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আস্থাটাও বেশি এসআইবিএল সুপার সেভিংস একাউন্ট পঞ্চান্ন-উর্ধ্ব সিনিয়র সিটিজেনদের জন্য। ১৮-উর্ধ্ব মহিলারাও এই হিসাবটি খুলতে পারবেন। 16491 www.siblbd.com

DHAKA MONDAY OCTOBER 1, 2018, ASHWIN 16, 1425 BS starbusiness@thedailystar.net

Carbon tax may yield Tk 4,300cr a year: PRI

As of Friday

STAR BUSINESS REPORT

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.......... Carbon tax would facilitate reduction in emission of environment-polluting greenhouse gas and allow the state to earn revenue, said the Policy Research Institute (PRI) of Bangladesh yesterday.

The research organisation said levying 10 percent carbon tax on the current prices of octane, petrol and diesel would enable the government to earn Tk 4,300 crore in revenue in the first year alone.

The receipts will rise to Tk 4,800 crore in the first year if the tax is slapped on fuel oil and kerosene.

At the same time, 11 lakh tonnes of carbon dioxide (CO2) emission will be reduced.

And the amount of tax receipts will increase to Tk

15,283 crore by 2031 and Tk 24,424 crore by 2041.

COMMODITIES

Gold _

Some 67.92 million tonnes of CO2 emission could be reduced by then through the tax.

The prices of goods and services that use gasoline and diesel intensively will rise and output and employment will fall for imposition of the tax.

But the revenue from the investment in clean fuel,

CERAMICS

structure projects and in the process offset the output loss, said Sadiq Ahmed, vice-chairman of the PRI, at a discussion on carbon tax in Bangladesh at its office in

The PRI, the Adam Smith International and the Economic Dialogue on Green Growth jointly organised the event.

The impact of price carbon tax can be used for increase on low-income people will be less, Ahmed clean technology and infra- said while presenting a

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The PRI has come up with the recommendation at a time when CO2 emission is growing 9 percent yearly owing to rapid urbanisation and industrialisation, which increases the use of electricity and transport.

paper on carbon tax for

Bangladesh, authored by

him and PRI Director

high-income people, he

said, adding that the

increase in the cost of living

for the poor could be offset

through increased invest-

ment in health, education

withdrawal of subsidy on

fuel to discourage its con-

sumption to reduce emis-

sion. Then, we recommend

levying excise tax on top of

the prices," Ahmed said.

"We primarily suggest

and social protection.

It would be higher on

Bazlul Haque Khondker.

READ MORE ON B3

KPCL stock doubles in 16 days on rumour

AHSAN HABIB

CURRENCIES

SHANGHAI

The shares of Khulna Power Company Ltd dominated the Dhaka bourse in September riding on a rumour that KPCL would acquire another power producer.

In a gap of 16 trading days, the price of the company's share rose 95.71 percent to Tk 137.90 on September 19, before falling to Tk 118.60 yesterday.

Shares of the power producer worth Tk 1,269.19 crore changed hands throughout the whole September, which is nearly four times its paidup capital.

Retail investors hold only 17.92 percent shares of KPCL which was valued at Tk 712 crore as per yesterday's market value.

READ MORE ON B3

28pc banks not ready to fight cyber attacks

BIBM survey finds

STAR BUSINESS REPORT

The country's 28 percent banks have no preparation to handle a large-scale cyber attack, posing a huge security concern for the banking industry, a survey of Bangladesh Institute of Bank Management (BIBM) finds.

While 38 percent are fully ready, 34 percent are partially prepared, according to the survey titled "IT security of banks in Bangladesh: threats and preparedness".

BIBM's Associate Professor Mahbubur Rahman Alam presented the research paper-under which the survey was conducted—at a seminar at the BIBM auditorium in the capital. Cyber system vendors were found to be

major entities to commit a cyber crime as 27 percent of them were found to have breached safety arrangements.

Most banks relied on foreign sources to get their software, increasing chances of the information falling into the hands of hackers, said Yasin Ali, supernumerary professor of the BIBM.

Bank officials will have to be well trained before adopting cyber systems provided by vendors to avert security risks, he said. Most of the fraud activities were completed with the help of electronic delivery channels, such as mobile banking, ATMs and plastic card transactions.

Around 40 percent of the cyber crimes

are found to be committed by the bankers and IT professionals. Poor security and lack of monitoring

aided the fraudsters while lack of awareness among employees is one of the major causes of cyber security risk. When it came to IT security awareness

among bank employees, some 18 percent were found to be "poor", 12 percent "very poor" and some 29 percent "moderate". High-ups of banks were also found

reluctant to spend money for IT security training.

Around Tk 2,035 crore was invested for IT systems in 2017, a majority of it was spent for procuring hardware and software while only 3 percent was spent for training. **READ MORE ON B3**

Family businesses won't survive without good management: expert

STAR BUSINESS REPORT

Family businesses will not survive without good management and proper planning, said an expert on the matter.

About 80 percent of global gross domestic product comes from family business, according to Ganesh K Raju, PricewaterhouseCoopers India's leader of entrepreneurial and private business department.

"So, family businesses are very important," he said at a workshop on the topic, organised by PwC Bangladesh at its office yesterday.

He said the most successful family firms are those in which there is a good balance between professional management, responsible business ownership and a healthy family dynamic.

Referring to family business survey of PwC, Raju said only 4 percent of the family businesses sustain into the fourth generation.

The first generation builds up the family business, the second generation protects and boosts it, and the third generation destroys. "This is a global phenomenon," he said.

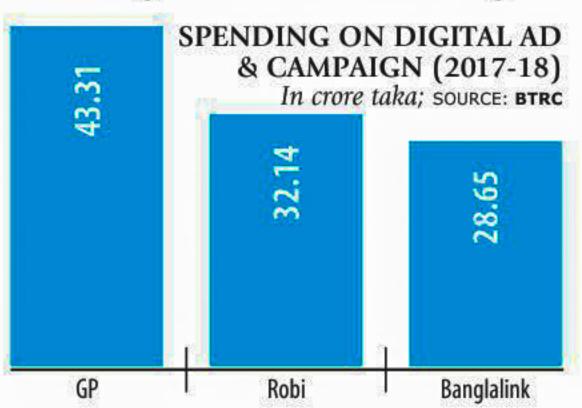
For the first time Bangladesh has been included in PwC's Family Business Survey for 2018; its last edition came out in

The global professional services firm is conducting a survey on a number of family businesses, said Mamunur Rashid, managing partner of PwC Bangladesh.

"We are getting very interesting information from the entrepreneurs. The second generation of some of the families do not want to join the business, while some have no idea on how to run the business, etc."



Telcos spend Tk 104cr on digital marketing



MUHAMMAD ZAHIDUL ISLAM

The top three mobile operators spent Tk 104 crore last fiscal year for reaching their target audience through digital platforms, with Facebook being the most popu-

Telecommunication Regulatory Commission has collected data on the telecom service providers' spending on their digital campaigns. "We assumed the number would be much higher,"

adding that the Bangladesh Bank would be consulted to verify the authenticity of the data.

Locally, companies like Uber, Pathao and other ecommerce and digital service companies are riding on digital media; they never run a campaign on traditional media.

are cost-efficient and effective. Fast-moving consumer goods companies too are running ads on the platforms currently.

here onwards, the telecom regulator will push for a guideline on advertising on social media platforms like Google, Facebook, Instagram, Viber, Imo, WhatsApp, Twitter, YouTube and so on, Haque said.

keting in fiscal 2017-18, Grameenphone spent the most (Tk 43.31 crore), followed by Robi (Tk 32.14 crore) and Banglalink (Tk 28.65 crore), according to BTRC.

Banks' board

meetings should

discuss scheduled

STAR BUSINESS REPORT

Bangladesh Bank yes-

terday asked banks'

directors not to take

decisions in the board

meetings on topics not

included in the agenda

If unscheduled

issues are discussed in

the meetings, directors

don't get the opportu-

hand about the topics.

give their opinions by

aspects of the issues, a

READ MORE ON B3

assessing various

BB notice says.

As a result, they cannot

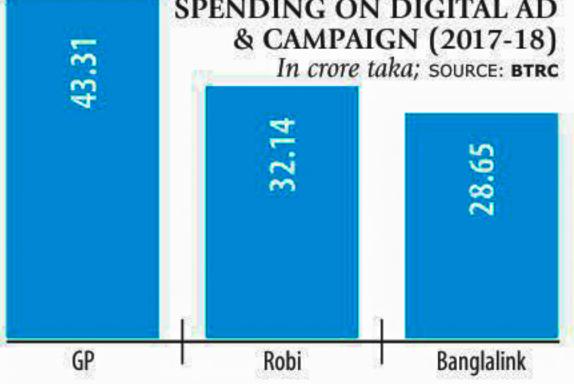
nity to know before-

of the day.

issues only: BB

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www.bsrm.com DHAKA CORPORATE OFFICE **NEW ADDRESS** Nasir Uddin Tower, 4th Floor Bir Uttam Samsul Alam Road, 104/1 Kakrail, Dhaka-1000 Tel: +88 02 8300591-95, Fax: +88 02 8300590



lar medium.

This is the first time that the Bangladesh

said Md Jahirul Haque, acting chairman of BTRC,

Globally, digital marketing is progressively taking up the lion's share of companies' advertising budget.

Start-ups also embrace the digital platforms as they

Seeing that the number will only grow larger from

Of the mobile operators' expenditure on digital mar-

Senior executives of mobile operators said they have spent the most on advertising through Facebook in recent times.

Access to financial products widens: IMF study from 8.02 in 2013.

STAR BUSINESS REPORT

People's access to financial products went up significantly in Bangladesh in the five years to 2017, indicating the country's march towards financial inclusion, according to a new survey of the International Monetary Fund.

The Financial Access Survey (FAS), which was released on Friday, showed the branches of commercial banks per 100,000 adults rose to 8.58 last year

Deposit accounts with commercial

banks per 1,000 adults went up from 599.47 in 2013 to 770.81 last year. Mobile money agent outlets per

100,000 adults jumped nearly four times to 666.76 from 186.56 during the period. The FAS collects annual data on

indicators tracking access to and use of financial products, such as deposit accounts, loans and insurance policies.

The survey is based on administrative data collected by central banks or financial regulators from financial institutions and service providers.

In Bangladesh, automated teller machines per 100,000 adults nearly doubled from 4.81 in 2013 to 8.07 last year. Active mobile money accounts per 1,000 adults saw the biggest jump: it was 44.67 in 2013 and reached 178.15 last year.

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Human



Branch Manager, Retail Banking (Dhaka and Chattogram Division)

Prime Responsibilities

- > Achieving retail banking branch and revenue targets
- > Planning, directing and managing branch relationship and sales teams for acquiring businesses
- > Ensuring high quality customer service keeping in mind work-life balance of branch people
- > Leading people in an environment where people and customers both are priority
- > Ensuring prevention of Money Laundering in line with regulatory requirements
- > Managing performance of branch people

Relationship Manager, Priority Banking/Retail Banking

Prime Responsibilities

- > Achieving assets and liabilities targets
- > Managing the Relationship Management/Sales Team
- > Identifying opportunities to acquire new customers and explore new business opportunities
- > Ensuring the maximum share of wallet of both new and existing customers
- > Capitalizing on cross-sell opportunities
- > Ensuring service quality, standard set by EBL
- > Ensuring prevention of Money Laundering in line with regulatory requirements

Qualification & Other Competencies

- > Branch Manager: Minimum eight (8) years of experience in branches of reputed banks/financial institutions; two (2) years of experience in similar role is preferable
- > Relationship Manager; Minimum five (5) years of relevant experience in branches of reputed banks/ financial institutions
- > Minimum Graduation from relevant background
- > Experience of working in a centralized process and real time on-line banking environment is preferable
- > Excellent business communication skills with effective sales acumen

> Leadership qualities to managing, coaching, and mentoring people > Geographic mobility and flexibility

Eastern Bank Limited offers excellent career opportunities with most competitive salary and benefits package.

How to Apply?

Please log on to www.ebl.com.bd/career and apply on or before 10 October 2018

Candidates will be treated strictly on merit. Only short-listed candidates will be communicated and any sort of persuasion will result in disqualification.







