



Md Anisur Rahman, mayor of Sreepur Municipality, recently inaugurated an agent banking outlet of Bank Asia Limited on the premises of Israq Spinning Mills Limited at Madhkholi Bazar in Sreepur, Gazipur to ensure necessary banking services for factory workers, employees and people living in the area. Md Arfan Ali, managing director of the bank, Alamgir Hossain and Sarder Akhter Hamed, deputy managing directors, Nasir Uddin Ahmed, chairman of Ahmed Group, Md Fazlul Haque, managing director, and Sajid Ishraq, director of Israq Spinning Mills Limited, were present.

An opportunity awaits Bangladesh

FROM PAGE B4

The classic example around the business world is Rolls-Royce. Instead of selling jet engines, it sells "Power-by-the-Hour" or "TotalCare" solutions to the aerospace industry. We all know Rolls-Royce as an auto and aero-engine manufacturer. But it moved from engine selling to a service selling company where it no longer sells the engines only. It sells efficiency by letting the engines be used hourly and tracking engine performance in real-time.

It tracks data while flights are on the go. Rolls-Royce ensures maintenance and other services in important airports around the world. Even before the pilots within an aircraft know, the Rolls Royce team can track the performance of the engines and help the pilots by supplying real-time information they need.

The airlines companies pay for the hours only when the Rolls Royce engines are in action.

Servitisation has aroused attention as a means of building profitable, strong, long-term customer relations and trust.

It is a hot topic around the world for a few reasons. First, it encourages not to own expensive machinery and equipment that can be used, shared or distributed by a service provider. For example, Siemens stopped producing a lot of its electronic equipment to sell as a product unit. Rather, it extended them as a service.

While studying at the University of Exeter in the UK, I directly experienced two services of this nature. One is the university does not own the photocopier, printing and scanning machines. Rather, Xerox, the largest photocopier manufacturer in the world, lets the university use the machine under the servitisation business model, and students pay for the services. Xerox has moved from selling printers and copiers to delivering document management.

Another experience is, the university buys the whole LED lighting systems from Philips as a service. The university does not own the lights.

Philips maintains the entire LED lighting system, repair, replacements and servicing. Since these are also IoT-enabled (Internet of Things), the lighting systems have automatic sensors. So, when no people are around, the lights turn off automatically. This saves costs and provides the efficiency of energy consumption. As a result, the overall maintenance costs come down for the users.

Second, servitisation offers the opportunity to create a service-led competitive advantage that manufacturing-led goods cannot create alone. It offers an opportunity for product innovation.

Third, servitisation helps save the earth by managing energy efficiency.

According to an article published by the World Economic Forum in 2020, the servitisation model is a key contributor to the system efficiency approach to attaining global energy decarbonisation. Thus, servitisation is now being considered as a force of the Fourth Industrial Revolution and has become a part of the digital dialogue in Europe in recent years.

Last but not least, it saves capital expenditure and optimises operational expenditure. Thus, its efficiency leads to profitability. With a lot of other direct financial benefits, servitisation offers a long-term and sustainable revenue stream to the service providers and expenses benefits to the service users.

THE MAIN DRIVERS OF SERVITISATION

The main drivers of servitisation rationale include enhancing reliability and uptime, customer operational involvement, selling new product capabilities, and new revenue-generating business, according to documents of Tata Consultancy.

The benefits are aplenty. Research in 2018 found 48 per cent of the UK manufacturers are planning to increase their investments towards servitisation.

There are challenges too. When a company thinks of moving into servitisation, it needs to manage the resistances that come from the core business model

and the supporters of such old-schools.

The other challenge is all the manufacturing operations, especially the large and established ones, such as electronics, home appliances or automakers, are organised into departments such as production, engineering, R&D, marketing and supply chain. Thus, customer-facing attitude, customer's experience sharing and workshops and training are necessary.

RECOMMENDATIONS FOR BANGLADESH

Servitisation is now widely recognised as a force of innovation and growth of manufacturing and industrial capabilities, facilities and processes that can move from selling products to selling bundled or integrated service offerings to deliver additional value.

Western countries are using this strategy to raise entry barriers against low-income countries. Now, if companies in Bangladesh start learning and adopting principles to move from product selling to servitisation business model gradually, they will be able to begin to gain competitive advantage against local and multinational competitions.

The startups can also integrate with large manufacturing companies to co-create and convert the product-only dimensions into product-service dimensions.

This is a new-world business model. The developed countries have embraced it and have begun the journey to a servitised future. They are improvising every day as a source of gaining competitive advantage and a superior way of providing customer satisfaction.

In Bangladesh, we experience only some primary level of servitisation. But sooner rather than later, the businesses will need to adopt this. Otherwise, our businesses are going to be left behind.

The writer is deputy general manager for marketing at MM Ispahani Ltd. He can be reached at didarulhasan@gmail.com.

Md Forkan Hossain, general manager of budgeting and accounts department at Bangladesh Bank, and Emranul Huq, managing director and CEO of Dhaka Bank Limited, exchanged signed documents of an agreement on Automated Challan System enabling the latter to collect passport fees, VAT, tax and other government fees. Ahmed Jamal, deputy governor of Bangladesh Bank, Nurun Nahar, executive director, and AMM Moyen Uddin, deputy managing director of Dhaka Bank, were present.

DHAKA BANK LIMITED



Memo No. 46.00.2200.002.14.779.19-

e-Tender Notice No. 02/2021-2022 (LTM)

e-Tender is invited in the e-GP System Portal (<http://www.eprocure.gov.bd>) for the procurement of the following works.

Sl No.	Package No.	Tender ID	Tender documents last selling (date & time)	Tender closing (date & time)
01	egp/zpcox/2019-20/own 36	611432	12-10-2021, 16:00	13-10-2021, 12:30
02	egp/zpcox/2020-21/adp 20	613087	12-10-2021, 16:00	13-10-2021, 12:30
03	egp/zpcox/2020-21/adp 21	613091	12-10-2021, 16:00	13-10-2021, 12:30
04	egp/zpcox/2020-21/adp 22	613094	12-10-2021, 16:00	13-10-2021, 12:30
05	egp/zpcox/2020-21/adp 23	613095	12-10-2021, 16:00	13-10-2021, 12:30
06	egp/zpcox/2020-21/adp 24	613098	12-10-2021, 16:00	13-10-2021, 12:30
07	egp/zpcox/2020-21/adp 25	613100	12-10-2021, 16:00	13-10-2021, 12:30
08	egp/zpcox/2020-21/adp 26	613101	12-10-2021, 16:00	13-10-2021, 12:30
09	egp/zpcox/2020-21/adp 27	613102	12-10-2021, 16:00	13-10-2021, 12:30
10	egp/zpcox/2020-21/adp 28	613103	12-10-2021, 16:00	13-10-2021, 12:30
11	egp/zpcox/2020-21/adp 29	613104	12-10-2021, 16:00	13-10-2021, 12:30

This is an online tender, where only e-Tender will be accepted in the National e-GP Portal and no offline/hard copy will be accepted. To submit e-Tender, registration in the National e-GP System Portal is required.

The fees for downloading the e-Tender documents from the National e-GP System Portal have to be deposited online through any registered bank's branches as per mention date and time.

Further information and guidelines are available in the National e-GP System Portal and e-GP help desk (helpdesk@eprocure.gov.bd).

Md. Sohel Rana
Senior Assistant Engineer
Zilla Parishad, Cox's Bazar

GD-1720

StanChart launches 'smart card'

FROM PAGE B1

The Smart Card will evolve based on client behaviour and feedback, he added while thanking Visa Card for being the bank's partner for this innovative initiative.

Credit card transactions at Standard Chartered Bangladesh, which pioneered the facility in the country, rose by 115 per cent since the Covid-19 pandemic began last year with about 1.5 lakh cards in circulation.

Credit card transactions collectively stood at Tk 1,934 crore in June, up 13.25 per cent from a month earlier and 115.46 per cent year-on-year, according to data from Bangladesh Bank.

The total number of credit cards in circulation at the time stood at 17.73 lakh.

Sabbir Ahmed, head of consumer, private & business Banking at Standard Chartered Bangladesh, said the Smart Card serves the everyday needs of youths as well as the rest of the bank's dynamic client-base.

"The unique card caters to our evolving lifestyles, providing great value for money to support our clients' daily spending needs," Ahmed said.

With the Smart Card, consumers can earn big and save more through daily spending. Cardholders can also enjoy the flexibility of interest-free instalments to meet unexpected financial needs or easily finance their purchases. The card comes with some other privileges as well, such as zero interest InstaBuys with no processing fee that is applicable for 3 months for retail transactions of over Tk 15,000.

It also has an annual fee waiver starting from the second year for annual spending of above Tk 3 lakh, he added.

Bitopi Das Chowdhury, head of corporate affairs at the bank, said this credit card would accelerate digital transactions, helping Bangladesh reach its goal to become a cashless society.

stay updated with

The Daily Star
@
www.thedailystar.net

[/dailystarnews](http://www.thedailystar.net)

বাংলাদেশ পানি উন্নয়ন বোর্ড

নির্বাহী প্রকৌশলীর দঙ্গে

ঠাকুরগাঁও পথের বিভাগ
বাগাঁওয়া, ঠাকুরগাঁও



টেলিঃ ০৫৬১-৫২০০১ (অফিস)

Office of the Executive Engineer
Thakurgaon O&M Division
BWDB, Thakurgaon
Email: ee.bwdb.thak@gmail.com
Mobile No. 01318-235518 (Office)

Date: 26/09/2021

e-Tender Notice- [Notice No. Tha-01 (RTBBIP)/2021-22]

e-Tenders have been invited in the National e-GP System Portal (<http://www.eprocure.gov.bd>) for the Procurement of the following works.

Sl. No.	Tender ID	Package No. & description	Location of the works	Tender document last selling date & time	Tender closing & opening date & time
01.	614552	Bank protection work along the right Guide Bundh of Bhulli Bundh Irrigation Project from Km. 4.000 to Km. 4.500 = 0.500 Km. in Upazila Thakurgaon Sadar, Dist. Thakurgaon under Thakurgaon O&M Division, BWDB, Thakurgaon in c/w "Rehabilitation of Tangon Barrage, Buri Bundh & Bhulli Bundh Irrigation Projects; River Bank Protection and Construction of Combined Water Control Structure in Thakurgaon District" Project	Bulli Bundh, Boalia, Thakurgaon Sadar	20-10-2021 16:00pm	21-10-2021 14:00pm
02.	614553	Re-sectioning/Repair work of 3.20 km. Guide Bundh of Tangon Barrage Irrigation Project and 9.00 km. Guide Bundh of Bhulli Bundh Irrigation Project in Upazila Thakurgaon Sadar, Dist. Thakurgaon under Thakurgaon O&M Division, BWDB, Thakurgaon in c/w "Rehabilitation of Tangon Barrage, Buri Bundh & Bhulli Bundh Irrigation Projects; River Bank Protection and Construction of Combined Water Control Structure in Thakurgaon District" Project	Bulli Bundh, Boalia, Thakurgaon Sadar	20-10-2021 16:00pm	21-10-2021 14:30pm
03.	614560	Bank Protection work along the left Bank of Kulic River from km. 41.695 to km. 41.895 = 200.00m at Rautnagar Upazila: Thakurgaon under Thakurgaon O&M Division BWDB, Thakurgaon in c/w "Rehabilitation of Tangon Barrage, Buri Bundh & Bhulli Bundh Irrigation Projects; River Bank Protection and Construction of Combined Water Control Structure in Thakurgaon District" Project.	Rautnagar, Ranisankoil, Thakurgaon	20-10-2021 16:00pm	21-10-2021 15:00pm
04.	614563	Re-excavation of Tangon River from km. 0.000 to km. 10.000 = 10.000 km. at upstream of Barrage Upazila: Thakurgaon Sadar, Dist. Thakurgaon under Thakurgaon O&M Division, BWDB, Thakurgaon in c/w "Rehabilitation of Tangon Barrage, Buri Bundh & Bhulli Bundh Irrigation Projects; River Bank Protection and Construction of Combined Water Control Structure in Thakurgaon District" Project.	Tangon Barrage, Thakurgaon Sadar & Atwari, Panchagarh	20-10-2021 16:00pm	21-10-2021 15:30pm
05.	614564	Re-excavation of Kulic River from km. 35.00 to km. 42.00 = 7.00 km. at upazila Ranisankoil, Dist. Thakurgaon, under Thakurgaon O&M Division, BWDB, Thakurgaon in c/w "Rehabilitation of Tangon Barrage, Buri Bundh & Bhulli Bundh Irrigation Projects; River Bank Protection and Construction of Combined Water Control Structure in Thakurgaon District" Project.	Rautnagar, Ranisankoil, Thakurgaon	20-10-2021 16:00pm	21-10-2021 16:00pm
06.	614557	Re-excavation of Bhulli River from km. 0.00 to km. 15.00 = 15.00 km. in upazila Thakurgaon Sadar, Dist. Thakurgaon, under Thakurgaon O&M Division, BWDB, Thakurgaon in c/w "Rehabilitation of Tangon Barrage, Buri Bundh & Bhulli Bundh Irrigation Projects; River Bank Protection and Construction of Combined Water Control Structure in Thakurgaon District" Project.	Bhulli Bundh, Boalia, Thakurgaon Sadar	26-10-2021 16:00pm	27-10-2021 14:00pm
07.	614558	Re-excavation of Bhulli River from km. 15.00 to km. 30.00 = 15.00 km. in upazila Thakurgaon Sadar, Dist. Thakurgaon, under Thakurgaon O&M Division, BWDB, Thakurgaon in c/w "Rehabilitation of Tangon Barrage, Buri Bundh & Bhulli Bundh Irrigation Projects; River Bank Protection and Construction of Combined Water Control Structure in Thakurgaon District" Project.	Bhulli Bundh, Boalia, Thakurgaon Sadar	26-10-2021 16:00pm	27