2. Ansar VDP Unnayan Bank	**2**	**516**
Co-operative Society (Bangladesh Samabaya Bank Limited)	**1**	**2**
Total	**37**	**824**

Fig:2.5(Managerial Effeciency of NBFI organizations operating)

2.1.4.2 Branches of NBFI's operating Bangladesh

The Fig.2.6 illustrates the percentage of all financial institutions of Bangladesh. The private NBFI's includes almost around 30% of the total market share, the nonscheduled banks include almost around 63%, the public banks include only 7% and rest 2 % are the cooperatives.

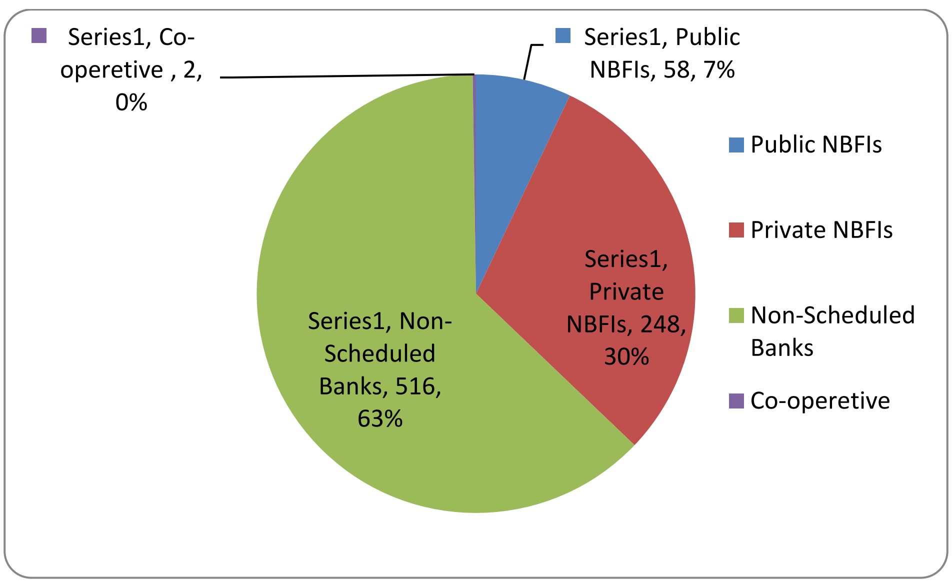

Fig:2.6(Branches of Financial Institutions in Bangladesh)

2.2 Strategic analysis of the industry

Strategic analysis includes the industry in which a company operates. IDLC operates in a highly competitive environment in the economic sector. According to the Porters' Five Forces Model, five forces determine a company's average profitability in a business setting. The IDLC-related model will be discussed in greater detail below. The porter's diagram is illustrated in the Fig. 2.7.

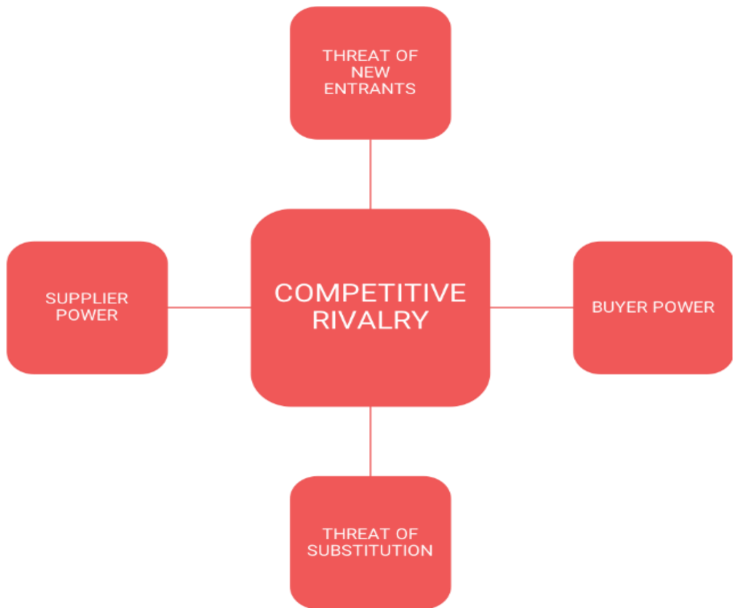

Figure:2.7 Porters Five forces model

2.2.1 Rivalry among existing firms:

With 56 banks and 33 NBFLs functioning in the market, the financial services sector in Bangladesh is characterized by high levels of competition.

- **Switching costs**–Switching costs are minimal due to a high level of service suppliers.
- **Distinction in service quality**- In terms of service quality, IDLC is a high-grade supplier, however there are few similar banks.
- **Customer loyalty**- Customers have always been loyal, but the contemporary issue of excess liquidity and severe price competition has reduced loyalty substantially.

➢ Taking everything into account, it is established that intra-industry rivalry is significant in this subject. The overall scenario of having lesser switching cost, distinction in service quality along with the competitors and lesser customer loyalty; restricts any organization to have loyalty from their customers as they have many other alternatives to take their services from. In this competitive situation it is important for any NBFI to provide new value proposition and set provide extensively better service so that the customers get attracted towards the competition.

2.2.2 Threat of new entrants:

- **First-mover advantage:** The banking industry benefits from being the first to market. As a result, early corporations have an unequaled competitive advantage over newer ones. As a result, new entrants pose little risk.
- **Large economic scale:** The scale-economic sector is very efficient on a large scale, the risk of new entrants is low.
- **Legal impediments:** Due to legislative restrictions, the threat of new entrants is restricted.

- The threat of new entrants for NBFI organizations in Bangladesh is minimal, as the regulatory bodies have a strict control on the approval and operation of these kinds of organization. It is not easy to open any kind of financial organization in Bangladesh as the regulatory body is quite very much rigid.

2.2.3 Bargaining power of buyers:

- **Production costs-** The customers know what they're paying, they have a lot of negotiating leverage.
- **Product differentiation**— The majority of the products are almost identical to those given by competitors in the field. As a result, the buyer has a lot of negotiating leverage in this situation.

- Taking everything into account, it was discovered that buyers' bargaining power in the banking and non-banking financial industries is high. The high bargaining power allows the customers to buy the products and services at a cheaper price than usual. It is possible as the customers know what they are paying and has the negotiating leverage, the products sold are identical to the customers.

2.2.4 Bargaining power of suppliers:

- Provider enterprise percentage- There are significant depositors are few in number, suppliers have a lot of negotiation power.
- Concentration level-The suppliers are so specialized, this business has a lot of negotiation leverage.

- Switching between suppliers in this market is difficult and expensive. As a result, suppliers have a lot of bargaining leverage.

- As the pricing and market is very much concentrated, the suppliers are well aware of all the pricing opportunities and services provided are most likely very much similar, hence the bargaining power of the suppliers increases and they can take the leverage of providing the services at a higher price than usual. This is possible due to the decreasing numbers of depositors and negotiation leverage.

2.2.5 Threat of substitutes:

- Whether or not industry- Producing substitutes are lucrative is a question that has to be answered. Substitute goods can be profitable in the banking and non-banking financial industries.

- In the banking, non-banking economic institutions, alternative products, and services sectors, the price-performance connection of substitute products improves.

- In the banking, non-banking economic institutions, alternative products, and services sectors, the price-performance connection of substitute products improves. Products provided by the NBFI organizations are very much similar, hence lot many alternative products are readily available in the market. This circumstance creates a threat of having substitute in the market.

Some of names of the competitors of IDLC are given below:

- IPDC Finance Ltd
- RELIANCE Finance Limited
- UNITED Finance
- PRIME Finance & Investment Limited
- UTTARA FINANCE & investments Limited
- PHOENIX Finance
- LANKABANGLA Finance

In Fig.2.8 are the NBFI's logo, which are playing as a pioneering of company of NBFI including IDLC Finance limited.

Fig.2.8(List of some of the competitors of NBFI Industry)

Among all the above NBFIs the followings are non-Depository:

1. Agrani SME Finance Company Limited

2. Bangladesh Infrastructure Finance Fund Limited (BIFFL)

3. Infrastructure Development Company Limited

4. Saudi Bangladesh Industrial and Agricultural Investment Company Limited

5. The UAE- Bangladesh Investment Company Limited

2.3 Analysis of the present market scenario

The statistical tables contained in this issue have been prepared from the returns submitted by the individual NBFI as on the last day of the quarter ending June 30, 2021. The total number of reported NBFI branches at the end of the study period was 799.

2.3.1 A Review on Deposits and Advances of NBFIs

Deposits:

In the quarter April-June 2021, the NBFIs' total deposits liabilities (excluding inter NBFIs) declined by Tk.29840 lac, or 0.67 percent, to Tk.4393451 lac, compared to the previous quarter Jan.-Mar. 2021. The decline in total deposits during the quarter was attributed to decreases in private NBFIs and Non-scheduled Banks of Tk.28245 lac (0.66 percent) and Tk.2122 lac (1.81 percent) correspondingly to Tk.4275339 lac and Tk.114964 lac. Private NBFIs accounted for 97.31 percent of total deposits at the end of the April-June 2021 quarter, compared to 97.29 percent at the end of the previous quarter.

Advances:

In the period April-June 2021, NBFI advances grew by Tk.25449 lac, or 0.36 percent, to Tk.7116870 lac, compared to the previous quarter Jan.-Mar. 2021. During the quarter under review, advances in public NBFIs increased by Tk.3745 lac or 0.37 percent to Tk.1007432 lac, while advances in private NBFIs increased by Tk. 195 lac to Tk. 5695313 crore. The quarterly deposit and outstanding advance position of NBFI is illustrated below.

2.4 Summary of challenges and opportunities

Providing financial access to all levels of industry, entrepreneurship, and individuals should be a top goal for a country like Bangladesh. A reliable financial system is essential for any country's development. Non-Banking Financial Institutions (NBFIs) were developed to fulfill the country's unique and expanding financial needs. Only a few NBFIs are effectively operating. People's Leasing, one of the listed NBFIs, is currently in liquidation due to the collapse of its financial status during the last several years. Many other NBFIs are already at risk and could face liquidation or similar steps in the near future. This article reviewed all of the listed NBFIs and discovered that new NBFIs, such as the PLFSL, may face the same types of regulatory risk in the near future. In addition, some NBFIs have negative interest rate spreads (IRS). NBFIs are now in direct competition with banks, especially since banks entered the leasing business. Total asset as compared to GDP was also reduced to 2.75% (2018) from 3% of 2017, however have improving EPS in the recent days due to the support of the Govt.

As a result, if this sector receives adequate support to overcome their position, it has the potential to be a sustainable sector.

Chapter 3 Analysis of the Organization

3.1 Overview and History

3.1.1 Overview of IDLC Finance Limited

IDLC Financing Ltd was founded in 1985 as a single-product lease finance company with five employees, and has since evolved to become the country's largest multi-product multi-segment Non-Banking Financial Institution. IDLC Finance Limited, being one of the industry's most well-known financial institutions, has a strong and broad clientele in the Corporate, SME, Retail, and Capital Market segments.

IDLC Finance Limited now has 40 sites and booths, over 1400 employees, and over 45,000 customers in over 20 cities. However, claiming that we are simply in the financial business would be limiting, as we are seeking to do more. We strive to assist people in realizing their aspirations, such as owning a home, sending their children to a better school, going on a picnic in the family car, starting or expanding a business, creating more jobs, and propelling the country to greater heights.

3.1.2 Historical background of IDLC Finance Limited

Up until the third quarter of 2009, IDLC Finance Ltd, the country's premier financial institution, had phenomenal development in all areas of operations. As Bangladesh's first leasing firm, IDLC commenced operations in 1985. The country's central bank certified IDLC as a financial institution in 1995, and the corporation has developed in unison with the country's developing economy over the following two decades.

IDLC Finance Ltd began its journey in 1985 as the country's first leasing firm with transnational collaboration and the lead sponsorship of The World Bank Group's International Finance Corporation (IFC). The Republic of South Korea's major leasing corporation, Korean Development Leasing Corporation (KDLC), supplied technical assistance. The company's unique institutional ownership structure, which is mostly made up of financial institutions, allows it to continually improve through the pooling of expertise and a professional attitude at the highest policymaking levels.

3.2 Mission, Vision and Value

3.2.1 Mission of IDLC Finance Limited

The aim of IDLC Finance Limited is to focus on high-quality growth, exceptional customer service, and long-term business practices.

3.2.2 Vision of IDLC Finance Limited

The objective of IDLC Finance Ltd. is to become the finest financial brand in the country.

3.2.3Core values of IDLC Finance Limited

The mission of IDLC Finance Limited, purpose, and values serve as a guidepost for long-term success. They derive resources from many inputs and translate them into meaningful business outputs through their business processes. The most important capital input for IDLC as a multi-sector financial organization is financial capital, which accounts for 76.61 percent of its funding. Center estimations of IDLC are entirely kept up by each worker and Encase of any money related dealings. The center qualities are:

Fig:3.1 (Core values of IDLC Finance Limited)

3.3 Strategic Objectives

IDLC Finance Limited's strategic goals include expanding and improving the talent pool. It is now working to fully leverage the new core banking systems. IDLC intends to optimize distribution points by expanding and diversifying its funding sources. By aggressively developing the SME portfolio, focusing on top-tier corporate clients, consolidating capital market activities, and strengthening the sector, the goal is to increase sales and service capabilities in the consumer division. IDLC also aims to adopt internationally recognized company governance and long-term business practices.

3.6 Trend and Growth

The International Finance Corporation (IFC), the German Investment and Development Company (DEG), South Korea's Kookmin Bank and Korean Development Leasing Corporation (KDLC), the Aga Khan Fund for Economic Development, town Bank Limited, IPDC of Bangladesh Limited, and Sadharan founded IDLC in 1985 as the first leasing company in Bangladesh. The Financial Institutions Act of 1993 licensed IDLC as a non-bank financial institution (NBFI) in 1995.

IDLC is that the largest NBFI in Bangladesh to supply a broad range of monetary services. it's three subsidiaries in its capital market operations:

i) IDLC Investments Limited, the company's merchant banking arm, which was founded in 2011.
ii) The brokerage arm of the company, IDLC Securities Limited, began operations in 2006.
iii) IDLC Asset Management Company Limited, the NBFI's newly founded asset management subsidiary.
iv) In Bangladesh, the IDLC group now has 32 branches and two SME booths. IDLC has branches in 14 of Bangladesh's 64 districts.

Despite the ongoing pandemic and intensely challenging market conditions, IDLC continued to be the frontrunner within the financial market in 2020 (net profit of Tk 2,541 million), and shareholders approved a 15% Cash Dividend (Taka 1.50 per share) and a 5.0 percent dividend for the year 2020; a strong feat against the market trend and thus the prevalent pandemic adversity. The capital market has improved in the second half of 2020, and the subsidiaries have achieved outstanding returns. The improvement in corporate robustness is also underlined because IDLC Group's total asset size expanded by 8.0 percent to Tk 126.87 billion by the end of 2020, resulting in a strong return on asset of 2.08%.

Furthermore, despite the extreme circumstances, the company was able to retain the loan book portfolio and achieve a 1.0 percent growth, owing to its steadfast commitment to keeping a high-quality portfolio.

In order to continuously innovate offerings and improve process efficiencies, IDLC Finance Limited's business model necessitates investing in and developing human capital for business growth through professional networks - a key component of social and relationship capital - as well as intellectual capital, adding to the ability to be responsive and timely. Eventually, the many operations yield outcomes, offering value to stakeholders and adding back to inputs in the form of income, employee recompense, carbon footprint reduction, process efficiency, or other material outputs. We ensure that corporate actions are aligned with key values and guided by a governance structure throughout the cycle. In addition, IDLC guarantees that planning and risk mitigation actions are in sync with and responsive to external market and environmental conditions.

The IDLC Finance Limited's trend and growth are depicted in the following **tables and figures.** The Financial capital consists of the monetary resources which are constantly enhanced through our business activities.

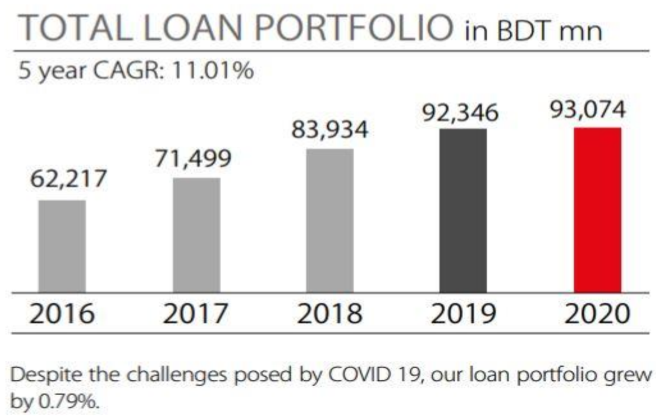

Fig.3.2 (Totatl Loan Portfolio)

Fig 3.2 The *Table* of Total Loan Portfolio, shows the performance of the growth of Loan portfolio from the Year 2016 – 2020, from the table it is viewed that despite the covid circumstance IDLC had a growth of 0.79% in their Loan segment.

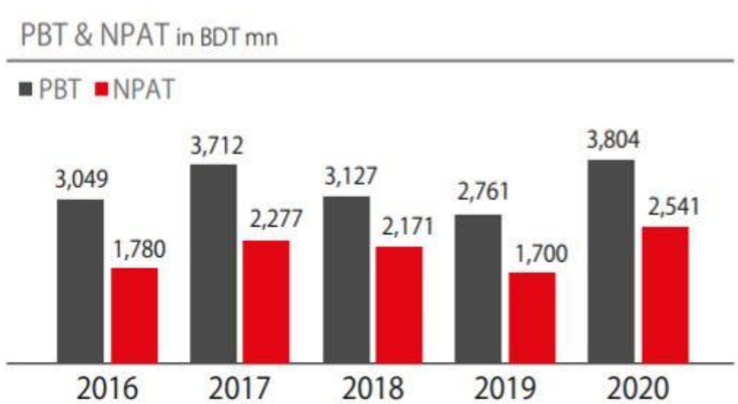

Fig. 3.3 (P&T and NPAT in Bangladesh)

Fig. 3.3 The table of PBT & NPAT shows the changes in **Profit Before Tax** and **Net Profit after Tax** for over the year from 2016 to 2020. A significant increase in investment income and a reduction in provisions drove IDLC's profitability in 2020. The NPAT growth from 2019 is 841 BDT MN, with a cost-to-income ratio of 38.23%.

3.7 Products and Services Mix

3.7.1 Activities of IDLC Limited

SME, Consumer, Corporate, and Capital Markets are the four weapons used by the organization to carry out its varied operations.

3.7.1.1 SME:

This branch is dedicated to providing significant advancements to small and medium-sized firms in the humanized, bond, light design, plastic, and material industries. This class offers a broad range of administrations, for example, Lease Financing to complete credit lapses, working capital advances, and unique client needs. This area also redoes their administrations if necessary. By providing loans to the appealing understanding, the Department supports and advances female entrepreneurs.

3.7.1.2 Consumer:

The consumer segment is primarily concerned with delivering retail financial services. Its financial offerings include personal loans, home loans, car loans, and loans against deposit. Currently, this category has the largest market share and growth rate in Bangladesh's home loan industry. Through numerous retail savings products, the company's hands are actively involved in growing deposit rates with varying interest rates and maturities.

3.7.1.3 Corporate:

The primary capacity of corporate division is to supply exceptional administrations to the nation's monetary foundations in monetary challenges. The variety of financing options for renting, term advances, and capital consumptions, among other things, is astounding. Furthermore, this branch of the firm offers structured money (SF) solutions, such as corporate securities and obligation syndication installments.

3.7.1.4 Capital Markets:

IDLC Finance Ltd.'s wholly owned subsidiaries IDLC Securities Limited and IDLC Investments Limited complete capital market activities. These two subsidiaries offer their customers a wide range of services.

Their strong business operations enable them to give exceptional execution participation to a vast and diverse client base. Some of the important administrations are underwriting, first issues, and merchant banking. A portfolio management service has just been developed by the Department. They're thinking about broadening this portfolio even more, especially through cross-departmental coordination with their purchasing departments.

3.7.2 The Consumer services of IDLC Limited

Deposits, home loans, vehicle loans, and personal loans are all part of the consumer sector.

3.7.2.1 Deposits:

Deposits are a quantity to be payable as a down payment on the purchase of something or as a pledge for a contract, with the remainder due later. IDLC's tagline for deposits is "Save today. For a better tomorrow".

3.7.2.2 Home Loan:

A loan obtained from a financial organization or bank in order to acquire a home. Home loans have an adjustable or fixed interest rate as well as payment terms.

There are six type of home loan.

1. Apartment purchase loan: One of the most significant benefits of an Apartment Loan is the flexibility to go from a fixed to a variable interest rate. Early payment option (full and partial), Tri-Party Agreement Facility with a Large Number of Developers, Customized solution based on customer requirements, and no hidden fees included. The loan term can range from 25 to 65 years.
2. Home equity loan: The fundamental aspect of a Home Equity Loan is that the loan amount can be up to 75% of the building's worth, including registration. The loan period is from 15 to 20 years, with EMI installments available, as well as the ability to convert from fixed to variable or vice versa, and an early prepayment option available in full or in part.

3. Home loan shield: The primary features include coverage, which ranges from 50% to 100% of the total house loan depending on your age, loan tenure, and outstanding principal amount. Payment conditions are quite similar to those of the Home Loan facility. It permits the family to bear less of the financial burden in the event of the main earner's death. It provides credit card members with the

lowest premium. Home loan shield features no-hassle coverage (up to a particular age limit) and a free medical assessment from reputable hospitals (costs will be borne by the Borrower only if the application is turned down by the Insurer).

4. Construction loan: The key features of Construction loan include the Loan amount till 85% of the value of the building including registration, the loan term of about 20 years, repayment can be done via EMI and conversion facility from fixed to variable is possible. Early prepayment option in full or part and technical Advisory services available. Mortgage of the property itself or any other equivalent security, as acceptable to IDLC has to be provided as security.

5. Registration loan: The most important characteristics are as follows: Up to 15% of the entire cost of the property (or 20 lacs, whichever is less) can be borrowed, with a loan term of up to ten years. Repayment via EMI, conversion from fixed to variable or vice versa, and full or partial prepayment options.
6. Land purchase loan: Features include a loan amount of up to 75% of the value of your land, a loan term of up to 12 years, a land mortgage, and EMI repayment.

3..7.2.3 Car Loan:

The key features of car loan include Loan Amount of Up to 80% of total cost and Loan Term of Up to 6 years. Repayment can be done via EMI allows Fastest Service with special discount on vehicle price offered by renowned dealers, under special arrangement with IDLC, partial or full prepayment options are available and technical Advisory services available for the lenders.

3.7.2.4 Personal loan:

The key features of personal loan include loan amount of about 50000 to 10 lacs taka depending on the needs and loan term is minimum of one year to 5 years. Personal loan can be availed very quickly and interest rates are very much competitive, the quantity of the facility and the customer's financial position determine individual prices. Prepayments made in advance are subject to a minimum charge, Committed Relationship Managers and helpful customer service and EMI is available.

3.8 Board of Directors and Activities

The Board appoints the Executive Committee (EC), which makes daily decisions on behalf of the corporation. Any loan request for sanction and disbursement must be approved by the EC. The EC also has the authority to oversee and analyze other critical day-to-day operational activities, such as company strategies, budgets, and borrowing operations. The structure of EC is as follows:

a) Four Directors

b) The Director of the MANAGING DIRECTOR'S ACTIVITIES shall be the Managing Director / Chief Executive Officer and the Company's Secretary. The Board will choose a Managing Director (MD) who will be responsible for the general organizational activities as well as the job of the head.

3.8.1 Activities of the managing director

The Managing Director (MD), who is appointed by the Board, is in charge of all organizational activities and is its focal point.

3.8.2 Activities of the deputy managing director

The DMD sets the company's policies and assesses its operational performance, which includes key loan approvals, substantial money procurement, budget and planning choices, and diversification.

Organizational Structure:

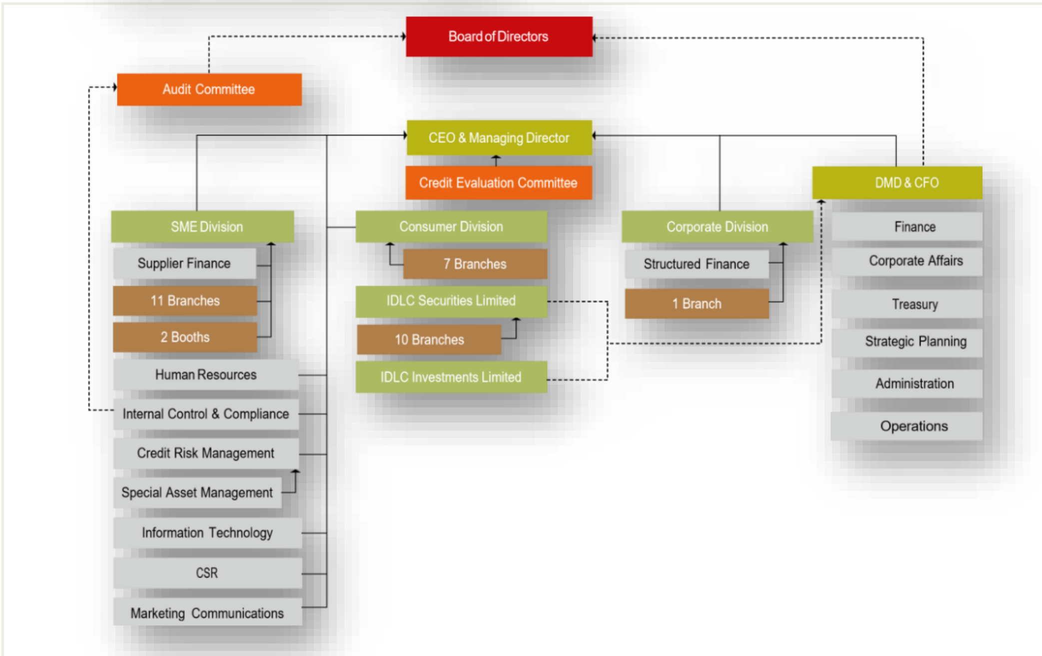

Fig.3.4 (Organizational Structure of IDLC)

The Fig 3.4 shows the overall organogram of the management of IDLC Finance Limited as a whole.

3.9 Integrated Marketing Communication IDLC Finance Limited

Integrated marketing communication is a tool and method of sustaining the communication process with customers to communicate services, offers, and success, allowing people to remember the brand. To be more detailed, establishing a regular communication strategy involving several platforms such as Since their relaunch, the marketing communication team has been working exceptionally hard to preserve the interaction between multiple media and maintain good integrated marketing communication. Right now, this is the finest and only strategy for being the best in the market. The marketing communication team collaborates before launching every campaign by tossing out various ideas and compiling the best ones to help construct a blueprint. So, they create a strategy and set up a meeting with the agencies to discuss the campaign's objectives. Then, after multiple organizations have created several presentations, they choose the one that makes the most sense and is the easiest to connect with the customer via integrated communication.

Fig. 3.5(*Branding* tool of a customer)

The Fig.3.5 shows all the tools via which any organization plans and portrays ads or any other branding material for attracting its potential customers

The agencies prepare a final presentation to be seen by the Management Committee and the Chief Marketing Officer. The CMO evaluates the entire presentation before going to ManCom and aids them in crafting the final one. The planning and operation are executed in accordance to the Fig. 3.6 given below.

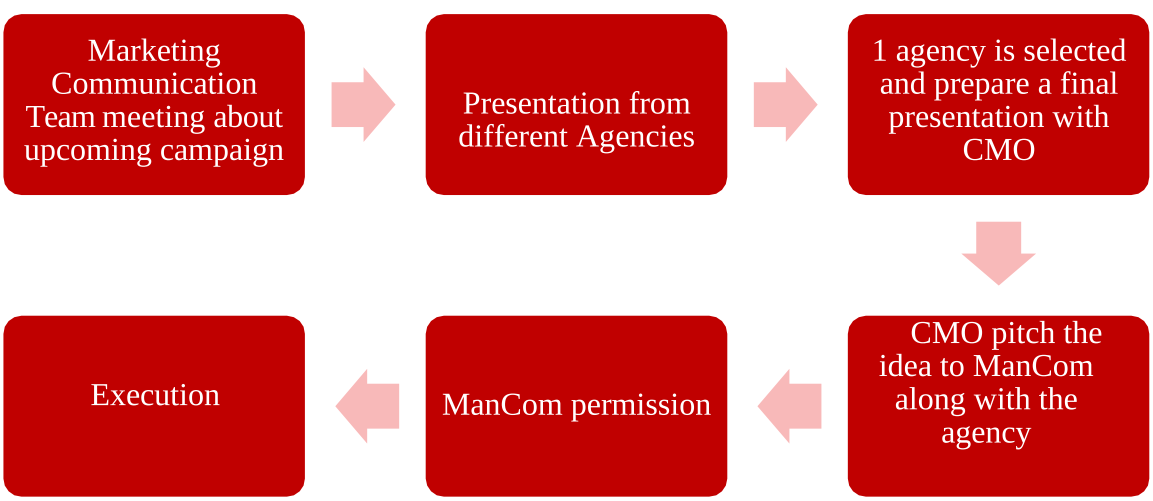

Fig. 3.6 (Planning format of branding strategy)

3.10 Organogram

IDLC has a framework in place to deal with the chain of command and worker flow. The Chairman is at the top of the food chain, followed by the Chief Executive Officer, who leads a team of Deputy Managing Directors and Division Heads to oversee the entire organization. The management committee, or ManCom, is the umbrella term for the entire organization. The present organogram of ManCom is illustrated below in Fig. 3.7.

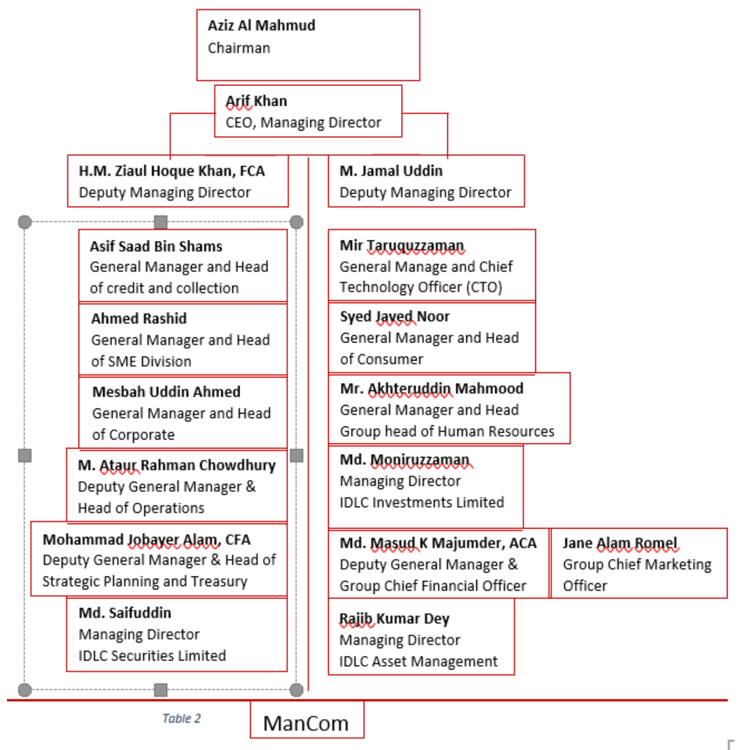

Fig. 3.7 (*Organizational Structure of ManCom)*

3.11 Marketing and Communication Department

Corporate communications, brand management, corporate advertising, strategic marketing, digital marketing, sponsorships, and corporate social responsibility are all handled by the Marketing and Communication department. It manages and enhances the non-brand bank's posture and establishes a consistent brand identity across all companies - IDLC Finance, IDLC Securities, IDLC Investments, and IDLC Asset Management - and leads public relations initiatives.

The overall organogram of the core marketing, communication and CSR team is illustrated in Fig.3.8.

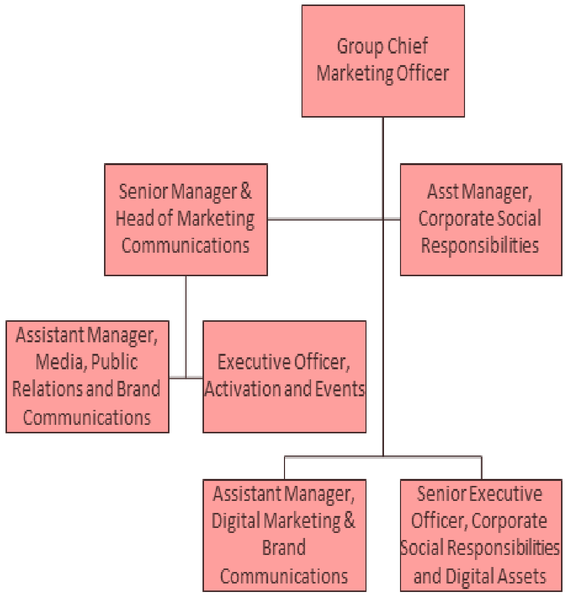

Fig.3.8 *Organogram* of Marketing and Communication Department

3.12 SWOT Analysis

It's a popular method of combining Strengths, Weaknesses, Opportunities, and Threats into a single phase. Despite the fact that they can be merged as shown below, each component represents a separate business analysis:

Your company's strengths might be able to supply useful information. Immediate Threats can occur as a result of opportunities and weaknesses in the business. It's vital to remember that the SWOT analysis is based purely on facts that the assessor is aware of, and it's considered the more basic technique for evaluating a company's situation. On the other hand, SWOT analysis is still a powerful tool for identifying immediate benefits.

The fig 3.9 is representing the SWOT Analysis bellow on the basis of the information of the organization IDLC Finance Limited.

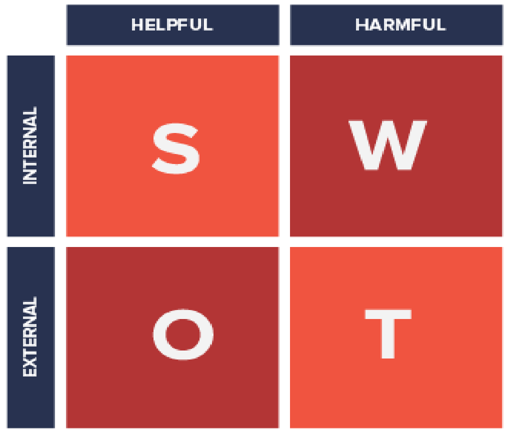

Fig.3.9 SWOT Analysis

3.11.1 Strengths

- **Established Brand -** IDLC is a well-known brand, thus they should continue to invest in and expand it through great customer service and public relations. IDLC strives to provide excellent service to its customers, and the Marketing and Communication Department works diligently to handle their public relations initiatives.

- **Customers of the organization -** IDLC always make an effort to satisfy their customers, thus the newly established CED is pioneering a new method of creating greater value.

- **Independent IT Systems -** Because IDLC has its own IT system, they are not reliant on third-party network systems. It's one of their most valuable assets.

- **Competent and Motivated Human Resources -** Competent and motivated personnel are created by the salary packages, career growth opportunities, and pleasant organizational culture.

➢ The following Strengths given above, gives IDLC the privilege to be one of the leading NBFI of Bangladesh. The organization believes in providing the best service to their customers so that their customers retain in their organization and optimistic tech facility allows its customers to have a better experience while taking any service.

3.11.2 Weakness

- **Absence of Transactional Services** – Due to NBFI, IDLC lacks transactional services. It can, however, be overcome by developing new methods and applications for services and products.
- **Inability to create a Loan portfolio in Remote and Rural areas -** Due to physical and human resource constraints, IDLC's fundamental shortcoming is its inability to provide consumer

credit services in rural areas. To some extent, this can be reduced by focusing on SME expansion and looking into credit product options for accessing new markets.

- Presently the lack of transactional services is being an obligation for the organization to flourish further, if it is tackled or mitigated the organization has the opportunity to do even better than now.

3.11.3 Opportunities

- **Islamic Banking/Financing-** People's religious attitudes might be a tremendous chance for companies like Saadiq for Standard Chartered Bank.
- **Green Financing -** New innovative green banking solutions can overcome for NBFI shortcomings such as the inability to provide transactional services.
- **Increasing service in fee-based** goods - Developing new ways to provide fee-based brokerage and investment services has provided NBFIs with a variety of possibilities.

- There greater opportunities for the NBFI's as they have option of innovating their products and services, e.g., green finance, Islamic/ Shariah based financing. This will allow the NBFI to have the benefit of acquiring more customer base. This will benefit the NBFI by having further more market share in the finance market.

3.11.4 Threats

- **Intense competition from established competitors and new entrants -** Intense competition is posing a substantial danger to the market by lowering interest rates and creating excess liquidity. Only by providing the best service and developing innovative solutions will we be able to combat this threat.
- **Lack of investment possibilities and surplus liquidity** - While this condition is uncontrollable, it can be reduced to some extent by establishing and exploiting niche possibilities and advertising fee-based services like 'Easy Invest in Market'.

- Due to a lack of investment and financial support, NBFIs are constantly under pressure to stay afloat and grow in the market. Add to that the severe competition and new entries, and the market becomes even more cutthroat.

Chapter 4 Internship Experience

4.1 Position, duties and responsibilities:

I am grateful for the opportunity to work for IDLC Finance Limited. In our country, IDLC Finance is a significant non-banking financial institution. Their reputation is growing by the day. Basically, they assign me to Marketing Communication & CSR Department in Corporate Head Office, located at Gulshan. The Marketing and Communication department is one of the key business drivers, playing a vital role in creating and building IDLC's brand image in the market to increase growth in company's asset and profitability. As an intern at IDLC Finance Limited, I was in charge of assisting the primary marketing team. My role here was to conduct research, assess competitors' actions, provide novel ideas, and so on. Throughout my internship period I was worked directly under Senior Manager, Head of Marketing Communication **Sherifa Amreen**. I am even further lucky to also get direct guidelines from the Group Chief marketing Officer **Mr. Jane Alam Romel.**

The Key Responsibilities assigned to me as an Intern at IDLC Finance Limited is given below: The Job Description provided to me before joining as an intern is given in Fig, 4.1.

JD of Marketing Communication & CSR Intern

Job Description	**Weightage**	**Frequency**
Competitor's clip collection across media CSR & MKT	50%	
Newspaper	50%	
Outdoor & Point of Sales Material	20%	Daily
Radio	10%	
Online	20%	

Media Relationship (managing PR)	15%	Weekly
Writing PR (English & Bangla)	15%	
Communication with press, follow up and reporting	70%	
Report on Competition's PR	15%	
Driving marketing project and events	15%	Weekly
Pre-program planning and process management	20%	
Internal client management	5%	
PR Management	25%	
Concept/Idea generation	10%	
Venue / site evaluation and selection	5%	
Vendor Management	5%	
Collateral creation	10%	
On-Site Management	20%	
Research on global and local financial brands, their strengths and communication approach	10%	Weekly
Competitor product assessment	5%	Weekly
Follow up on vendor payment process	5%	Weekly

Fig.4.1(JD of Intern)

4.2 Training

In the overall internship period of 3 months period, I have gone through some training led by my manager Sherifa Amreen, Data Skimming, uses of affinity program and uses of Third-party audit report. These training helped me understand the competitors' power and allowed to understand the reach of campaigns.

4.3 Contribution of departmental functions:

The Marketing and Communication department is in charge of corporate communications, brand management, corporate advertising, strategic marketing, digital marketing, sponsorships, and corporate social responsibility. I consider myself fortunate to work at one of the country's largest NBFIs. During my two months as an intern, I was exposed to a wide range of difficulties and experiences in the marketing communication team. My responsibilities were vague, so it's a good thing my boss believed in me enough to trust me. Work and responsibility are varied in my case. My IDLC tasks and accomplishments are shown in Fig. 4.2.

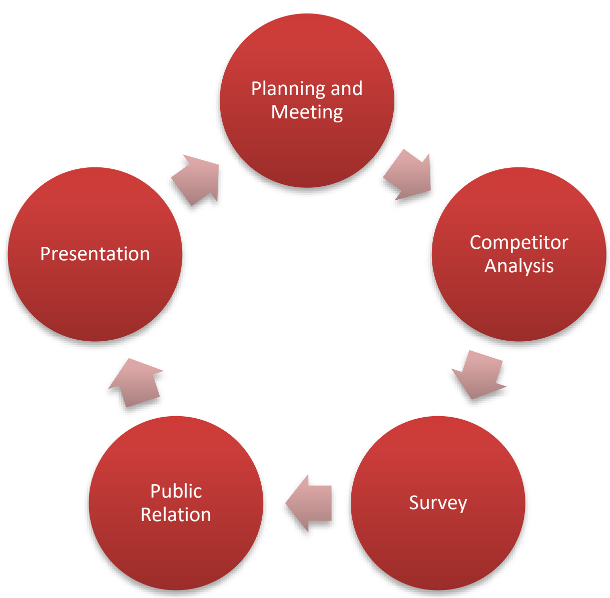

Fig.4.2 (Work responsibilities assigned to an Intern)

4.3.1 Planning and Meeting

We had team meetings and reporting sessions every morning at IDLC, where we presented our assignments to our CMO, Mr. Jane Alam Romel. Aside from team meetings, I was lucky to attend a meeting with the HR Director, the Head of Administration, and other top executives to discuss new initiatives, and they even enabled me to offer my opinions on planned advertisements. We met with some of the greatest agencies, like Asiatic, Singularity, Little Big Films, Singularity and Analyzen, to discuss our forthcoming campaigns.

Fig.4.3 (Task Sample)

The pictures given in Fig 4.3 are few insights of the projects I have worked in during my internship period.

4.3.2 Competitor Analysis

Every business is always on the lookout for competitors. Because IDLC is one of the country's largest NBFIs (Non-Bank Financial Institutions), they compete with both other non-banking institutions and banks. A competitor analysis was conducted using the following media:

1.An analysis of the newspaper

2. Analyze digital/social media

3.Television analysis

On the competitive analysis, I assisted Assistant Brand Manager Ashiqur Rahman and Assistant Manager Marketing Communications Ferdousul Islam from my team. I went through every newspaper and clipped out all of the competitors' advertisements, articles, and press releases, then examined where they spent their newspaper money and how much they spent it. Not only did I read the newspaper, but I also looked at the daily Facebook posts of several competitors. RDC has gained popular in recent years as radio has shown to be an effective advertising medium. With my team executives, I occasionally looked for RDCs of a few competitors.

4.3.3 Survey

IDLC offers a variety of loans, one of which is an auto loan or car loan. In February, we conducted a poll of various car dealers and conducted mystery client shopping to learn which banks and non-banks they recommend for auto loans. I prepared a report after visiting vendors such as KK Automobiles, General Motors, Millennium, Executive Motors, Pacific Motors, and others. We also gave it to Syed Javed Noor, the Director of Consumer Affairs.

4.3.4 Public Relationship

For a marketer, the most crucial item is public relations. We distributed calendars and notebooks to various organizations at the end of December. I visited major companies such as Grameen Phone, Asiatic, Robi, Prothom Alo, Daily Star, NTV, Atn Bangla, Samakal, and others. During this time, I sent them New Year's greetings and had some in-depth conversations with a number of national and global leader.

4.3.5 Presentation

I consider myself really fortunate to have had so few opportunities to show myself and my task report in front of them. Before any marketing campaign I was advised to prepare a presentation on what the other financial organization doing for celebration, particular products campaign etc. I felt quite fortunate to have been given that opportunity.

4.3.6 Social Media Management

At the end of my internship, my CMO gave me authority over the social media posts and reply section. I once adjusted the reply pattern to include emoticons in order to engage with customers, and I received a lot of positive feedback and my CMO and members of the Management Committee have offered their assistance. They were all impressed with how I tried to make a difference in social media by empathizing with individuals. I am grateful to my CMO and supervisor for motivating and supporting me in my attempts to make a difference.

4.3.7 Website Development

Throughout my internship, I was given a role of finding the errors incurred and reviewing the newly made website which has been launched after my internship phase was over. I tried to contribute for content and SEO support in the Team. During the development phase there were many repeated meetings for the changes and phases of trials before launching it. I assisted my team member, the assistant brand manager Ashiqur Rahman throughout the phase.

4.4 Evaluation:

Working as an intern at IDLC, I sometimes worked well and sometimes did some mistakes. I focused my entire attention on my work, and everyone admired it. Even when I make mistakes, they always encourage me. My contacts with other employees were remarkable, and my supervisor at IDLC Finance Limited appreciated them.

Furthermore, my IDLC supervisor formally evaluated me using a performance review grade sheet provided by IDLC's HR. It consists of-

Grading: Excellent = 5; Very Good = 4; Good = 3; Average = 2; Below Average = 1

Serial no.	AREA	1	2	3	4	5	Remarks
1	DRESS CODE at Office Premise						
2	LEVEL OF INTEREST IN ASSIGNED TASKS						
3	ABILITY TO LEARN NEW THINGS						
4	ABILITY TO WORK WITH TEAM MEMBERS						
5	COMMUNICATION SKILL						
6	ABILITY TO WORK INDEPENDENTLY						
7	ABILITY TO MANAGE TIME EFFECIENTLY						
8	ABILITY TO WORK UNDER PRESSURE						
9	PRESENTABILITY & DEPENDABILITY						
10	PERSONALITY & MATURITY						
Total points							

Table: 4.4: Performance Evaluation

In table 4.4, my supervisor gave me a four (= very good) out of five. And I was overjoyed about it. In a nutshell, I learned everything from my coworkers, and my supervisor was really inspiring.

4.5 Applied skills:

I had very little responsibilities as an intern at IDLC Finance Limited. There, I used my knowledge of Microsoft Word, Microsoft PowerPoint, and Microsoft Excel. Furthermore, in IDLC, I used my communication abilities to effectively connect with employees and stakeholders.

4.6 New skills developed:

I learned a lot of new skills throughout my internship at IDLC Finance Limited. I learned from IDLC after joining as an intern how each and every work is done systematically and very attentively by the officers. The following are some of the new talents I've gained as a result of this internship experience:

i) I've been in a corporate environment where I had to work for eight hours a day, every day. It's a significant step forward for me.
ii) I learnt how to develop collaborative partnerships and how to maintain them over time with all of the IDLC's stakeholders from the IDLC.
iii) How to collaborate with colleagues while working with them jointly, which I learned during my internship with IDLC Finance Limited.
iv) As a result of my internship, my analytical skills have improved, and I have learnt to keep my focus and generate new ideas in a short period of time.
v) Professional presentation skill, which I learned while presenting ideas to creative support clients such as Bitopi, Analyzen, etc.

Chapter-5: Recommendation

5.1 Recommendation

IDLC Finance Limited is the NBFI industry's fastest-growing and most well-known financial institution. To guarantee that IDLC Finance Limited provides good service, various important measures to improve departmental procedures should be undertaken.

As a result, as an intern, I would like to recommend few areas where IDLC Finance can improve:

5.1.1 Improvements to departmental operations are suggested

- Specific departments can create an effective power point presentation for the sales and marketing teams in order to make their requirements and policies clear.
- In order to improve efficiency to the upper slope, the Marketing department should be more serious about meeting deadlines and standards, as well as assembling the elements prior to distribution.
- Each team should have one monitor who is in charge of supervising all team members and reporting on their progress.
- Since the sector is so competitive, legal documentation and information may be obtained once rather than several times, and customers will be less inconvenienced as a result. Even the sales team will have an easier time collecting them.
- Employees should have access to more skill development programs if at all practicable.
- Each individual in the organization should be given special consideration by the authority. Every employee is a tremendous asset to them. In this setting, every employee is self-motivated. If there is more recognition and motivation, people will work harder from their own positions.

5.1.2 Suggestions for enhancing one's own performance

Due to my lack of attention to my allotted duties, I made mistakes on occasion. As a result, I would advise myself to pay closer attention to every prescribed assignment.

- I was often couldn't attend the office premise by 8:30, however the reporting time was 9:00 am, our Team lead, the CMO mostly used to sit for a planning meeting at 8:30. I would recommend the team to sit for the meeting at 9:00 am or fixing a routine for these meetings and even, I would recommend myself that I have to be regular for coming office in time.

- Due to my lack of attention to my allotted duties, I made mistakes on occasion. As a result, I would advise myself to pay closer attention to every prescribed assignment.

- I should make asking questions more to the different manager so that I can gain knowledge about different activities in detail.
- I need to learn how to work under pressure and deal with emergency situations.

Chapter 6 Conclusion

6.1 Conclusion

Working at IDLC Finance Limited was an amazing experience and I could acquire a complete knowledge about the structural and operational process of one of the leading non-banking financial institutions in today's market. I had a complete overview on the core marketing team of IDLC and supported their operational activities hand-to-hand. During my internship tenure, several important campaigns and changes in marketing methods were launched during my internship, and I consider myself fortunate to have been a part of such a groundbreaking organization.

The twenty-first century presents both challenges and opportunity in this covid circumstance. However, to stay in the spotlight, businesses must comprehend society and trends and adopt actions based on plans and market research. With the pace IDLC is going, becoming the country's top financial brand isn't out of the question.

6.2 Reference

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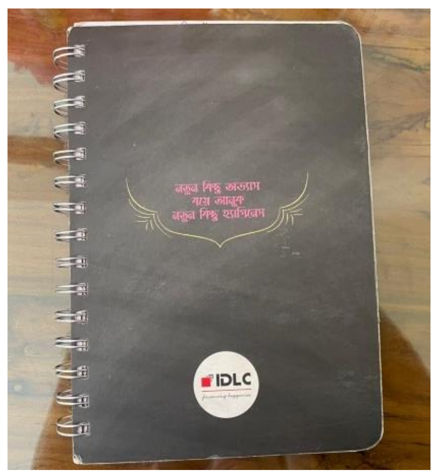
6.3 Appendix:

Visit at Prothom Alo

Team Lunch along with the Head of HR

6.3.1Token of Happiness

Yearly Calendar



Yearly Notebook