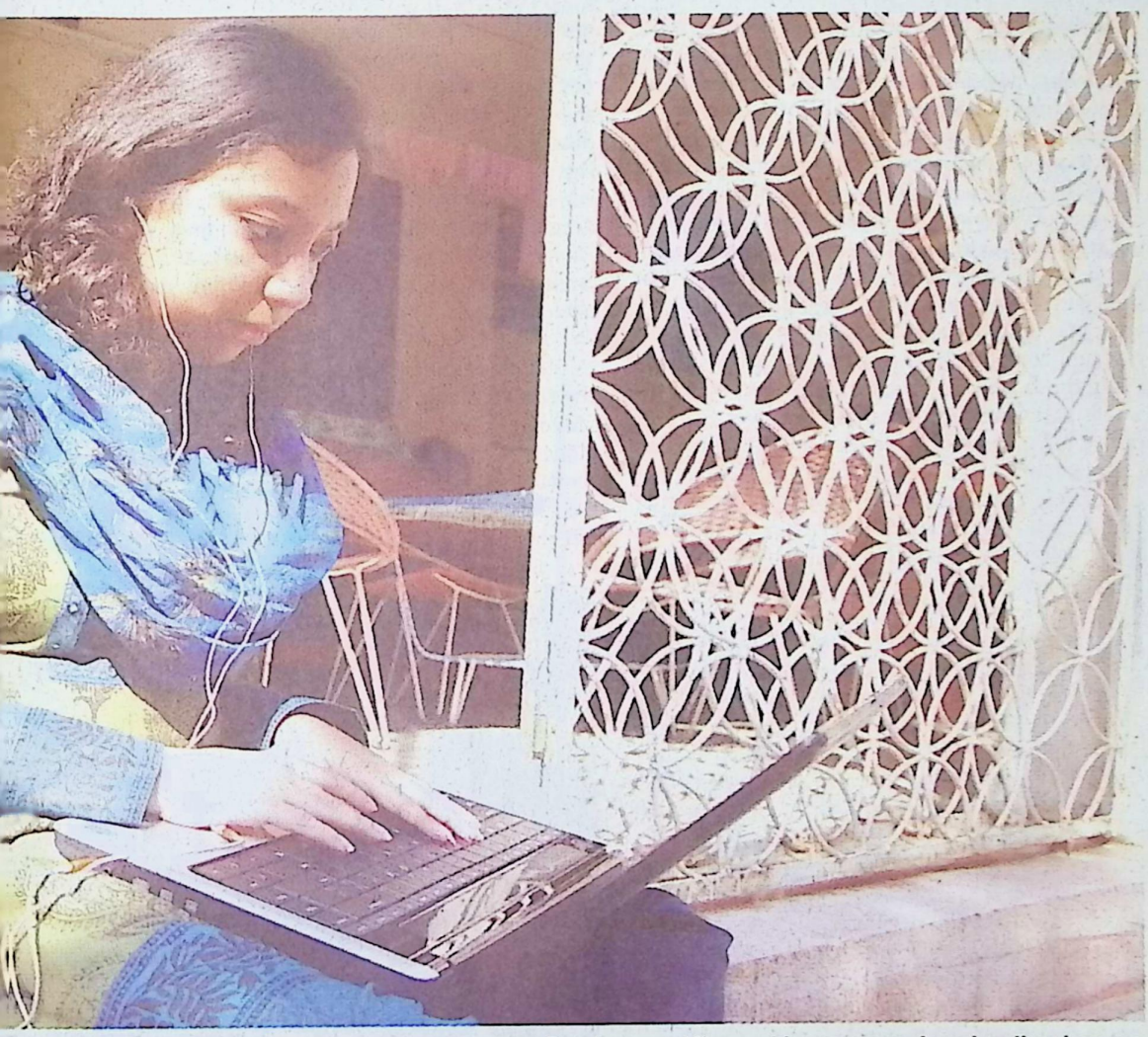


Events around the world are seen and read as they happen.

A weak infrastructure and costly internet connectivity pose as the two biggest problems that people working in this industry face".

Call centres, a recent addition to career option in Bangladesh, is another job that depends on global connectivity. A comparatively well-paid job for the minimum qualification it requires, call centre is an attractive opportunity for high school and university students. International call centres set higher standards as speakers are required to have sound command over the English language. The training that one undergoes for an international call centre is more intensive compared to the domestic ones. Jawad Chowdhury, a university student, works for a call centre, outsource for an Indian company called Helios, an extension of a UK based phone network, after three months of rigorous training and several rounds of interviews. Since he applied for the post of a brand ambassador, he is required to convince people, all residing in the UK, to buy particular cell phone contracts. The destination from where a call is made is never disclosed, for which people like Jawad receives training to improve their accent and emulate certain traits of British English. Also, to gear up their marketing skills, Jawad remembers how, during his interview, he was given the task to use all the tricks of the trade if he had to sell things as unusual as a guitar without strings, flying shoes, and even colourless lipsticks for men. In his words, "call centres like mine are great places to work in for a student but be prepared to work at unusual hours. They pay well and there are incentives too."