

# bKash looks to strengthen its team of GenNEXT Leaders

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In September and October of 2016, representatives of senior management from bKash hosted recruitment talks and seminars about the GenNEXT Leader Management Trainee Programme at several universities in order to introduce the company's business profile. Held for the first time ever, the programme attracted more than 1,500 applications from local and international universities.

Apart from written and aptitude tests, applicants had to undertake a series of challenging interview rounds. For applicants entering the fourth round, there was a High Tea Session arranged by bKash which was an informal get-together for the selected applicants and bKash employees. Following that was the assessment center, where the judges tested the applicants' leadership and emergency-solving skills through case studies and group work. In the final round, applicants had to pass a panel interview which included directors and top management, in order to win a spot in the Management Trainee (MT) programme.

Out of the chosen six, five management trainees were selected from IBA, DU and one from NSU with various backgrounds in marketing, business, finance and human resources. All the candidates needed to experience 6 months of training rotations in every division and department in bKash and then another 18 months in their designated departments before they could graduate.

bKash also arranged a 5-day orientation programme, where Senior Executives such as the CEO along with the heads of every division described the outward-bound challenges of their roles. During the 24-month programme, the trainees experienced various phases of job attachments: in core business units, support functions



**bKash GenNEXT Leader Management Trainee Team**

and portfolio projects. The GenNEXT Leader Management Trainee Programme completed its first recruitment of 6 trainees in 2017.

When asked about the work culture, Akib, MT (Marketing) said, "Mutual respect is the foundation of the work culture at bKash. So far, I have been exposed to not only the activities of all the divisions, but also real-time market experiences, which are an integral part in the learning of a new employee." Sababa, MT (Marketing) added, "At bKash, although people are busy with work, there is still time for fun. Every now and then, sweets and chocolates are distributed for someone who wants to celebrate a major moment in their life." Wasifa, MT (Sales) also said, "We have been assigned to a 6-month rotation plan just to get us fully acquainted

with the company to the core, before we are handed projects."

When asked about the recruitment process and work structure, Nishat, MT (HR) said, "After the interviews, we were invited for a high tea session which was a semi-formal hangout with the people at bKash. This session helped me to understand the culture of bKash, get a feel of the workplace and meet its people." Hasib, MT (Finance) added, "Although the recruitment process was extensive, the high tea session gave us reassurance of the work philosophy and the sense of purpose for those who work at bKash." Raiyaan, MT (Sales) finished with, "The market visit, which was a mandatory part of our induction process, was a very enlightening experience. Even though we got classroom knowledge prior to the market visit, it

helped us understand how the distribution actually works. We got an understanding of how the distribution house provides services to the market, how the Territory Manager manages his house to make sure daily targets are met, how compliance is ensured at every level of the process and lastly, how the end customer's needs are satisfied. We also got to experience the agent's perception towards the brand of bKash."

bKash has announced its next GenNEXT Leader Management Trainee Programme. Undergraduate degree holders (preferably BBA, Economics, Statistics & Mathematics) with CGPA of 3.0 or above are encouraged to apply at [www.bkash.com/career](http://www.bkash.com/career) by today, November 30, 2017.

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## A non-techie's switch from Windows to Mac

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For as long as I can remember, the battle between Windows and Mac OS (R.I.P. Linux) has always been ardent. Having used literally every Windows operating system, from Windows 2000 to Windows 10 while growing up, you can pretty much say that I am an instinctive Windows person. Consequently, giving up on Windows and starting to use Mac felt like one of the harshest things I did to myself.

The first thing that came into my mind while cruising through Mac OS was that it was not as intimidating as I thought it would be. The display seemed lively and vibrant when compared to that of Windows 10. What got me, however, was the absence of any sort of Start menu. It meant that I would have to manually search for any newly installed apps, since a Start Menu in Windows would have highlighted it otherwise. Wait, how do I even access a disk or search a file without a Start Menu? So I googled it, learning about the small magnifying glass icon on the upper right hand corner called Spotlight. It is the quickest way of searching anything on the Mac. As I proceeded to check out the icons, I was yet again hit with

another realization that there was no right click option. The multi-touch trackpad that comes with Apple laptops have no conspicuous indication of a left or right button. Apparently, in order to right click, you have to hold the CTRL button while clicking. But thankfully, there is also an easier method: clicking with two fingers on the



trackpad. If you want to launch the Launchpad that has all of the programs in it, you have to pinch the trackpad with your thumb, index, middle, and ring fingers. Yes, not inconvenient at all.

Next I browsed through the folders, getting a little confused when I went to minimize the folder. It is NOT

in the upper right corner of the window? My brain was reluctant to accept that. The Dock, the kludgy "taskbar" of Mac OS, messed further with my OCD. At this point, my brain was going through multiple levels of rejection. With a heavy heart, I checked out Safari, which seemed okay to me. After a few minutes of surfing the web, I was facing another dilemma: I didn't know how to screenshot on Mac. There's no snipping tool like Windows. How else was I supposed to screenshot a funny conversation and send it to my friends? I found out that to take a screenshot of the full screen, you have to press Command + Shift + 3, and for parts of the screen, you need to press Command + Shift + 4. I must say, I was never a fan of keyboard shortcuts.

Nevertheless, once you get used to it, even Mac OS seems very easy. There are drawbacks and advantages of both Windows and Mac, and hence I would say neither outperforms the other. It all eventually comes down to the user.

*Zarin Rayhana likes to spend her time by pondering over alternative theories about the universe instead of studying for school. Send her your theories at [ericaavianazarin@gmail.com](mailto:ericaavianazarin@gmail.com)*