

A Study Report For BPO And IT Service Providers In Bangladesh – Current Scenario.

Contents

SL NO.	Description	Page No.
1.	Contents	2
2.	Acknowledgement	3
3.	Executive Summary	4
4.	<u>(Main Analysis):</u>	
5.	Introduction	7
6.	Prospective Scenarios	10
7.	The impact of Shiekh Hasina, new prime minister of Bangladesh, in IT Industry of Bangladesh	14
8.	Advantages	15
9.	Service Area	16
10.	Few Most successful Call centre of the country	18
11.	New Arrival - BPO Industry	20
12.	New prospect	22
13.	BTRC rules and regulations	23
14.	Activities	24
15.	Bangladesh call center agent and training institute	25
16.	Comparison of Call Center - Bangladesh vs. India	26
17.	Bangladesh Call Centre and National Election 2008	27
18.	Call Centre of HSBC in Bangladesh	28
19.	Technological Background and problems, solutions about call centre Present structure of call centers	29
20.	Call Centre Jobs in Bangladesh	30
21.	Analysis Present Structure and Future	30
22.	Software Development:	34
23.	Some Most successful Software and web development company in Bangladesh	35
24.	Current Scenario Of Software and IT (Bangladesh)	37
25.	Software Market Analysis	40
26.	Porter's Five Forces in the Software Industry	41
27.	Role of the Local Government	44
28.	Recommendations - The Government – Organizations - Education and Training	45
29.	Future Potential	46
30.	Detail - Business process outsourcing (BPO) Market Analysis	47
31.	Back Office Processing and Other IT Business sector and analysis	49
32.	Industry competencies	53
33.	Local market opportunities	54
34.	Market threats	55
35.	Other Back Office Processing Task and IT Hardware Market	56
36.	Hardware and technical back-up	58
37.	<u>Appendix A</u> - List of abbreviations	59
38.	Reference – Web and Book	60

Acknowledgement

Any accomplishment requires the effort of many people and this work is not different. I thank my Course Teacher, Nazmul Hasan first, whose patience and support in teaching was instrumental in accomplishing this task. I also thank my friends who help me for searching various topics about BPO industries in Bangladesh, whose diligent cooperation made this report possible.

All the information, data, example are the result of a collection from various sources, such as web pages, annual report of various Business firms related with outsourcing industries of our country as well as international reports and other country reports, reference books, magazines and other speakers. Unfortunately, sources were not always noted or available; hence, it becomes impractical to provide an accurate acknowledgement. Regardless of the source, I would like to express my gratitude to those who may have contributed to this work, even though anonymously.

Every effort has been made to give credit where it is due for the material contained herein. If inadvertently we have omitted giving credit, our apologies in advance to them. This report is not free from limitations. There might still be some minor typing errors despite my utmost care. I do apologize for this.

Finally, I owe many thanks to our families and friends for their constant support and encouragement.

Sincerely,

Md. Nasirul Huq
ID No-07515026
Fall - 2009
MBA Programme UITIS

Executive Summary

Business Process Outsourcing (BPO) is a form of outsourcing that involves the contracting of the operations and responsibilities of a specific business functions (or processes) to a third-party service provider. Originally, this was associated with manufacturing firms, such as Coca Cola that outsourced large segments of its supply chain. In the contemporary context, it is primarily used to refer to the outsourcing of services.

BPO is typically categorized into back office outsourcing - which includes internal business functions such as human resources or finance and accounting, and front office outsourcing - which includes customer-related services such as contact center services.

BPO that is contracted outside a company's country is called offshore outsourcing. **BPO** that is contracted to a company's neighboring (or nearby) country is called near shore outsourcing.

Business Processing Outsourcing becomes a popular sector growing very fast in Bangladesh. Here some of major company over all activities, their goals, overview and scope described in to the main part of this report. There have some certain number of facilities that makes this sector more popular, those advantages are-

Very lower rate in human resource. Available manpower. Good governmental support. Attractive infrastructures. Skilled employee. Overall lower cost. strong reliability etc.

In main part of this analysis described a report for overall activities of ICT industry in Bangladesh, national infrastructure, policy stating of this sector and reference to the designated by Bangladesh Govt. Socio-economic development, Bangladesh ICT sector and its outcomes, national GDP, Jobs and its scope, national and multinational organizations activities, policies, governance, trades policy and HRD development. Those also briefly includes- E-Policy, E- Government, E-HRD

The mostly important for any business is Reward. And the reward is the value that is created by the individuals or a group of peoples. In BPO sector, here is a short describing the population and the scope of the ICT jobs and opportunities by which anyone can make a very competitive ICT evaluation. Includes- progress of **BASIS**, E-HRD Opportunities, etc.

The another vital option and opportunity that is the one of the best option by which any IT company may growth and improves significantly and that is the price of internet and intranet connectivity and monthly charges. **BTTB**, **BTRC** has taken some initiative by which ICT sectors growing significantly, from last few months the organization hold some policy by which price has reduced and now.

The 2005 **NASSCOM-McKinsey** report suggests that the global offshore market is estimated to be 300 billion dollar of which 110 billion dollar will be offshore by 2010. There are significant opportunities for Bangladesh to increase its presence in this sector.

After the garments sector the next of Bangladesh sector based GDP comes from agricultures and recently the 3rd largest sector comes up as BPO and IT sector, although it is fluctuated; this is one of the major sector which has a large ground and a very possible sector by which we can increase our GDP as well as get some new job opportunities. In this sector the best options we have-

1. Call Center
2. Software development
3. Web Development, design and services
4. Back Office processing for relevant tasks.

Also describing shortly of the competitive opportunities, activities, performances etc.

The main scope of this research paper is to describe BPO sector and its present structure, future scope, analysis market potential, ICT employment and opportunities (mainly for outsourcing sector like, call center, web service, software development etc.) Here all data collected from the recent sources of IT informative books, web resources and from direct field of sources. And also includes pioneer companies in Bangladesh in this sector, their activities, financial capabilities and values.

This report also includes- market, financial analysis at the point of local and global view. The goal of this report is to find out the objectives of BPO in Bangladesh, collect the information, indicating the point for obstructions and their solution. In the sense of global business ICT sector, now a day, the business mans of any businesses are thinking about to develop their internal and external resources, and only expended this sector is the solution by which any business may takes advantages financially as well as to achieve their target quickly then ever, it is playing a the vital role by which any business find a good opportunity and scope for their own section. So this is not only a business but it is a key of any business. This is emphasizing any sector to find a good opportunity better then their life cycle of business age. Thus all modern business leaders are trying to make this section as the most important part of their business division. And usually this is only field that has the increasing dramatically throughout the world as well in Bangladesh.

In this report there have a short description for Bangladesh local Govt. policy which is very important for develop this field of opportunities, also current events, govt. policy that is very effective to grow up this field. Activities of central and authorized organizations (BASIS, BCC, BCS, Soft Expro etc.)

Describing impact of local and national leaders of the country, impact of the international organizations, discussion and criticism as well as solutions.

Bangladesh is a very large populated country and the main power of this country nothing but population, we really tired to advertise about family planning and influence peoples to reduce population but now our national slogan has change and new leaders interviewed by media where they inform us that now we are not thinking about

population we are thinking about “How we may implement this power converted into our resources”.

And the simple answer is increase the field of business beside garments, agriculture and few local consumer companies. So this is only way by which we may earn and create the value of our resource, and one vital role now playing is BPO sector.

We just passing over a decade of period where most of our students are going to many educational institution but not even know how to make a sentence in English, but now many of this educational institute has change their value of education system and as a result every year we get millions of knowledgeable and good workers from these institutes. And many of them are now going abroad for get a good job where there has a good opportunity if Bangladesh investors involve with this ICT revolution.

If Bangladesh is to join the IT revolution, a highly skilled and internationally recognized workforce is the first requirement. Without this, no amount of investment in economic growth activities will have a substantive impact in this country with a population of 135 million, a population density of 900 people per square kilometer, and more than 50 percent of that population under the age of 30. With expanded e-HRD options Bangladesh has the potential to not only “staff” domestic growth in the ICT sector as well as others, increasing exports and creating more jobs, but to also create skilled manpower as an export itself. The introduction of a comprehensive, ICT-focused, educational campaign would make it possible for the country to become a source of high value, skilled ICT workers, boosting the remittance levels, and offering opportunities to untold numbers of Bangladeshi citizens. IT directors in all sectors believe that there is a shortage of IT skills and given the local obstacles to traditional industrial development at a level capable of sustaining such a large population, a focus on the development of a skilled, ICT workforce would allow Bangladesh, both at home and abroad, to literally bank on one of its most underutilized resources – its huge population.

And in this research paper those policies, resources and information, solutions are detailed in to the following section.

Introduction:

Business Process Outsourcing (BPO) is a form of outsourcing that involves the contracting of the operations and responsibilities of a specific business functions (or processes) to a third-party service provider. Originally, this was associated with manufacturing firms, such as Coca Cola that outsourced large segments of its supply chain. In the contemporary context, it is primarily used to refer to the outsourcing of services.

BPO is typically categorized into back office outsourcing - which includes internal business functions such as human resources or finance and accounting, and front office outsourcing - which includes customer-related services such as contact center services. **BPO** that is contracted outside a company's country is called offshore outsourcing. **BPO** that is contracted to a company's neighboring (or nearby) country is called near shore outsourcing.

Given the proximity of **BPO** to the information technology industry, it is also categorized as an information technology enabled service or ITES. **Knowledge process outsourcing (KPO)** and **Legal Process Outsourcing (LPO)** are some of the sub-segments of **Business Process Outsourcing (BPO)** industry.

Recently, the Business process outsourcing is getting more popularity in Bangladesh. There have much advantage to do Business process outsourcing in Bangladesh; as like:

- . Very lower rate in human resource
- . Available manpower
- . Good governmental support
- . Attractive infrastructures
- . Skilled employee
- . Overall lower cost
- . And strong reliability

Source: http://en.wikipedia.org/wiki/Business_process_outsourcing

In October 2002 the Government of Bangladesh issued its National Information and Communication Technology (ICT) Policy stating the importance of this sector and referring to the designation granted by the Prime Minister as a thrust sector. With this document the government voiced the intention to utilize the ICT sector as a tool to increase the "socioeconomic" development of the country. Looking across the border at India and its \$17 billion share of the global offshore Business Process Outsourcing (BPO) market and targeted employment of 4 million in 2008, it is easy to see the attraction and follow the line of thinking. However, entering the ICT sector and ensuring success, sustainability, and widespread benefit is far more complex than a simple declaration of intention.

JOBS/IRIS has been engaged in the promotion of ICT in the country since 2000 and as such is one of the first donor-funded projects to actively engage in this sector. Although Bangladeshi businesses are eager to embrace ICT, for various reasons the Government of Bangladesh has been slow to implement changes in the legal and regulatory framework that would foster ICT-led growth. Despite the constraints Bangladesh faces in adopting ICT, many partners including USAID, under the JOBS Project, have been able to provide state-of-the-art practical support in the areas of policy, governance, trade and human resource development.

E- Policy: Assisting in the design and development of the IT Law, IT Policy, Action Plan, and greater ICT regulatory environment (intellectual property legislation, Secured Transaction Act), creation of a website for policy makers,

E- Government: Posting of Ministry of Science and ICT forms on-line, creation of Bangladesh Law Commission website, training of 22 Law Commission officials on computer applications, basic networking, and website development and maintenance
e-Commerce: Technical assistance for international trade fair participation, creation of Country Profile for use at ICT trade fairs, capacity building for industry associations, Business Linkage Program for building management skills and gaining access to the US market.

E- HRD (Human Resource Development): Country Coordinator for Cisco Networking Academy Program generating highly skilled professionals with internationally recognized certifications in networking and IT Essentials. 10 Academies, 700 + students, 150 + graduates Despite these advances made so far, Bangladesh has a long way to go, with significant work yet to be done in E-Commerce, e-Governance, and e-Policy, and these are the "high-performance" areas. According to the "The Global Information Technology Report 2004-2005," which was compiled under the auspices of this year's World Economic Forum and ranks Bangladesh as 100 out of 104 countries on network readiness, it is the area of e-HRD that hurts Bangladesh the most and in which interventions can have significant, broad-based impact across all other areas in the ICT sector as well as across a myriad of other developing business sectors.

Cognizant of ICT's importance to the growth of developing countries, and Bangladesh's low ranking so far, this report strives to offer a literature review of ICT thinking in Bangladesh. Numerous reports have already been produced in the country analyzing the needs of the sector JOBS/IRIS VI and offering recommendations. Rather than re-

analyzing, this report provides a recap of the issues and recommendations that have been discussed elsewhere by categorizing them according to e-Policy, e-Government, e-Commerce, and e-HRD.

Source: *ICT Sub Sector Study in Bangladesh – University of Mayland - Prepared by - Imran Shauket, Country Director, and Erika Hoffman- Kiess, Deputy Director. - http://www.jobspjct.org/content/publication/ICT_Report_30_May.pdf*

Prospective Scenarios

[BTRC](#) has taken a revolutionary step on IPLC and bandwidth pricing as well as this budget reflects it also.

[BTRC](#) had a meeting with BTTB and other government bodies regarding IPLC and bandwidth costing and finally decided that bandwidth pricing reduced to Tk. 3,24,000/yearly from Tk 4,80,000/yearly and IPLC installation charge reduced to \$500 - \$600 from \$2000 – \$3000 for BTTB half circuit.

Government has taken the decision to income and tax holiday up to 2011 as well as there are no tax on any calls center products. That means, we will not give any tax on income for next 3 years.

[BTRC](#) has taken another initiative for bandwidth redundancy to had an agreement with Power Grid Company Bangladesh. They already want RFP to build, maintain and operate 2nd submarine cable system in Bangladesh.

DURING garment boom, Bangladesh's economy improved significantly in the last decade. The country earns nearly three-quarters of its foreign exchange from garment exports. Because of abolition of the quota system from January 2005, the growth slowed down somewhat. Retailers are now free to buy from whatever country they chose for low price. It could mean cheaper clothes for consumers but the pain will be felt in slums in the developing world.

As the garment industries is not doing that well, in this case all the investors and Bangladesh government itself should concentrate on BPO (Business Process Outsourcing) which will provide Bangladesh an economical advantage. This market is booming now. The 2005 [NASSCOM-McKinsey](#) report suggests that the global offshore market is estimated to be 300 billion dollar of which 110 billion dollar will be offshore by 2010. There are significant opportunities for Bangladesh to increase its presence in this sector.

According to Global InfoTech Analyst International Data Corporation, the Indian software and BPO segment will grow at a rate of more than 16 per cent to become a 132 billion-dollar industry by 2012. China, Vietnam and Sri Lanka are emerging as preferred outsourcing destinations too.

India is slowly losing its IT outsourcing and BPO advantage because wages are rising there. And some of the researcher believes that the wage difference enjoyed by India will be completely gone by 2020. Some of the company representatives are already commenting that India is over saturating.

Bangladesh ICT (Information Communication Technology) Business Center ([BIBC](#)) has been constantly trying to promote ICT business of Bangladesh in the USA. It is a non-profit organization that, overseen by [American Association of Bangladeshi Engineers and Architects \(AABEA\)](#) and funded by the [Ministry of Commerce](#), Bangladesh. Bangladeshi

companies and investors need to understand how to win the game where our next door neighbor is a great competitor.

Companies are looking for outsourcing partners from dozens of geographies and sites. It makes for a difficult selection process. They basically see the vendors' geographical locations that match their customer base and cultural needs. They always try to make sure the vendors on their short list have expertise in the services they require for their vertical industry. One very important is political stability of the location and business comfort.

Bangladeshi vendors need to prove that the companies will maximum support from government and leading political groups. Also they have to make sure that they have quality service programmers open to monitoring transactions. They also have to show that they can meet their needs, large or small.

The big companies see outsourcing from corporate perspective. For this it's important to have a clear and thorough understanding of IT functions and how the outsourcing arrangement works. Besides, the problems or reasons for the developed countries to go for outsourcing must be understood as well. The developed countries extensively research vendor availability and capabilities. Most of the time the corporations and the clients want to make sure that the vendors or IT service providers are willing and capable of providing the desired services. They want to know, do they have previous experience? Have they been successful? Can they provide value?

Usually, the corporations establish outsourcing goals and objectives through evaluation to make sure that a vendor can measure and define success. What capabilities and capacity does it have? Does the vendor fit the organizational culture? Is it willing or capable of offering a trial runs? And how the vendor resolves unsatisfactory performance? The outsourcing vendor should assume responsibility and bear some risk for not meeting the service levels specified in the contract. The action for unsatisfactory performance is clear and could entail automatic breach of contract or a financial penalty.

India is popular because of proven quality, competitive cost and proven knowledge management capability. Worldwide 30 per cent of the companies, who have reached Level 5 of [CMMi \(Capability Maturity Model Integration\)](#), are Indian IT/ITES firms. The IT/ITES companies can cater to and compete with global players because they adopted the highest quality standards. This high quality of services and products has been the driver and sustainer of growth which has helped move India out of the "mediocrity" and low quality image. It also raised the bar for other industries as well. Indian exports had traditionally been restricted to low end, low-technology oriented products like gems and jewelries and garments/apparels. The advent of IT/ITES industry led the world to recognize that Indian products and services could compete and win against global competitors on quality parameters. India is now emerging as a research and

development center for some of the large IT/ITES companies of the world. India is demonstrating that it stands for quality.

Now it's our turn. Bangladesh needs to do the same. The outsourcing contract is an important part of establishing an effective outsourcing partnership. The contract should be comprehensive enough to cover the breadth of services being contracted for. Since most outsourcing relationships are multi-year in duration, it should address how the contract will be reviewed and amended to reflect changing business requirements.

Having a contract that comprehensively addresses all these issues doesn't guarantee success. Beyond the contract, it's important to have solid executive sponsorship both from the vendor and the client. The executive sponsors should have a regular forum for discussing performance with a continual focus on quality improvement. It's inevitable that business requirements will change over time; therefore, executive sponsors should anticipate this and be open and willing to adapt the outsourcing relationship as needed to meet the ever changing business needs.

If an organization has little experience or familiarity with outsourcing, managing expectations may be a difficult challenge. Senior management may view outsourcing as an easy way to address the backlog of projects that have escalated as a result of the industry's shortage of resources.

Outsourcing may also be viewed as an opportunity to reduce cost and improve service. While these may be appropriate considerations, non-IT senior management may not understand the complexity and risk associated with IT outsourcing. The following suggestions will help to manage expectations with senior management.

Most and common key issues arise to Senior Management when outsourcing to offshore discussion come for the decision making process!

Many companies today are outsourcing offshore. However, there are ramifications and bigger impacts that come with the decision making process. This list highlights factual data gathered from real-world experiences. So a participating vendor should take good care of the followings areas and should have better contingency and mitigation plan in place to satisfy senior management.

The offshore countries should address the lack the network bandwidth for fast communication and intermittent electrical outages.

Security issues, such privacy needs to be addressed to protect the company's assets.

The offshore country needs to address poor or unacceptable quality of work in IT development/services, regardless of the [CMMi](#) level publicize.

The objectivity issue needs to be addressed. It means the offshore partner has to ensure development and testing. It has to keep companies the best interests of the corporation at heart (and provide adherence to functional, performance, reliability and usability testing standards) when it conflicts with meeting their deliverable date.

Due to its recent experience the US is interested in geopolitical climate.

Sources: <http://bangladeshbpo.wordpress.com/>,
<http://www.clippingimages.com/blog/next-bpo-destination-bangladesh/>

The impact of Shiekh Hasina, new prime minister of Bangladesh, in IT Industry of Bangladesh

Shiekh Hasina, newly elected prime minister of Bangladesh, is thinking a lot about the Bangladesh IT Industry. Shiekh Hasina promised the people that if her party ([Bangladesh Awami League](#)) could go to the power then she will convert the Bangladesh as Digital Bangladesh'.

Now the question is that, "What is Digital Bangladesh mean?" She described the Digital Bangladesh as follows:

- A Bangladesh where huge budget will be allocated for the IT Sector
- All of the manual governmental tasks will convert to the automatic and digital
- Computer education for all students
- Internet service for mass people
- Provably tax free or lower tax on IT business
- Develop the infrastructures for IT industry

The BOP business will also affect positively by the new strategy. We all wish that Sheikh Hasina will keep her promises and provide us a very wonderful Digital Bangladesh.

Advantages:

In 2001 JOBS, in partnership with the Ministry of Planning and the Ministry of Science and Technology, coordinated the acclaimed "E-Commerce in Bangladesh: Potential and Policy Priorities" seminar, bringing together all key stakeholders in ICT. At the conclusion of this event, the seminar participants had produced 35 recommendations for capturing the potential of e-Commerce for Bangladesh. In 2002, at the "ICT Policy and Practice – Steps to the Future" seminar, in partnership with the newly expanded Ministry of Science and ICT and the Bangladesh Association of Software and Information Services (BASIS), those recommendations were revisited and progress was assessed.

The recommendations coming out of these two seminars have been combined with those from the secondary literature review; thereby enabling a comprehensive recap of progress made to date and required future steps in all four areas of ICT. While the final list of recommendations is rather long, this report posits that efforts can be concentrated most effectively in the area of e-HRD.

If Bangladesh is to join the IT revolution, a highly skilled and internationally recognized workforce is the first requirement. Without this, no amount of investment in economic growth activities will have a substantive impact in this country with a population of 135 million, a population density of 900 people per square kilometer, and more than 50 percent of that population under the age of 30. With expanded e-HRD options Bangladesh has the potential to not only "staff" domestic growth in the ICT sector as well as others, increasing exports and creating more jobs, but to also create skilled manpower as an export itself. The introduction of a comprehensive, ICT-focused, educational campaign would make it possible for the country to become a source of high value, skilled ICT workers, boosting the remittance levels, and offering opportunities to untold numbers of Bangladeshi citizens. IT directors in all sectors believe that there is a shortage of IT skills and given the local obstacles to traditional industrial development at a level capable of sustaining such a large population, a focus on the development of a skilled, ICT workforce would allow Bangladesh, both at home and abroad, to literally bank on one of its most underutilized resources – its huge population.

Source: *ICT Sub Sector Study in Bangladesh – University of Mayland - Prepared by - Imran Shauket, Country Director, and Erika Hoffman- Kiess, Deputy Director. - [http://www.jobsproject.org/content/publication/ICT Report 30 May.pdf](http://www.jobsproject.org/content/publication/ICT%20Report%2030%20May.pdf)*

Service Area:

In Bangladesh the most prospective field for IT industry

The Most Important Opportunities in this field -

After the garments sector the next of Bangladesh sector based GDP comes from agricultures and recently is BPO and IT sector; this is one of the major sector which has a large ground and a very possible sector by which we can increase our GDP as well as get some new job opportunities. The most new opportunities includes-

1. Call Center
2. Software and web development:
 - A. Software development includes business and entertainment
 - B. Web-development & design (In Bangladesh most of the Software and web development company provides service together with software development and web development and design thus here we just discuss both individual platform together in a form. They also provide support with other area those are closely related with the service area as SEO, SEM, and Networking etc.)
3. Other Back Office Processing Task and IT Hardware Market

1. Call Center:

Bangladesh Call Center is very much popular whole over the world. It is a new issue in Bangladesh that means Bangladesh is entering slowly to the Call Center industry. The main reason to enter the call center world is more profit and more opportunity. Though the Bangladesh is the newest family member to the family but here has high chance of improvement. Just we need some extra effort to establish a successful call center in Bangladesh.

Call Center Directory holds information about call center industry including Contact Centers, Call Centers, [VOIP](#) companies, and BPO. Call Center Directory aims to supply complete information to all interested in knowing about Call Center industry. Call Center Directory includes contact centers, call center, [Voice Over IP \(VOIP\)](#), BPO companies in Bangladesh, Australia, Belgium, Canada, Costa Rica, China, Cyprus, Dominican Republic, France, Egypt, inbound and outbound call centers, call center jobs and careers, call center locations, outsourcing resources and latest news around call center industry.

Bangladesh Call Center Directory is the directory where all information about the Bangladesh Call Center is stored. The Bangladesh Call Center Directory can help you by providing all types of data and information regarding the Call Center in Bangladesh. Now let us have a closer look that what a Bangladesh Call Center Directory should have. The Bangladesh Call Center Directory may contain the name of the Bangladeshi call centers. In Bangladesh the [Bangladesh Telephone and Telegraph Regularity Commission \(BTRC\)](#) issued the Call Center licenses among the Bangladeshi organization. After getting the license the license holders are starting their call center setup. The Bangladesh Call Center Directory should have the list of the Bangladesh Call Centers.

The call centers in Bangladesh have established their business in various locations in Bangladesh; especially in Dhaka. The main target location of the Bangladesh Call Center industry is Ghulshan, Banani and Motijheel of Dhaka. The reason behind choosing those places is availability of the resources that is needed to establish a Bangladesh Call Center. The Bangladesh Call Center Directory also contains the location information of the Bangladeshi Call Center. By using any Bangladesh Call Center Directory the people can easily find out any location of any Bangladesh Call Center.

The Call Center technology is almost important matter for setup a call center. There have many companies and organizations those who are offering the technological support for the Bangladesh Call Center. The technology is related to the software and hardware. The Call Center software provider supply the essential software needed for the Bangladesh Call Center. And the hardware companies supply the essential hardware for the Bangladesh Call Center. The Bangladesh Call Center Directory also contains the information regarding the Bangladesh Call Center software and hardware companies. And the people those who need those information then they can go to the Bangladesh Call Center Directory.

The Bangladesh Call Center Directory also can contain the information about the other kinds of company that is related to the Bangladesh Call Center; as like the materials suppliers. The material suppliers supply the materials for the office decoration of Bangladesh Call Center. The call center materials suppliers are available in Bangladesh. The Bangladesh Call Center Directory also can contain those kinds of information.

Another major important information that may include into the Bangladesh Call Center Directory is the list of Bangladesh Call Center human resource provider. It's a very important topic in Bangladesh Call Center Directory. The Bangladesh Call Center Human Resource Center provides the necessary human resource or agent need for Bangladesh Call Center. The Bangladesh Call Center Directory can put the information of Bangladesh Call Center Human Resource Providers.

The Bangladesh Call Center Directory is also visited by the Bangladesh Call Center job seekers. They are looking for the new Bangladesh Call Center jobs opportunities. The Bangladesh Call Center Directory can be a great source of the Bangladesh Call Center Job's Information. People are no longer wanted to go door to door to find out the job they desired. As like the bdjobs.com the Bangladesh Call Center Directory can provide the information about the Bangladesh Call Center Jobs.

1. Few Most successful Call centre of the country:

1.1.1 24 Hours Call (Bangladesh) - Live Outsource Inc.

24 Hours Call provides outsourcing call center services to their call center customers with cost effective pricing module and quality output. 24 Hours Call has the resources, technology and operating expertise in spot to assist companies enlarge globally and surpass their client sales, services and marketing expectations by the PROACTIVE Customer Centric approach.

24 Hours Call is a quick growing outsourcing call center company, providing higher quality-value and added Call Center Services from all over the globe. 24 Hours Call is based at Dhaka.

24 Hours Call offers the gratification that comes from working with a technologically stable business partner who is committed to continually invest in processes, people, facilities and infrastructure, ensuring the highest levels of operation. We are committed to building scalable and repeatable business solutions & services ensuring client success.

24 Hours Call specialize in all kind of outsourcing call center services. It includes inbound and outbound call center services which helps you best utilize "your moment, money and resources, and encourage your bottom-line".

24 Hours Call has vigorous steep industry expertise mixed with a depth of flat competencies.

24 Hours Call's outbound call center services have specialization in Appointment Scheduling, Debt Collection, Lead Generation, Research Surveys and Telecom Industries, Insurance, Telemarketing in Mortgage etc. Our Inbound Call Center Services provides Call Center Technical support, Answering service, Order Taking service, Help Desk, & Customer Service.

Choose 24 Hours Call for Outsourcing Call Center Services and have high conversion rates, increased sales, and more contented clients, finally translating to reiterate purchases and faithful client relationships. Our award winning Inbound Call Center Services will assist you to push your sales and have the most out of your marketing dollars.

Inbound Call Center Services

The Customer Service Representatives (CSR) in our inbound call center will always respond to your clients, customers or prospects in a timely, polite and professional manner. Let us use our years of experience to help you make your business more successful.

URL: <http://www.24hourscall.com/>

1.1.2 Aeon Technologies (Bangladesh)

Aeon Technologies provides International (Inbound) and Domestic Call Center/Contact Center Services. Aeon Technologies is a new generation outsourcing company formed by the joint venture of U.S. outsourcing industry experts and one of the successful company in Bangladesh (35 years in business). They are headquartered in the United States with operations centers in Dhaka, Bangladesh. Aeon Technologies is growing consistently and will provide the cutting edge of technology, communications, to bring innovative and useful solutions to customers.

1.1.3 Alvee Telecom

Alvee Telecom is a leading provider of Internet telephony solutions to consumers, resellers and service providers worldwide. Alvee Telecom offers a wide range of Voice over IP (VoIP) services including Broadband Phone, PC Phone, Virtual Calling Cards and more.

1.1.4 Asiana Telecommunications Ltd (Bangladesh)

Asiana Telecommunication where great people and innovative technology combine to bring you the best in Call center services and Offshore BPO Services. Inbound and outbound call center services, order taking, customer service, class and seminar registration, answering service and web enabled customer support. How can they help you? It's not just a question; it is their philosophy and the cornerstone of everything they do. Since Inception their focus has been to continually find new and better ways to help our clients "make profitable connections with their customers". Whether by traditional telephone based contact, email, chats or web collaboration, we make the most of every contact. You will find their staff responsive, reliable and innovative. Their turnover is low and their morale is high. A difference you and your customers will appreciate. In 2008, Asiana Telecommunication launched a unique call center outsourcing model that was enthusiastically received by clients.

1.1.5 Call South Asia (Bangladesh)

A company offering an end-to-end solution for setting up of call/contact centers. Call South Asia also provides a host of call center based services such as BPO, Transaction Processing, CAD/CAM off-sourcing etc.

Source: aeontechnologiesbd.com, alveetel.com, asianatelbd.com, callsouthasia.com

1.2 New Arrival - BPO Industry

Call centre is the new window of the Bangladesh. Here the Call centre is a new idea and the local people and investors are thinking about the Call centre in Bangladesh. At the very first let's have a look that what is a call centre?

To give this answer that "what is a call centre and what is the call centre in Bangladesh?" you can take a look at the following definition of Call centre in Bangladesh:

A Call centre is a physical place where customers and other inquiries through phone calls are handled by live persons or agents, organization. The whole Call centre activities usually maintained with some amount of computer automation. Usually, a Call centre or Call Centre has the ability to handle a large volume of calls at the same time. Mainly the Call centre agents are ready to screen calls to multi level and forward them to someone experience and qualified to handle those incoming call, and to log calls.

The Call centre is used by phone, Skype, various types of messenger (like msn messenger, yahoo messenger), mail order catalog organizations, telemarketing companies, computer product help desks, and large companies that uses the telephone to sell products and services or provide information or help customer to resolve an problem. Some most popular terms of Call centre is Virtual Call centre and Contact Center.

A Call centre is operated by an organization to administer incoming product support or information inquiries from customers. Outgoing calls for product marketing, product or service feedback, telemarketing, and debt collection are also done. In addition to a Call Centre, collective handling of any kind of live personal helps with the voice and verbal communication.

The Call centre in Bangladesh is new topic here. Bangladesh is also trying hard and soul to grab a share of the multibillion dollar outsourcing share by gearing up to join the bandwagon. Licenses for the Bangladesh's first ever telephone based Call centre are issued in February 2008.

The licenses are provided by the [Bangladesh Telecommunication Regulatory Commission \(BTRC\)](#). [Bangladesh Telecommunication Regulatory Commission](#) has invited individuals and firms to apply for Call centre in Bangladesh. Bangladesh is planning to have first of its own telephone based call centre in Bangladesh. The [Bangladesh Telecommunication Regulatory Commission](#) and the corporate figures of Bangladesh is amazed by the growth and the wealth generated by its neighbor India by this Call Centre, BPO industry. The big brothers or investors of the Bangladesh are putting more attention to establish Call centre in Bangladesh. They can realize that Call centre in Bangladesh is a huge profitable business in the recent time. And the neighbor country India also pushes up the interest. As like the most successful garments industry of Bangladesh the Call centre in Bangladesh also can be a more profitable business for Bangladesh. The reasons are same. The Call centre in Bangladesh is more profitable because the human resource and the other materials are more cheap and available here. The investors are also feeling hesitation because of the new types of business. The Bangladesh government also ready to help the investors but they don't know the proper way to start the Call centre in

Bangladesh. Call centre in Bangladesh now no longer an unknown topic. People and investors are trying to gather the information about the Call centre setup and more details about Call centre in Bangladesh. To help those people there already have many organizations. They are ready to provide information to setup Call centre in Bangladesh.

In Bangladesh there have many training organizations those who are ready to supply the essential human resource or agents to the Call centre in Bangladesh. The training organization also provides seminars and conference to promote the Call centre in Bangladesh business. The resource centers are ready to supply the available resources like information, techniques, news and reviews to the Call centre in Bangladesh. In Bangladesh also have many software and hardware company and they are providing the important software and hardwires to the Call centre in Bangladesh. The government is also ready to supply all kinds of help to establish the Call centre in Bangladesh. They welcome the new comers to setup Call centre in Bangladesh.

Other helping group is web based information provider like www.callcenterinbangladesh.com. The Call centre in Bangladesh.com is developed for provide the essential information and idea to the Bangladesh Call centre investors and users about Call centre in Bangladesh. In the Call centre in Bangladesh.com you will find all kinds of information about the Call centre in Bangladesh. As like the Call centre in Bangladesh news, Call centre in Bangladesh sells tips, Call centre in Bangladesh setup information, Call centre in Bangladesh jobs, Call centre in Bangladesh directory, advantage of Call centre in Bangladesh, present situation of Call centre in Bangladesh, products and services of Call centre in Bangladesh, training for Call centre in Bangladesh, management tips for Call centre in Bangladesh and more.

It is very much clear that Call centre in Bangladesh has a bright future. The all important resources that are needed for Call centre in Bangladesh are available here; not only available but also cheap. Call centre in India is successful because of the cheap human resource and technology. The Call centre in Bangladesh also can enjoy the same benefit. Just we need to take another forward step to reach to the top. Bangladesh has all kinds of opportunity to become a successful country in Call centre industry; just we need some more effort. And to help the target people of the Call centre in Bangladesh we the www.callcenterinbangladesh.com always ready to help.

We also hope a bright future for Call centre in Bangladesh and today or tomorrow the Call centre in Bangladesh will success to reach its destination.

You may be a user, seller, customers, employers, employee, government, and researcher of Call centre in Bangladesh-you are in the right pace. Keep your eyes open and get more information about Call centre in Bangladesh through Call centre in Bangladesh.com.

1.3 New prospect

Few days ago in to the web there has posted an article named "Secrets about the Call centre". Today here I would like to write more about the "Secrets about the Call centre in Bangladesh". The Call centre is no longer an unknown issue today. We very much thinking about the call centre business in Bangladesh. But the situation is different as we said earlier. There have many secrets barriers about setup a call centre in Bangladesh. Recently, the Bangladesh faced the Governmental revolution and the new government is more relax about the IT sector.

They declared that they will create a "Digital Bangladesh". So that, we can hope that we will enjoy some extra facilities to setup the call centre in Bangladesh. Our all secrets will dead; we hope. But after all the investor will remain afraid to invest more in this sector as it is a new business and there have a greater chance to face rough and tough competition from the nearest competitors. This is another secret because the competitors are really stronger than us; stronger in terms of resources and procurements. We can clearly say that the secrets about the Call centre are still un-reviled. The simple solution is looking and learning; that means monitoring the situation and put the next step.

1.4 BTRC rules and regulations

The word **BTRC** means Bangladesh Telecommunication Regulatory Commission. **BTRC** Bangladesh is an autonomous regulatory Commission established under the Bangladesh Telecommunication Act, 2001. **BTRC** Bangladesh started their journey at January 31, 2002. The **BTRC** Bangladesh mainly monitors and maintains the all services related to the Bangladesh Telecommunication.

If you want to establish a Call centre in Bangladesh then you must have to be registered at **BTRC** Bangladesh. The **BTRC** Bangladesh has issued licenses to 13 individuals and joint venture companies at April 29, 2008 to open call centers in Bangladesh.

BTRC Bangladesh Chairman Manzurul Alam said, "Awarding the licenses for setting up call centers will remain a milestone in the history of telecommunications in Bangladesh. We hope that the country's socio-economic development will be achieved through this initiative."

Unfortunately, the **BTRC** Bangladesh is no longer want to issue any license of Call centre in Bangladesh. But near future they may do it. **BTRC** Bangladesh also provides all other services that may need for the Call centre setup.

1.5 Activities

Bangladesh Call centre Technologies are subject to improvements and innovations. Some of Bangladesh Call centre Technologies includes:

- Speech recognition and speech synthesis software
- Text mining and natural language processing
- Agent training by automatic mining

Speech recognition and speech synthesis software allow computers to handle first level of customer support. Text mining and natural language processing are used for better customer handling. There also have many other Bangladesh Call centre Technologies to improve agent productivity and customer satisfaction.

Most of the Bangladesh Call centers Technologies are provided by the India, China and Malaysia. Unfortunately, the Bangladeshi companies are not eligible for providing the Call centre Technologies because it is more costly and need more effort. Still now Bangladesh has no automated call centre; most of the Call centers are manually operated.

1.6 Bangladesh call center agent and training institute

In Bangladesh there have many Call centre Agents and Training Institutes. In the recent age, a large numbers of Call centre Agents and Training Institutes are establishing to satisfy the growing demands of the future call centre companies in Bangladesh. The major roles of the Call centre Agents and Training Institutes are providing the appropriate services to full-fill the call centre company's need. The Bangladesh Call centre Agents and Training Institutes are offering the following services:

- Training to create the appropriate calling agents for Bangladeshi Call centres
- Providing the guidelines for call centre establishment
- Supply the Call centre equipments and technologies
- Supply the Internet connection
- Help to find the customers
- Providing the after sales services
- Training for create multinational language agents
- Providing the call centre software

1.7 Comparison of Call Center - Bangladesh vs. India

The call centre business of South Asia is dominated by the India where as the Bangladesh is very much new comer. The India has already gone far in call centre sector. They have many call centers around the country. India also has many skilled people for doing a job at call centre and it's natural because India has a large number of human resources. The Indian call centre now serves whole over the world. Call centre of India has a huge numbers of customer whole over the world.

The situation of call centre is different for the Bangladesh. Bangladesh is just entering in this sector. However, the call centre of Bangladesh has a great opportunity in future. And the

Bangladesh and India call centre is success to the customer to attract their attention towards them. The main reason is the cheap human resource and materials. Only the Bangladesh India call centre can deliver a quality full service in very cheap rate. In recent future the Bangladesh also can enjoy a great change in call centre industry like India. We never want to fight with the India though they are our nearest competitor but Bangladesh wants to walk together. Then the Bangladesh India call centre could dominate whole of the world's call centre business.

1.8 Bangladesh Call Centre and National Election 2008

The Bangladesh National Election 2008 may change the future of the Bangladesh IT firm industry. The Bangladesh National Election 2008 will be held at 29th December. People are more excited about this election because the fortune of Bangladesh call centre is totally depends upon Bangladesh National Election. Our two major political parties now busy at their election publicity. The Bangladesh National Election 2008 is different than the previous years because this time it is maintained by the caretaker government who dominate Bangladesh more than two years. As like the previous years Bangladesh defense is also involved with Bangladesh National Election 2008. Now, it's time for waiting for the upcoming result Bangladesh National Election 2008.

The new elected government may provide the better facilities for the call centre industry of the Bangladesh. We, the Call centre in Bangladesh, hopes a fair election and a better future of our country as well as IT Industry.

1.9 Call Centre of HSBC in Bangladesh

The HSBC, a world leading multinational bank, set up its own call centre service in Bangladesh. They are now providing your Banking Solutions through a simple call. The HSBC Call centre is a banking service where their staff will gladly receive your calls and assist you with your requests and inquiries. You can access to the following range of information by calling HSBC Call centre:

- Account related information;
- Product related information;
- Web related information;
- Customized solutions with regard to our personal financial services;
- Other department references;

Through HSBC call centre they will also make welcome calls to you and inform you about their personal banking products and services. Hours of operation of HSBC Call centre Bangladesh: 9 am to 9 pm (7 days a week) Call centre Number: 01199 88HSBC (4722). It is hardly true that today employees are not doing job only for salary. They also want to relaxation in job. Most young job seekers do not like joining the Call centre due to stress and health issue. Call centre employees are quitting jobs to get rid of the stress and strain at work. Employees do not quit due to money issues alone because they are least bother about the salary. All the Call centre companies are paying good salary. Now the Call centre companies are providing good facilities to fresher and experienced employees with openings with smart salary. But preference of the Call centre employees now goes to the work environment where they should have entainment for getting relaxation.

Recently employees are facing stress problem in Call centre due to that their health is down. If employees are not getting comfort and the full relaxation in Call centre companies then they quit the company. SO the Call centre industry should aware to checking indoor air quality to testing food in labs to really this problem.

Source: <http://www.callcentreinbangladesh.com/call-center-of-hsbc-in-bangladesh.php>

1.10 Technological Background and problems, solutions about call centre Present structure of call centers

We have passed a few miles after the declaration of the Call centre license. But the question is that "How much improve we have got since few months?" The all call centre license holders were very thrilled but the situation is deferent now.

When the all companies are started running on the completion field then they faced some bitter experiences. And at present some weak companies are already pack up their boniness through handover their license to stronger company. The main barrier was the investment. As Call centre was a new business in Bangladesh and we had a fewer knowledge about the Call centre Business, the investors were afraid to invest like this unknown business. Not only the Bangladesh; our neighbor country India also faced this same barrier though they are very successful now and dominating the Asian Call centre Business. The second problem was the lack of skilled human resource. Still now we cannot solve this problem. The students those who are newly passed from the University they are afraid to walk on this unknown carrier path. But hopefully the situation is changing day by day. Shortly, the Bangladeshi Call centre companies will get the efficient employees available in Bangladesh.

Though its seems painful but true that we need some time to get the attention of the world's Big Boss countries and Bangladeshi call centers also have to go some extra mile to reach the destination.

1.11 Call Centre Jobs in Bangladesh

Call centre Jobs is now available in Bangladesh because of the newly established call centers. In the next couple of years the demand of call centre job will increase. Unfortunately, still now Bangladesh hasn't enough efficient man power in call centre sector. We have many IT professionals for Call centre Jobs in Bangladesh but most of them are not expert in call centre. There have many organizations those who are providing the call centre related training and building the call centre agents for Bangladeshi call centers. I think, till now we cannot reveal the all about the call centre business. The concept is new at Bangladesh. Hope soon we can reach to the top.

If you are looking for a Call centre Jobs in Bangladesh then you should have the following qualifications:

- Strong language skills; probably in multiple language
- Good customer care capability
- Sharp knowledge
- Good IT skills
- And energetic

1.12 Analysis Present Structure and Future

Bangladesh has started call center business very recently as well as started offshore and back-office processing company business. Though this job opportunity is new in Bangladesh, it has drawn a very good attention to the young generation. Bangladesh Call Center jobs have been getting popularity because of its attractive salary, honor, and quality. Our new young educated generation is getting interested about building career in Bangladesh Call Center. In most of the Bangladeshi news agency publishes different news and article about career in Bangladesh call center. We know that different training center has been for making call center professionals. It means that Bangladesh Call center jobs are becoming popular day by day.

We know that Bangladesh is a developing country in the world. Bangladesh call center job sector is developing day by day. Bangladesh Call Center jobs are the vivid examples of job career because Bangladesh Call Center is such a kind of job sector which is recently getting developed. This sector (Bangladesh Call Center) is already being appreciated by the most of entrepreneurs. It is because Bangladeshi human resource has the ability to run Bangladesh Call Center sector. So the future of Bangladesh Call Center jobs is very bright.

The main function of Call Center is to help another company through phone. Call center provides customer service or internal service. Again, Call Center is a kind of intermediaries which makes a connection between a company and its consumers. Bangladesh Call Center is not out of this concept. The purpose of a Bangladesh Call Center is to receive customer, phone and serve their desired information. Bangladesh call center can be called a customer service center also. It is because they have to deal with a lot of consumers of another company. In a call center many employees are

essential. For this reason, Bangladeshi educated generation has a great future in Bangladesh Call Center Jobs.

Bangladesh Call Center is getting developed day by day. In this regard the activities of Call Center are going on with full rhythm. Most of the Call Centers are in primary position. By this time, the primarily started Bangladeshi Call Centers have already started to reach their particular goal. So there is a big hope in Bangladesh Call Center Jobs. If they reach the highest level of satisfaction by the time, other Bangladeshi entrepreneurs will take some other effective initiative to start more call centers. We know that more than 400 companies are registered by Bangladesh Government. But only 40 companies have already started their activities. Rest of them still did not start their function. Following these Call Centers activities, other are taking few more initiatives about the commencement of their activities in Bangladesh which are really a positive sign for the enhancement of Bangladesh Call Center Jobs.

At present Information Technology (IT) is a subject of widespread interest in Bangladesh. There are around 1000 software houses, 350 data entry centers, over a 20 thousand of formal and informal IT training centers and numerous computer shops. The Government has declared IT as a thrust sector and that computer training centre will be set up in each divisional and district headquarters of Bangladesh. Import of computer hardware and software is now duty free, VSAT is deregulated, high speed DDN (Digital Data Network) has been introduced. One fourth of the 45 recommendations of JRC report on software export have already been implemented; rest is in the process of implementation. A tremendous activity is going on in every sector including e-commerce, e-governance, computer networking, Internet, web browsing, web applications, multimedia product development etc. Some active steps and initiatives are already there, as described below for an exposure of the present and future prospects of IT in Bangladesh.

Telecommunication: Bangladesh has one of the lowest tele-density in Asia, with a mere 0.6 (in India 1.5) lines per 100 people. In terms of phone connectivity, the charge of Bangladesh Telephone and Telegraph Board (BTTB) is one of the highest in the world, approximately US\$500.00 (in India US\$60) for normal single telephone line connection. However, there has been significant improvement in services of telecommunication within last few years. Present government is also trying to get additional telephone lines from a Canadian firm. If these telephone lines are available in Bangladesh, most of the PC users will be able to use internet and find a scope to build up international career.

Associations and professional bodies: The associations and professional bodies who are playing vital role to develop the IT sector in Bangladesh are as follows:

- * Bangladesh Computer Society (BCS) was formed in 1979. This is an association of the IT Professionals.

- * Bangladesh Computer Samity (BCS) was formed in 1987. This is basically an association of Computer Vendors.

- * Bangladesh Association of Software and Information Services ([BASIS](#)) was formed in 1998 to promote the interest of IT business, especially for software development and related IT services.

* Bangladesh Software Marketing and Promotions (BSMP), a private organization, has been formed with the view to helping the local computer programmers and promote their software.

* Bangladesh Computer Writers Association has been formed to promote the writers activities in the country.

* Bangladesh Association for Information Technology Education (BAITE) has been formed to promote the activities toward standardizing informal IT education in the country.

Banks support: Well-trained Bangladeshi IT professionals can start their business like Data entry, Web development, Multimedia, ISP and Medical Data Transcription services, Cybercafé and IT Training Centre. They can easily get financial help from bank. A number of government banks have already started credit programs to encourage the entrepreneurs in software industry. Some private banks are using our locally developed software too. However, due to some constraints the outcome is not up to the expectation. **Government initiatives:** The Government of Bangladesh has taken some important initiatives to develop our IT sector. Still we are waiting to see a fruitful change in our Information Technology. However, some remarkable steps of government are highlighted for information.

* IT has been declared as a thrust sector.

* Quick implementation of the recommendations of JRC reports (a high powered committee for software export).

* Waiving all taxes and duties from import of computer hardware and software.

* Hundred percent remittances of profit and capital gains for foreign investors without any approval.

* BTTB's implementation of DDN service.

* Decision to link Bangladesh to global highway through submarine cable link by next two years.

Bangladesh Computer Council: Bangladesh Computer Council is the apex body of the government dealing with Information Technology. BCC is running according to BCC Act, 1990 as an autonomous organization under the administrative control of the Ministry of Science & Technology. BCC is playing various types of roles regarding the IT booming over the country.

Human resource: Human resource is the most important component for IT industry. Bangladesh has a huge educated, unemployed youth force with the ability to read and write English. The country can take advantage of its immense manpower to train and prepare programmers and IT professionals. Government has already started a project to develop Computer Programmers in Bangladesh. All the universities are offering one year

post-graduate Diploma course for the graduates. Our unemployed educated persons can take this opportunity to build their career as IT professionals.

IT awareness: Young generation in Bangladesh is very enthusiastic and has correctly identified IT as the future of the country. There are numerous computer clubs, computer festivals, programming contests, web design contests; IT related seminars and discussions in many cities of the country. There are about 16 magazines and four digital IT magazines are being published monthly and some daily newspapers publish IT pages once/twice a week. A few of the magazines are in collaboration with other international magazines; however, most of these are Bangladeshi origin. There are a few interactive sites and forums. A number of business centers and cybercafés have started up recently. Most of these business centers provide e-mail; e-mail to fax, phone fax services and cyber cafes offer Internet browsing.

E-commerce: Recently there has been a surge in E-commerce activities in Bangladesh. There are E-commerce related seminars and symposiums in the country almost everyday and all the major training centers are offering courses on E-commerce. Government is now formulating laws for e-commerce to enhance the business rapidly and smoothly.

IT Park and international market: Some private organizations have already started to work for setting up IT Park and IT villages in the country. Some investors are foreigners and they are very much interested to build Bangladeshi students as IT professionals. They have already started to commission their views. Our Bangladeshi students can take this chance and hit the international job market in the IT field. There are lot of scopes of working and entering into the international market. Just we have to take proper initiatives. Bangladeshi IT professionals have a good demand in international IT job market, which has been proved by some of our BUET students.

Conclusion: Our Bangladeshi students should be more aware about Information Technology and they should take proper decision to build their career. Indians have changed their whole financial position by IT. Their government also is very much serious about IT. Any way, Bangladesh has a long way to go in a very short time to enjoy the fruits of information age. It will be only possible when there will be political commitment with better IT infrastructure, internal network, country domain and above all a high speed fiber optic link to the Information Superhighway.

Source: http://www.callcenterinbangladesh.com/page/Bangladesh_Call_Center_Jobs_and_ICT_Report_30_May_2005

2. Software Development:

Software is one of the most talked about but unexploited industries in Bangladesh. Last two decades have seen lot of initiatives, both in public and private sector, to stimulate growth in this sector. Although some successes have been achieved, Bangladesh lags far behind other South Asian countries like India and Sri Lanka in terms of employment and revenue generation in the software industry. Against such background, this paper takes a close look at the software industry of Bangladesh. Starting from the formative years of the software industry to different measures taken by the government to support this sector, the paper analyzes the factors critical for achieving development and growth in this industry. In the process, a set of recommendations have been made to catalyze the software industry in exploiting its potentials to the fullest.

Software has become a growing industry in Bangladesh over the last two decades. This paper highlights this unexploited industry based on available published information mainly collected [Bangladesh Association of Software and Information Services \(BASIS\)](#).

Software industry in Bangladesh has come a long way over the last few decades. The industry has become dynamic with a significant number of energetic entrepreneurs making their mark.

Major milestones of the industry are highlighted below:

- In 1984, [BCC \(Bangladesh Computer Council\)](#) was formed under the Ministry of Science and Technology followed by the formation of [BCS \(Bangladesh Computer Samity\)](#) in 1987. Bangladesh Computer Samity is the voice of ICT industry of Bangladesh and currently has 498 members.
- In June 1997, the Government appointed a committee to look into the problems and prospects of export of software from Bangladesh and in the following year, [Bangladesh Association of Software and Information Services \(BASIS\)](#) was formed.
- In 1998, the Government removed all import duties and VAT from computer hardware and software.
- In 2000, draft of the ICT Policy was finalized and [Intellectual Property Rights \(IPR\)](#) law was enacted with the Copyright (Amendment) Bill 2004, which sought to safeguard the intellectual property of local as well as foreign companies.
- In 2002, [BASIS](#) in association with [BCC \(Bangladesh Computer Council\)](#) and the Ministry of ICT established ICT Incubator at BSRS Bhaban.
- In March 2003, [VOIP \(Voice over Internet Protocol\)](#) issues were put into legal framework.
- In May 2003, Bangladesh opened its first ICT business center in Silicon Valley with the aim of helping Bangladeshi companies gain a firm footing in the US market.

- The industry has been experiencing double digit growth for the last decade with exports going beyond the US \$10 million mark in the 2004-2005 fiscal year.

2.1 Some Most successful Software and web development company in Bangladesh.

2.1.1 Grameen Solutions Limited (GSL)

Grameen Solutions Limited (GSL) is the flagship technology company of Grameen family of organizations. Founded in 2000 by Dr. Muhammad Yunus, founder of Grameen Bank and recipient of 2006 Nobel Peace Prize, offer offers offshore staff augmentation, software development and web solutions and professional services at competitive offshore price points.

GSL is established as the technology arm of Grameen family of companies to strengthen national technology base and capabilities of Bangladesh. Since its inception, GSL has taken several pragmatic steps to attract global technology companies, create technology based solutions and opportunities, and increase overall digital inclusion in the country. In pursuit of that vision, GSL is pursuing strategic partnership with renowned global technology companies.

2.1.2 Bangladesh Internet Press Limited (BIPL)

Bangladesh Internet Press Limited (BIPL) was established in 2000 by world class IT professionals to provide state of the art IT solutions and services at optimally economic costs. BIPL is the fastest growing software development company in Bangladesh.

Working with the best in Bangladesh, BIPL is a professionally managed Corporate Group offering a wide array of expertise to both the corporate and service sectors. We aim at transforming the client's Corporate Service vision into professionally performing reality by leveraging the current technologies and management resources on-time and with cost-efficient quality.

BIPL has made significant inroads into specialized and turn-key software services and product development. The in-house skills and infrastructural strengths and talents of our Technology Resources Center (ISO 9001:2000 certified) are unique in making software work for our client's optimal benefit.

With our client-focused, industry oriented versatility in relevant key technologies we at Bangladesh Internet Press Limited (BIPL) will enable you to transform your cost burdens into viable business assets ensuring a competitive edge in the hectic global agora of the Information Age.

2.1.3 DataSoft Systems Bangladesh Limited

DataSoft Systems Bangladesh Limited is a CMMI Level - 3 & ISO 9001:2000 certified leading software company in Bangladesh. Founded in 1998, DataSoft has successful track records for delivering most innovative and cost-effective technical services to customers in both commercial and Government sectors. Since its inception back in 1998, stepped into the core field of ICT to cater to the needs of enterprise, governance and economy. Strengthened by a strong team of experienced professionals DataSoft has a unique approach towards continuous training and development of human resources to adapt to the market demands for the national and international venues. DataSoft is incorporating new technology to further expand client base and continue to serve clients with a little more than utmost satisfaction.

2.1.4 **Databiz Inc.**

Databiz Inc. is IT Solution Provider Company managed by a group of professional with over 550+ customers all around the Globe. Founded in 1999, it offers wide range of Business Solution along with Management Consulting Service to serve the customer requirement from the very root level. It has wide experience of working on different Platform from Proprietary to Open Source along with several devise based programming including PDA and Mobile Phone.

Company's main services include Offshore Software Development, Database Application Implementation and Maintenance, Web Application and Portal maintenance, Graphics Design work with onsite Support and service. Along with many business domains, Databiz has the special expertise on Inventory (including Replacement and Warranty), Accounts and Production ERP, Educational Sector and Restaurant.

2.1.5 **LEADS Corporation Limited**

LEADS Corporation Limited is a leading technology services company delivering Information Technology solutions. LEADS delivers a broad portfolio of IT services and solutions to clients in the banking, insurance, financial services, production, distribution industries and to government and non-government organizations.

Our portfolio is built around original offerings in custom application software development services, network infrastructure building services and hardware product delivery services. LEADS provide cost-competitive services and solutions to maximize return on IT investments. Our domain knowledge, industry experience and IT project implementation capacity and capability enable us to address our clients' requirements exclusively.

LEADS is an ISO 9001:2000 certified organization for design, development and sale of software. To demonstrate our commitment to quality and helping you achieve sustainable business results LEADS is applying ISO 9001:2000 Quality Management and Quality Assurance standards in all its company wide activities.

2.1 Current Scenario Of Software and IT (Bangladesh)

Market Size

Recent trends indicate that the industry has reached a take off stage and poised for high growth. Market size of the total ICT industry in the country is estimated to be approximately Tk 1,100 crore (excluding the telecom sector). Of the total ICT market, the size of software segment (mainly comprising customized and packaged software) is estimated to be around Tk. 170 crore (BASIS, 2006).

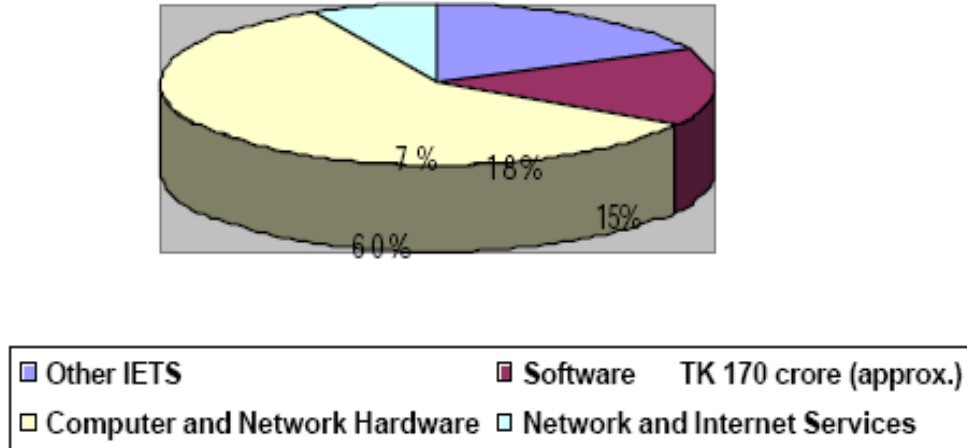


Figure-1: Domestic ICT Market in Bangladesh

Local software companies mainly cater to the customized software development and maintenance segment of the market. They share this segment with a number of international software vendors who have significant market presence in specific client segments like banks, telecom, MNCs (Multinational Companies) and some large donor funded government projects.

More than 300 registered software companies are operating in the country. The software developed in Bangladesh can be broadly divided into three categories – (1) customized software, (2) multimedia software and (3) web software.

2.1.1 Labor Force

Around 5,500 software professionals are employed in more than 300 registered software firms in the country. Total number of IT professionals in the country is estimated to be more than 25,000 a large portion of which are working in IT responsibilities at different government and non government organizations as well as hundreds of large and small private business enterprises. Diagram below shows the technical job distribution in software companies (BASIS, 2006).

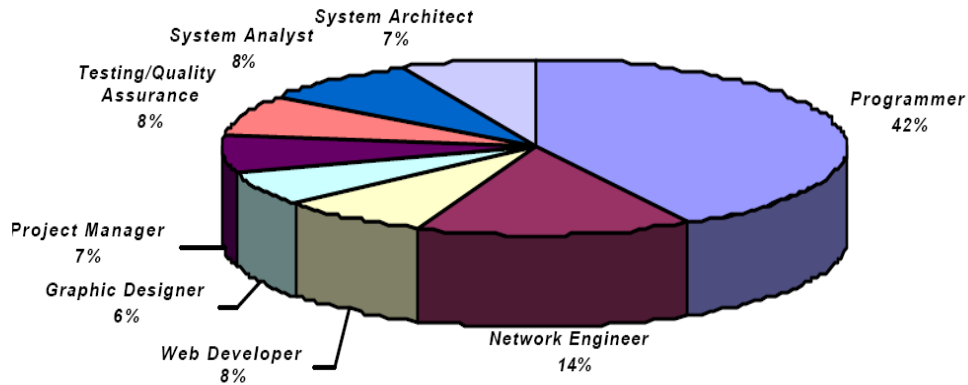


Figure-2: Technical Job Distribution in Software Industry

According to the graph, a significant portion of technical professionals in the surveyed firms are involved in non code activities (e.g. project management, system analysis, system architecture, quality assurance etc.) which are very important components of project life-cycle for any software project. This underlines the commitment of the local software firms in the process improvement initiatives. It is expected that as more and more large projects are available, the role of these important non code activities will increase further.

The lifeline of a knowledge industry like software is the availability of qualified human resources in the market. The following table shows the academic background of the technical professionals employed in the software industry (BASIS, 2006).

Table-2: Academic Qualifications of Technical Professionals

Graduate in non-IT subjects	19%
Masters in non-IT subjects	23%
Computer Science/Engineering Graduates	35%
Masters in Computer Science/Engineering	9%
Diploma/Certificate courses in IT	12%
Other	2%

Although more than 85% of the total technical recruits in the software firms have a minimum graduation degree, a large portion of them do not have institutional IT degrees. For the software companies, unavailability of IT graduates often results in loss of productivity and costs the quality of software projects. Low numbers of computer science/engineering graduates as well as high rate of turnover and overseas migration of IT graduates have been main reasons behind this constraint.

2.1.2 Growth Trends

In recent years, with the growth of the ICT training sector and increased availability of skilled workers, software business houses are soliciting orders from outside. At present, more than fifty (50) software and IT service companies are exporting services to 30 countries in the world including USA, Canada, Europe, Middle East, Japan, Australia, South Africa and some of the South East Asian countries.

Table-3: Growth of Software Export (4 Years)

	2000- 2001	2001- 2002	2002- 2003	2003- 2004	2004- 2005
Export (US\$)	2.24	2.8	4.2	7.2	11.44
Yearly Growth		25%	51%	71%	59%

Software and IT service export, though started from a very low base, have been growing rapidly during recent years. The export stood at 7.2 million US dollar in FY 2003/4, a growth rate of more than 70% over the previous year. In FY 04/05, the growth rate has been more than 60% and crossed US \$10 million mark for the first time.

Some of the larger software companies have opened up marketing offices in North America and Europe. Local companies with aim of exporting software are focusing on process/quality improvements in line with international requirements (such as [CMM certificates](#)). These initiatives are expected to yield positive results in next few years.

2.2 Software Market Analysis

Local software companies mainly cater to the customized software development and maintenance segment of the market. Its customers include banks, telecom operators, MNCs and government projects. In order to ensure that the consumers' needs are satisfied, local firms use certain market research techniques and employ a specific marketing mix.

2.2.1 Marketing Mix

2.2.1.1 Product

Software industry provides intangible services rather than tangible goods. Since the industry mainly tends to the customized software market, its services are organizational products. Being an organizational product, the industry's services are judged based on performance, support services, cost of ownership, total cost of buying and owning the product. Firms in the industry achieve product differentiation through the quality of the product and the technology used.

With the industry reaching the take-off stage knowledge - experience, service record and the level of customization are the unique selling propositions used by most of the firms in the industry. Despite the attempts of firms to differentiate their services, no prominent brand has developed in the industry.

2.2.1.2 Price

Pricing decisions are influenced by a variety of internal and external factors. Companies prefer to compete by attracting customers with their products features rather than by waging pricing war. However, software industry is an industry where price competition is intense. Firms regularly attempt to outbid each other by offering the lowest prices. The actual prices of products can vary from tens of thousands to millions of Taka.

2.2.1.3 Place

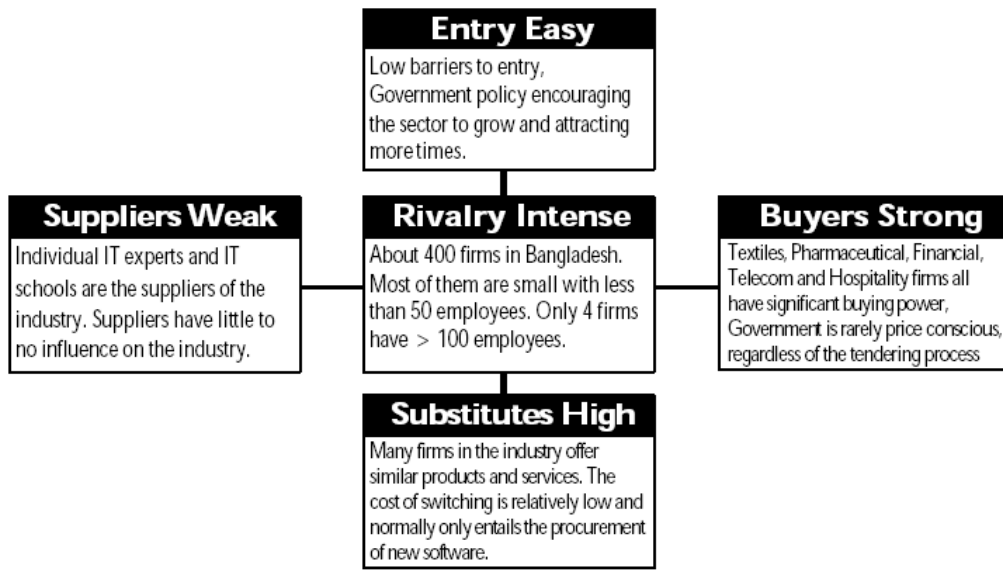
Software firms use a direct *producer-consumer* distribution channel (direct sales) and exclusive distribution. Customers buy services directly from the software firms and product is only available in one outlet in each market area. Such exclusive distribution is essential to reduce costs and to maintain maximum control during distribution process to limit risk of copyright infringement.

2.2.1.4 Promotion

Promotion involves wide variety of persuasive techniques used by companies to communicate with their target markets and general public. Firms in the industry use below the line promotion techniques that include exhibitions and trade fairs, personal selling and public relations. The promotional mix of firms in the software industry mainly consists of personal selling with a few of the large firms using public relations in their mix. Personal selling involves direct, person-to-person communication, either face-to-face or by phone. Bangladeshi software firms regularly take part in international computer fairs such as COMDEX and CeBIT, as well as the domestic SoftExpo.

2.2.2 Porter's Five Forces in the Software Industry

A means of providing corporations with an analysis of their competition and determining strategy, Porter's five forces model (Porter, 1980) looks at the strength of five distinct competitive forces, which, when taken together, determine long-term profitability and competition. Diagram below illustrates the five forces in the Bangladesh software industry.



2.2.3 The Competitive Force of Potential Entry

Barriers to entry are related to:

- Learning and experience curve effects. In the software industry there are significant experience curve effects. However, new firms entering the market have hired experienced programmers to negate such effects.
- Brand preference and customer loyalty. Software firms work toward maintaining consumer goodwill. However, very few of the corporate clients that the Bangladeshi software industry serves have any brand preferences and continually seek the best services on offer.
- Government actions and policies. Government policies to assist the development of the sector as well as the renewed desire of public enterprises for automation have led to increased demand for software attracting new firms into the market.

2.2.4 The Competitive Force of Substitute Products

A large number of firms in the industry offer similar software products and services. Large number of substitutes of a particular firm's products or services means that firms are continuously looking to upgrade quality, reduce prices, and differentiate their products. Otherwise they risk a low growth rate in sales and profits.

2.2.5 The Economic Power of Suppliers

Software is a labor based industry and only input required by the industry is the human effort. IT schools are supplier to the industry, providing it with the only essential input. Suppliers have no bargaining power in the industry. However, the efficiency of schools in turning out IT specialists has significant influence on the success and future growth of the industry.

2.2.6 The Economic Power of Customers

Bargaining power of customers in the software industry is high because:

- Customers of the software industry comprise mainly of large scale manufacturers, financial institutions, and the government, all of whom have significant buying power.
- Customers can find alternative sellers and switch at virtually zero cost. Software runs on standardized hardware which means that customers can use any company's software to run on their hardware. Only cost involved in switching suppliers is the cost of the new software.
- It is economically feasible for customers to purchase the input from several suppliers rather than one. Many firms in the country have used different companies' software to automate processes in different departments.

2.2.7 The Competitive Force of Rivalry

Rivalry in the software industry is intense. There is no clear market leader with all the characteristics of a perfectly competitive market with a large number of firms and intense competition. Even though demand for customized software is growing rapidly, competition continues to be fierce as more firms enter the market.

Products and services of competitors are so weakly differentiated that customers incur low costs in switching from one brand to another resulting in increased competition among firms.

2.2.8 Product Types and Target Customers

The following table shows market percentage share occupied by various products and services offered by local software companies.

Table-4: Range of Products/Services of Local Software Industry

Products/Services Category	
Accounting & Financial Management	69%
Inventory Management	59%
HR Software	58%
Web Site/ Web Application Development	57%
ERP (Enterprise Resource Planning)	48%
Software Implementation& Integration	46%
Billing	43%
Asset Management	38%
POS (Point of Sales) for Retail Stores	37%
E Commerce	36%
Data Entry/Data Conversion	34%
CRM (Customer Relationship Management)	32%
E Governance Application	29%
SCM (Supply Chain Management)	27%
Data Warehousing	23%
Access Control	22%
Mobile/Wireless Application Development	18%
E Learning	17%
Data Security	14%
Gaming Software	6%

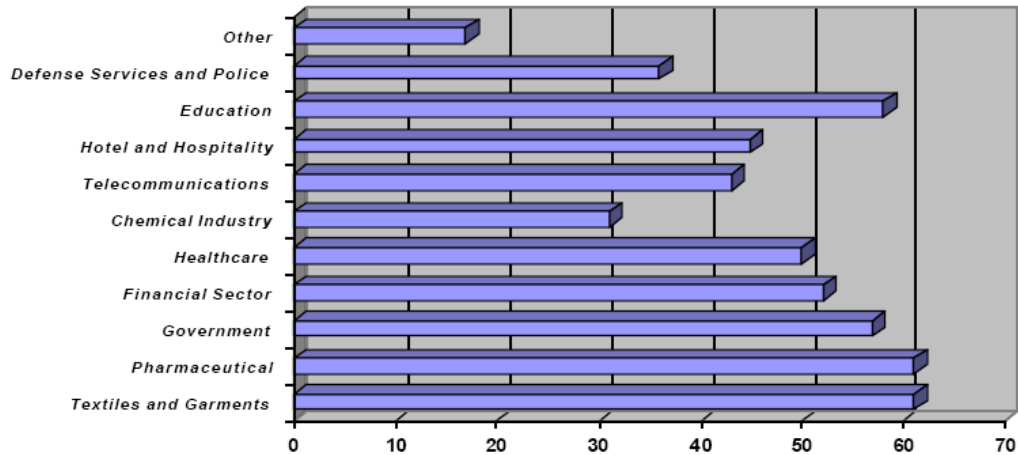
The table shows that demand for the back office automation (accounting/finance, HR, inventory and billing) by organizational IT users is working as the main driving force for software industry.

At the same time, a lot of companies have been involved in the development of high value customized applications. This demonstrates the maturing process of the software companies, as well as higher level of customer awareness of the potential value that can be generated through system automation in business organizations. The considerable demand for front end business applications (web applications, e-governance application, e-commerce, POS) demonstrates high level of co relation between increasing network access and use of software applications.

The following graph (Fig. 3) shows the business focus of the software companies by client industry segments. The biggest buyers of software services are the two dominant sectors in the economy garments/textile and pharmaceutical. Service sector enterprises are also becoming more interested in process automation. The financial service sector constitutes a significant market for the software companies. Almost all of the banks have implemented or are in the process of implementing online banking systems. A number

of software companies are also developing specialized software billing and SMS based applications for the booming telecom sector.

Fig.3 Client Industry Focus of Software Industry
(percentage of companies having clients in particular sector/industry)



A large number of software companies (57% of surveyed companies) are working on public sector IT projects. Since government is the potential biggest client for software industry, this represents a positive sign for the long term domestic industry.

Furthermore, the National IT policy has set up a specific guideline for a minimum allocation of 2% of ADP (Annual Development Program) in IT which is more than Tk. 350 crore. Increased Government procurements have happened recently including a number of e-governance projects for different ministries with an approved allocation of more than Tk. 60 crore. The SICT (Support to ICT Task Force) has so far floated 17 e-governance projects.

2.2.9 Role of the Local Government

The Government of Bangladesh (GOB) has given immense importance to ICT for economic growth and poverty reduction. The GOB has taken several projects and programs.

- GOB has adopted a comprehensive IT Policy. Legal policy has been adopted such as IPR and an IT Act has been enacted. A National ICT Task Force is operational. There are several committees working to foster projects and programs such as the Executive Committee of National ICT Task Force, National Committee of Bio-Technology, and National Council for Science and Technology.
- GOB is working in collaboration with the ICT industry and educational institutions to build technical ICT skills of young people in the country. Bangladesh Computer Council has taken a project titled "Assistance to Secondary Schools for Introducing Computer Course" under which computer and accessories are given to secondary schools.

- Taka eighteen crore has been allocated to seven universities to develop human resources by offering post graduate diploma in IT. More universities are being brought under this program.
- A Bangladesh-Korea Institute of Information and Communication Technology (BKIICT) has been set up at the Bangladesh Computer Council with technical assistance from Korea International Cooperation Agency (KOICA). To disseminate ICT services, including ICT education and training, in disperse locations outside Dhaka, GOB has taken up a project 'Conducting Standard Computer Training Courses in the Divisional Headquarters'.
- Ministry of Science and Information & Communication Technology, in cooperation with the private sector, has taken up a program to produce skilled manpower in ICT to ensure success of the software and IT Enabled Services (ITES) industries by introducing ICT Internship Award Program in country.

2.3 Recommendations

2.3.1 The Government

- Copyright laws should be rigorously enforced to protect rights of local and foreign software companies. Big companies such as IBM, Microsoft and Oracle should be invited to open development centers.
- Investments mostly have been made by private investors. GOB should take steps to encourage financial institutions to fund software projects.
- Expatriate Bangladeshi experts should be encouraged to set up software development companies.

Export Promotion Bureau (EPB) and Bangladesh Missions abroad should take vigorous steps to explore markets for export of software, data entry services, and ICT-enabled services including promotion of strategic partnership and outsourcing opportunities.

2.3.2 Organizations

- Associations of software companies and developers should be encouraged to exchange ideas, experience and to organize collective operations such as seminars, training, etc. and take part in trade delegations and trade shows for acquaintance with the international market, trends and establishment of business contacts.
- **BASIS** should organize workshops on a regular basis on software development and project management issues based on the experience at home and abroad.

- Organizations like BCC, BANSDOC, BERNET, BCSIR, BAEC, BTTB, BSTI need to create more opportunities for software development projects. These research organizations require coordination among themselves to assess ICT automation needs for the future.

2.3.3 Education and Training

- The quality of software engineers produced by the tertiary education system should meet same standards as that of the global market to meet future challenges.
- Universities should bring industry experience into the core academic programs to equip students with the industry exposures. School curricula development should be in sync with industry requirements.
- Shortcomings in the education system should be dealt with by teaching better English and including more material that encourages independent thinking and risk-taking.

2.4 Future Potential

Problems that may limit fully exploiting the potential of the industry needs to be addressed which among other include the following.

2.4.1. **Lack of a clear vision:** Goals of country's software industry have never been clear. The industry must decide how it wants to position itself in the world market - whether it wants to focus on outsourcing or building software products for people all over the world or providing customized software for industry and commerce.

2.4.2. **Lack of understanding of the software business:** While there are some visionary entrepreneurs driving the software industry, a good number of people have jumped into the industry, believing that hiring some programmers and setting up an office with some computers will make them profitable. To be successful in the industry, firms need to be innovative and to anticipate future trends – all of which requires a well-thought-out business plan.

2.4.3. **Quality of education:** The quality of education in the country effects the software industry in two ways – English and independent thinking. The poor quality of English taught in the schools effects the software professional in two ways: their ability to communicate and their confidence when dealing with foreign counterparts. Furthermore, software is an intellectual endeavor, and being able to “think outside the box” is a vital necessity.

2.4.4. **Lack of infrastructure:** The telecommunication infrastructure in the country continues to be poor limiting the use of the internet as an effective tool for software development.

Source: www.icmab.org.bd; Google Document

2.5 Detail - Business process outsourcing (BPO) Market Analysis:

The BPO (Business process outsourcing) is a type of outsourcing that involves the contracting of the operations and responsibilities of a specific business activity to a third-party service provider.

Business process outsourcing (BPO) is often divided into two major categories; back office outsourcing, which involves internal business functions, and front office outsourcing, which involves customer-related services. Business process outsourcing that is contracted outside a company's own country is known as offshore outsourcing and Business process outsourcing that is contracted to a company's neighboring country is known as near shore outsourcing.

Recently, the Business process outsourcing is getting more popularity in Bangladesh. There have much advantage to do Business process outsourcing in Bangladesh; as like:

- Very lower rate in human resource
- Available manpower
- Good governmental support
- Attractive infrastructures
- Skilled employee
- Overall lower cost
- And strong reliability

The South Asian nation of Bangladesh is ready to make its foray into the contact center and BPO market, according to Gartner Group consultant Naila Chowdhury.

Chowdhury, a former director of mobile phone company, GrameenPhone, presented the keynote paper at the Call Center and BPO: Opportunity for Bangladesh seminar, jointly hosted by The Bangladesh Association of Software and Information Services ([BASIS](#)) and Junior Chamber International (JCI) Bangladesh. In her presentation, Chowdhury said this is the high time for beginning of a new industry, which might create unlimited job scope for educated young people with IT literacy.

[BASIS](#) president Sarwar Alam chaired the session while more than 80 representatives from the [BASIS](#) and JCI Bangladesh attended the seminar. The seminar was a part of the ongoing efforts of [BASIS](#) and JCI Bangladesh to explore new opportunities in the export market for the local IT companies and design strategies to grab the possible businesses in this field. JCI Bangladesh National President Rumi Saifullah and Economic Officer of American embassy in Bangladesh Sarah Duffy were also present.

Scope of BPO in Bangladesh

BPO is typically classified into Back office outsourcing and front office outsourcing. BPO that is contracted outside a company's country is called Offshore Outsourcing. And if BPO is contracted to a company's neighboring country is called near shore outsourcing.

BPO helps to increase a company's flexibility, that's why BPO is growing popularity so rapidly. Most services provide by BPO vendors are offered on a fee for service basis. This helps a company transforming fixed into variable costs. A variable cost structure

helps a company responding to changes in required capacity and does not require a company to invest in assets, thereby making the company more flexible.

Another way in which BPO contributes to a company is that a company is able to focus on its core competencies. Key employees are herewith released from performing non-core and can invest more time and energy in building the firm's core businesses. The key lies in knowing which of the main value drivers to focus on – customer intimacy, product leadership, or operational excellence. Focusing more on one of these drivers may help a company create a competitive edge.

Now let us have a look at the scopes and benefits of BPO in this present global economic scenario.

A. Today in Bangladesh BPO is the most upcoming and rapidly growing industry attracting the educated youth all over the country. BPO workforce offers several advantages over their western counterparts both in terms of cost savings (low-cost labor) and availability of resourceful manpower.

B. The revenue generation by BPO and KPO industries in Bangladesh is now much higher than those of previous years. Almost two lakh people are involved in this industry and the countdown is ticking fast.

C. The Everest Research Institute predicts the opportunity for global BPO will mount to USD145 to 165 billion for South Asian based services, within the next five years. The outsourcing of BPO projects from the insurance sector will have a steady rise, about 12-15 times simultaneously, according to the report.

D. Banking sectors and other financial firms are undergoing significant cost-reduction pressure and are therefore planning to move jobs offshore like call centers, data processing etc.

So it is clear that if we can plan our future strategies in a right track then BPO will gift Bangladesh a giant lift. And after a certain period of time we will find a handsome amount of IT geeks in our country.

3. Back Office Processing and Other IT Business sector and analysis:

Accept these two there has a lot of opportunities and in this industry like Medical subscription, data processing, data entry, data clearance and modification, graphics, animations, lead generation, SEO, SEM etc.

Few similar leading companies includes-

3.1.1 Service Engine Ltd.

ServicEngine was the first business processing outsourcing (BPO) company in Bangladesh. ServicEngine is not only a typical outsourcing company focused on the short term. This company invests in a building meaningful long term business relationship.

3.1.2 Medibroad Technologies Ltd.

Since Establishment, Medibroad's target to give robust IT solution for all type Enterprise firm. Their focus areas are Hosted Office solution, Audio-Visual solution for Medical College & Hospital & broadcast equipment. This company will introduce new technologies and try to increase their awareness to implement modern technology in that particular area. On the other their aim to give high class Enterprise and call center solution with minimum cost by our Hosted Solution. By Hosted way it will be a great save the company's automation cost.

3.1.3 aamra outsourcing limited

aamra outsourcing limited offers a broad menu of data entry operations related services. aamra outsourcing limited can enter data from scanned images or physical documents using the latest software-and-hardware technology specifically developed for quick and accurate data entry operations.

Our expertise lies in managing the paper and labor involved in moving large volumes of documents or images through an organized conversion process. aamra outsourcing limited s extremely sensitive and cognizant of the need to protect our clients' data during data entry operation with stringent security procedures.

aamra outsourcing limited can provide the data in a variety of ways using an FTP site or e-mail with options to magnetic media aamra outsourcing limited supports all popular file formats and delivers clean, accurate, uniform digital file, formatted as per your specifications.

3.1.4 Nirvana Technology And Traders Limited

Nirvana Technology and Traders is a newly renovated multitasking BPO company and it is growing significantly by its small team and trying to work for some relevant back office processing task. It is a new company but it is a

And in country during this development there has a vital role handle by hardware manufacturer and importers. The countries largest Hardware and computer market located in agargaon, taltola, where a regular estimated sales is more then 300 Crore. Where as Bangladesh is now a day manufacturing few computer light hardware like keyboard (Bangle and English font), mouse, caching, mouse pad, manufacturing few IC for mother board, wire and data transferable cables and jacks. But most of these light hardware were imported from China, Singapore, Malaysia, Hong Kong and USA market.

The largest hardware suppliers of the country are includes-

- 3.2.1 Computer Source
- 3.2.2 Flora Ltd.
- 3.2.3 Tech valley Network
- 3.2.4 Global Network Ltd.
- 3.2.5 Leads Corporation etc.

a. Employment in this industry

For the last decade, the BPO sector has been instrumental in enhancing the employment rate in India from 46.79% to 72.86% (global point of view). Not only that, the BPO's (Business Process Outsourcing Units) or formally known as Call/Contact Centers have contributed towards the economic strategic growth of the Nation. This sector has absorbed the youth of the country & provided them with a platform wherein they get an opportunity to lay the foundations of their career. Some have taken up BPO's as their career & grown at a tremendous rate. They've been given the exposure, not just to the corporate world but to the international market as well.

Amazing isn't it?

An employment opportunity that provides you with ample money, exposure & knowledge at your convenience. Working in an Indian Organizations which are operational at a National level could surely give you the exposure to the modern Corporate Environment, its demands, essentials & intricacies; however this is something to be imagined, a fresh graduate coming from any part of the country joining a BPO & getting the exposure to the rest of the world. Dealing with International clients, catering to their demands, needs, & expectations. Fulfilling the prerequisites & complying to pressure situations.

It's an old saying in India "The best way to judge the capabilities of an individual is to bestow him/her with a responsibility & then witness how he/she shoulders it". I guess the BPO's, although they aren't entirely Indian; have unintentionally followed the same strategy. And it gives me immense pleasure, when I say the Indian youth have stood up to the expectations. Indians have really made it big as far as BPO & IT is concerned. Outsourcing has no limits & India has virtually become the hub of Offshore Business of

the world. After a series of achievements & reaching the heights the Indian BPO industry has stretched itself beyond borders.

Following the footsteps of India, other developing economies like Pakistan, Indonesia, Philippines, Bangladesh & now Sri Lanka have also have kick-started BPO operations & they are indeed making good bucks.

Bangladesh improve its ground of BPO call center, IT and software development significantly and now they export over 40 million USD during the fiscal year. As a report shows that export by country as follows-

Countries	Companies exporting in respective countries
USA	70+
Denmark	20+
UK	10+
Japan	10+
Australia	10+
Finland	8
Switzerland	5
Canada	6
Germany	8
Norway	5
Sweden	3
South Africa	4
Thailand	4
Middle East (UAE, Saudi Arabia, Bahrain)	10+

Source: BASIS Survey

Although our main export country is USA and most of revenue earned from USA.

Report of Bangladesh Computer Council and Bangladesh Association of Software and Information Services (BASIS) shows as a rate for employment are as follows-

Year	Software (000)	Call Centre (000)	Other IT Sector (000)
2004	12	1	4
2005	15	8	6
2006	130	10	20
2007	150	20	30
2008	400	130	75
2009	500+	170+	100+

Last year it has grown significantly and according to a research it has estimated that in 2015 Bangladesh can export more than 40-50 thousands manpower as well get over 4 million job opportunity for domestic organization. This should be the second largest sector for Bangladesh job market.

Industry competencies

As stated in earlier section, cheap labor is the biggest competency for the Bangladesh ICT industry. The skilled labor force is easily trainable and quick learners. They also show greater commitment to specific areas of concentration – provided the employers carefully build the loyalty.

The industry experts opined that the geographical location of the country is suited to reach out to other markets in Asia. Additionally, India is moving to a higher strata of the global IT market, which has created an opportunity for Bangladesh to capture the lower niches (left by India) of the market.

Bangladesh does have willing investors with comprehensive local business knowledge. The investors in other sectors (textile garments etc.) have proven their competencies in international business. They are good at spotting new business opportunities and implement them efficiently. The favorable government policy for the ICT industry is attracting these investors towards this sector. With their accomplishments in international businesses, they could become the ideal strategic partners for international companies intending to venture into Bangladesh ICT industry.

Regarding specific competencies, Bangladesh at present is more suited for fewer complex projects such as web content development, mobile content development, back office software development, 2D/3D animation, desktop publications and call centers. Bangladesh, however, possesses potential to move up the ladder for more complicated projects (ERP, CRM, ASP etc.) in the close future.

Local market opportunities

In recent times, Bangladesh has become one of the prominent outsourcing destinations in the world. Danish companies could easily venture into this readily available opportunity. The telecom boost in the country presents another opportunity for the IT companies as support service to the telecom companies. The major focus of the telecom opportunities lie in the form of mobile content development and value added service solutions. The government is yet another big opportunity that is worth pursuing. To act on its declaration of ICT as 'thrust sector', the government is seriously taking initiatives towards public

IT projects. The focus of these projects is in the form of e-governance and office automation. The SME sector in Bangladesh has the potential to become a lucrative market niche for the Danish companies. According to a survey report (by BASIS-KATALYST), the 'latent IT/ITES demand' of the specific SME segments is about USD 17.94 million. The report also suggested that demand is gradually growing along with the increase in the awareness level of the SME entrepreneurs.

The opportunities exist without any doubt. Moreover, Nordic companies are making use of these opportunities already. The successful companies in Bangladesh identified preplanning and market-analysis as two of the major success factors for new companies entering the Bangladeshi IT industry.

Market threats

The Bangladeshi IT industry has many of the right ingredients for success, however, according to the industry stakeholders; some existing/perceived threats for the industry remain. At individual company level, the business vision (or lack of it) of the local IT entrepreneurs is the biggest threat. Groups of companies have many times started in IT as a chance venture. This naturally, in most cases, did not succeed. On the other hand, the lack of finance for the 'real' IT entrepreneurs has limited them from reaching their true potential. The country's IT policy is favorable, yet, Bangladesh faces a big threat of 'resource crunch' in the near future. Brain drain and attractiveness of other business sectors are reducing the number of professionals pursuing an IT career. Bangladeshis are used to short term profit from investing in the textile business. Many of the investors from this sector are also expecting short-term profit in the IT business. The management style in Bangladesh is largely based on a top-down approach. Apart from clashing directly with the Danish/Scandinavian style i.e. each person is responsible for its own job – it also means that Bangladesh is short of middle management skills. In Bangladesh, the process of legally establishing a company takes a long time. It can take up to six months to obtain the necessary licenses, approvals etc. The existing supply of Internet access is somewhat constrained. The costs of Internet access are relatively high, and even at high costs no optimal connection is yet available. China, Vietnam and similar countries pose a future threat to the Bangladeshi IT industry. The industry prospect/potential for those countries is very similar to Bangladesh. In addition, they enjoy more stable political situation. The even field in the lower strata of IT industry – created by the fact that India moving to higher strata – provides equal chance for all potential countries like Bangladesh, China, Vietnam etc.

3. Other Back Office Processing Task and IT Hardware Market

10.1 Financial Attributes for national revenue and index for growing up the business

An earlier research of Foreign affairs Denmark says-

ICT industry in Bangladesh is relatively new in comparison to other business sectors. However, the unlimited potential of the ICT sector has commended inquisitive interests from all concerned. The impact of global hype of the ICT sector is clearly visible in Bangladesh as well. In the recent years, the local ICT sector has grown enviably. With over 3,000 local enterprises operating in hardware, software and ISP segments, the size of Bangladesh ICT industry at present stands at USD 160 million. With the advantage of earlier initiation, the hardware segment dominates the market share (65 per cent) while the relatively late entrant, software segments command about 15 per cent of the total market. The ITES segment (15 per cent) and Internet and Network Services (5 per cent) make up the remaining part of the market.

The software segment is relatively new in the market; however, the segment is showing healthy growth in terms of export earnings. According to Bangladesh Bank sources, export earnings from Software and ITES was USD 27.01 million in 2005-06, registering a growth of 113 per cent from the previous year. The software companies in Bangladesh mainly focus on servicing the IT/ITES needs of the local leading sectors like Garments, Banks and Government. At the same time, leveraging the global nature of the IT business, the local entrepreneurs are always looking for international opportunities. Thanks to these efforts, Bangladesh now has become one of the most potential outsourcing destinations in the world.

The core strengths of Bangladesh ICT sector is the people. An educated, trainable and young workforce working in this sector possesses the required skill sets to compete in the global scenario. A BCS source revealed that in 2006, the number of IT professionals in Bangladesh was 25,200, which was 12.50 per cent higher than in 2005. The majority of this work force excels in pure technical tasks such as programming and networking. In fact, a survey conducted by BASIS on 1,100 employees of 55 IT companies revealed that, respectively, 42 and 14 per cent of the respondents were engaged in programming and networking jobs. However, the same survey states that, much to the delight of the industry experts, the number of 'non-code' personnel in the IT companies is rising at fast pace.

The success of the IT industry has prompted many relevant associations to evolve to provide focal points for entrepreneurs and foreign investors. The government of Bangladesh has declared the ICT sector as 'thrust' sector. The creation of a separate Ministry for ICT (Ministry of Science and Information and Technology), formulating favorable laws and initiating government IT projects are encouraging steps for the local/international investors in the Bangladesh ICT industry. In addition to the policy development, the government is keeping close interactions with various industry associations. BASIS, BCS, BCC and ISPAB are some of the apex bodies working for the improvement of the ICT industry in Bangladesh.

Source: http://www.iptu.co.uk/content/bangladesh_clusters_itc.asp

Labor force

Bangladesh enjoys a clear competitive advantage in its IT labour force. The leading universities in the country provide world class IT courses. Each year, various institutions produce about 2,000 IT graduates. In addition to that, a huge number of non-IT graduates are working in the sector as well.

The most significant advantage of the Bangladeshi workforce is the low wage rates. The salaries for IT professionals could be as low as USD 75/month. On the other hand, the higher salary ranges at approximately USD 1,000-1,200/month. The quality of the graduates coming out of various institutions is satisfactory. Bangladeshi students have proved their potentials in the international competitions by winning a number of programming contests.

However, the available workforce is still not adequate to meet the industry demand. According to Mr. Fahim Mashroor Chowdhury, CEO, Bdjobs.com (BASIS director as well), each year the industry faces a shortage of about 1,800 to 2,600 professionals. He identified the 'brain drain' and a 'perceived lack of career prospects' as the two major reasons for this short fall. Along with other industry experts, he suggested improving the industry-academia collaboration to produce the right people for the right jobs.

Infrastructure

Bangladesh has been building its infrastructure support for the IT industry over the years. This year, the country ensured global connectivity by connecting to the 'Information Super Highway' through SEA-MEA-WE 4 consortium. High-speed Internet connectivity through fiber optics cables costs about USD 2.67/per month for 1 kbps connection. The existing VSAT backbone will continue to remain the major Internet infrastructure until the new Backbone (Submarine Cable Connectivity) operates 100 per cent. There are as many as 150 ISPs in the country and the competition among Internet service providers has resulted in significant improvement in their services. Most of the ISPs are now providing 24/7 on-site technical support.

In relation to infrastructural weaknesses, all the stakeholders identified stable electricity as the top priority. In general, the country lacks adequate electrical supply. The companies operating in Bangladesh, therefore, must make alternative arrangements to ensure smooth power supply; this has developed a strong market for alternative power equipment in the form of UPS (Uninterrupted Power Supply) and IPS (Instant Power Supply).

For smaller projects, the cost addition due to power shortage may not be significant, but for larger projects the cost of a project may increase for this reason.

Hardware and technical back-up

According to research by Springboard Singapore, the volume of the hardware market in Bangladesh is USD 129.4 million at present. Locally assembled and often unbranded machines dominate the pc/server market. However, most of the international giants (HP, IBM, and Dell etc.) are present in the market through their local agents.

The cost of a PC or server in Bangladesh is in line with world market prices. A branded server with basic configuration costs about USD 6000 whereas the 'unbranded' version costs about USD 2,000. The average workstation price is USD 700-900 for a brand PC and USD 500-600 for a clone PC.

After sales support of the hardware is satisfactory. Most large organizations usually go for AMCs (Annual Maintenance Contract) with the vendors. The AMC is customizable in accordance to the client's need. However, the local vendors are of the opinion that an International warranty is not always suitable for clients of brand equipment. Their logic is that the designated vendors (local agents) would always keep their direct customers on their priority lists. Additionally, the international warranty does often not make them directly obligated to provide local support.

Appendix A

List of abbreviations

CCIP	<i>Certified Customer Interaction Professional</i>
CCIS	<i>Certified Customer Interaction Specialist</i>
CBTS	<i>Certified BPO Team Lead Specialist.</i>
CBOM	<i>Certified BPO Operations Manager</i>
CBTP	<i>Certified BPO Training Professional</i>
CBPS	<i>Certified BPO Training Specialist</i>
CBQP	<i>Certified BPO Quality Professional</i>
CMMi	<i>Capability Maturity Model Integration</i>
SEO	<i>Search Engine Optimization</i>
SEM	<i>Search Engine Marketing</i>
CMS	<i>Content management system</i>
CRM	<i>Customer relationship management</i>
NT&T	<i>Nirvana Technology And Traders</i>
BASIS	<i>Bangladesh Association of Software and Information Services</i>
BCC	<i>Bangladesh Computer Council</i>
BCS	<i>Bangladesh Computer Samity</i>
BoI	<i>Board of Investment</i>
BRTA	<i>Bangladesh Rural Telecom Authority</i>
B2B	<i>Business-to-Business</i>
BTRC	<i>Bangladesh Telecom Regulatory Commission</i>
BTTB	<i>Bangladesh Telegraph and Telephone Board</i>
CCOAB	<i>Cyber Café Owners' Association of Bangladesh</i>
EPB	<i>Export Promotion Bureau</i>
FDI	<i>Foreign Direct Investment</i>
IBPC	<i>ICT Business Promotion Council</i>
ISP	<i>Internet Service Provider</i>
ISPAB	<i>Internet Service Providers Association of Bangladesh</i>
ITES	<i>IT Enabled Services</i>
ITU	<i>International Telecom Union</i>
JV	<i>Joint Venture</i>
MNC	<i>Multi National Companies</i>
MOICT	<i>Ministry of Science and Information and Communication Technology</i>
NBR	<i>National Board of Revenue</i>
SICT	<i>Support to ICT (task force)</i>
SME	<i>Small and Medium Enterprises</i>
USD	<i>United States Dollar (For this report the currency exchange rate is taken as 1 USD = 66 BDT – Bangladeshi Taka)</i>
VAS	<i>Value Added Services</i>
VAT	<i>Value Added Tax</i>

Reference

Books:

1. Rick L. Click & Thomas N. Duening - Business Process Outsourcing: The Competitive Advantage (Hardcover) - August 13, 2008
2. Petter Gottschalk & Hans Solli-saether – Managing Successful IT Outsourcing Relationships (Hardcover) – 2006
3. Jan Roos (Author) - Managing IT Outsourcing (Kindle Edition)
4. Elizabeth Sparrow - Successful IT Outsourcing: From Choosing a Provider to Managing the Project (Practitioner Series) (Hardcover)
5. Rudy Hirschheim (Editor) & Armin Heinzl (Editor), Jens Dibbern (Editor) - Information Systems Outsourcing: Enduring Themes, New Perspectives and Global Challenges (Hardcover) - Springer; 2nd edition (October 5, 2006)
6. V. Anandkumar (Author) & Subhasish Biswas (Author) - Business Process Outsourcing: Oh! BPO. Structure and Chaos, Fun and Agony (Paperback) - Sage Publications Pvt. Ltd (May 15, 2008)
7. Olly Gotel (Editor) & Mathai Joseph (Editor), Bertrand Meyer (Editor) - Software Engineering Approaches for Offshore and Outsourced Development: Third International Conference, SEAFOOD 2009, Zurich, Switzerland, July 2-3, 2009, ... Notes in Business Information Processing) (Paperback) - Springer; 1 edition (August 11, 2009)
8. JANET BUTLER (Author) - Winning the Outsourcing Game Making the Best Deals and Making Them Work (Kindle Edition) - Taylor & Francis; 1 edition (March 14, 2007)

Web Sites:

<i>BCS</i>	www.bcs-bd.org
<i>Ministry of Foreign Affairs Denmark</i>	http://www.um.dk/NR/rdonlyres/7A04D62D-226B-44B6-BB6F-5CE2CED3D52A/0/Bangladeshwww.pdf
<i>BTRC</i>	www.btrc.org.bd
<i>ITU</i>	www.itu.int
<i>BTTB</i>	www.bttb.net
<i>Doing Business (World Bank)</i>	www.doingbusiness.org
<i>BASIS</i>	www.basis.org.bd
<i>World Bank</i>	www.worldbank.org
<i>Springboard Research</i>	www.springboardresearch.com
<i>MOICT</i>	www.mosict.gov.bd
<i>EPB</i>	www.epb.gov.bd
<i>BCC</i>	www.bccbd.org
<i>BoI</i>	www.boi.gov.bd
	www.boi.gov.bd/invest_incentive.php
<i>ISPAB</i>	www.ispabd.org
<i>CCOAB</i>	www.ccoab-bd.org
<i>NBR</i>	www.nbr-bd.org
<i>Daffodil University</i>	www.daffodilvarsity.edu.bd
<i>BRAC University</i>	www.bracuniversity.ac.bd
<i>Bangladesh Online Limited (BOL)</i>	www.bol-online.com
<i>Ministry of Education</i>	www.moedu.gov.bd
<i>Somewhere in.....</i>	www.somewherein.net
<i>WSIS (World Summit on the Information Society)</i>	www.itforchange.net/WSIS/dhaka
<i>TRADO</i>	www.trado.org
<i>(IT Trade Opportunity)</i>	www.trado.org/Cou/BD/CouBDIts.aspx
<i>Bangladesh Development Gateway</i>	www.bangladeshgateway.org
<i>Nirvana Technology And Traders</i>	http://www.nirvana-bd.com
<i>Facebook & Twitter Page</i>	http://facebook.com/BusinessProcessingOutsourcing http://www.twitter.com/BPOBangladesh

End