

# OVERCOMING HURDLES THROUGH TECHNOLOGICAL INNOVATION

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Since its inception 25 years ago, Grameenphone has been the forerunner of revolutionary telecommunication technology in Bangladesh. In the third part of this five-article series on telecom expert Abu Saeed Khan's 'Partner in Digitalization 1997-2022', we will take a look at how Grameenphone has utilised unique technological solutions to contribute to the development of the nation's telecommunication sector.

## Answering unforeseen challenges

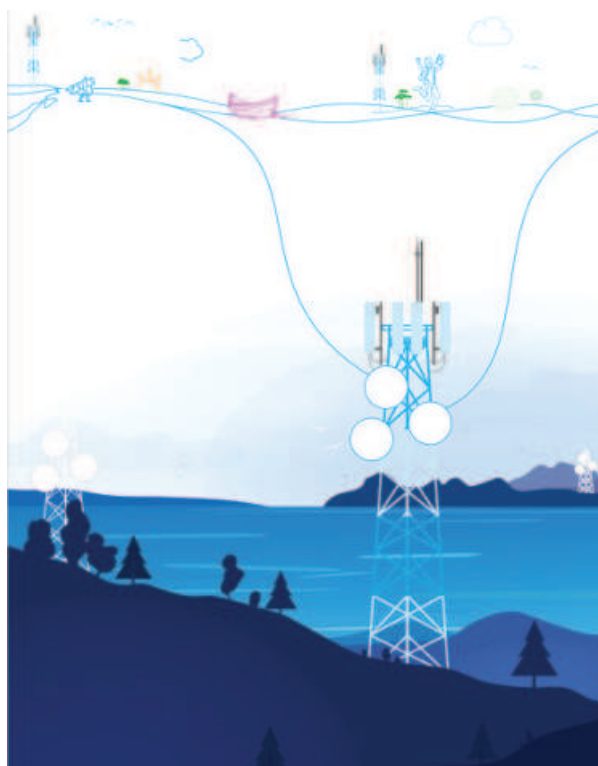
According to Abu Saeed Khan's report, in 1996-7, only 20,520 villages in Bangladesh had access to grid electricity. To ensure proper network coverage across the nation, especially in areas lacking electricity lines, Grameenphone secured a secure supply chain by which they safely transported flammable gasoline to remote areas. This gasoline was vital in maintaining the uninterrupted 220 VAC power supply and air cooling of Grameenphone's mobile towers.

In May 2020, over 30% of Grameenphone's 16,000 mobile towers were disrupted by Cyclone Amphan. As a response, even during the pandemic, Grameenphone dispatched quick repairs across the nation while ensuring proper protective measures of their frontliners. Furthermore, Grameenphone's reallocation of network services meant that office workers and students stuck at home during the pandemic could use mobile internet to attend conferences and classes online.

## Assisting impaired Bangladeshis

A recent study by the Society of the Deaf and Sign Language states that nearly three million Bangladeshis possess speech and hearing impairments. To tackle this communication barrier, Grameenphone launched the SignLine service in 2020, through which speech and hearing impaired individuals can learn sign language from Grameenphone's YouTube channel and the MyGP app.

Since its launch during the pandemic, the SignLine service has helped spread awareness regarding Covid-19. It has also enabled speech and hearing impaired



individuals with the professional knowledge and tools required to compete in the local job market.

## Online safety awareness

Grameenphone is keen on conducting online safety awareness programs, especially for children. Abu Saeed Khan states that since 2014, the telecom company has been hosting cross-brand awareness programs in schools all over the country to ensure that teachers, parents and students are equipped with the knowledge to avoid potential cyberattacks, malware and scams on the internet.

To date, Grameenphone has provided training to

approximately 2.4 million children, parents and teachers in partnership with development organisations. Since 2018 with UNICEF, Grameenphone has worked with over 400 schools and adolescent clubs across the country to educate children from all walks of life and help them navigate safely in the digital space.

Through other national campaigns and advocacy initiatives programs such as 'Thik Line-e Online-e' and 'Jantey Hobe Kothay Thamte Hobe', Grameenphone has spread awareness to more than 25 million people each year, creating an ecosystem where children can get the much-needed support to grow in the digital space for a safer and more secure online experience. All Grameenphone users can access the Child Helpline by dialling 1098, where they can receive support regarding child safety concerns and online security.

## MyGP

A discussion on Grameenphone's unique technological solutions would remain incomplete without mentioning the MyGP app. Launched in August 2016, the app is still today the most effective method for Grameenphone customers to stay updated with account balance information, internet data packs and current offers.

As a one-stop solution, MyGP lets users recharge account balance and mobile data anytime and anywhere, being wrapped in an interactive UI that caters to a personalised user experience. MyGP app can be downloaded from both Apple App Store and Google Play.

As a local telecommunication company, Grameenphone has made strides in answering many prominent challenges with unique technological solutions. Whether it be spreading awareness regarding safe internet usage or answering customer demands via an interactive mobile app, Grameenphone continues to impress with their myriad of modern innovations.

*[The viewpoints and findings in this article are based on Abu Saeed Khan's compiled report 'Partner in Digitalization 1997 - 2022'.]*

# Social media sites where you can look for jobs

ESRAT SADIA

While there is a misconception regarding social media being a waste of time for professional employers, 93% of firms rely on social media to find new employees. Since it can be an excellent tool for attracting new staff members to organisations, a good internet presence may help you land a new job. In today's job market, social media networks like LinkedIn and Facebook can be valuable tools for people looking for work, from networking to studying potential employers and industries.

## Facebook

The social networking site Facebook is a good place to look for a job in Bangladesh. Facebook's app includes a section for posting and searching for jobs. It used to be that LinkedIn was the only social media platform regarded

as suitable for job hunters a few years back. Despite this, Facebook has become one of its main rivals over time. For job searchers, this site is likely to become their go-to source in the near future, thanks to its seamless integration of personal and professional information. As a direct competitor to LinkedIn's employment board, Facebook also has its own unique features.

Facebook can also be an excellent place for employers to find new employees. Find a Facebook group that discusses issues relevant to your job or job openings that fit the description you are looking for. There are also pages run by local recruitment agencies through which you can reach the right job openings for you. Owing to its mainstream popularity, Facebook can

be a welcome site for the latest job opportunities. LinkedIn

For employers, LinkedIn is one of the most trusted networks for professionals throughout the world. Apply to any matching job using your LinkedIn profile using the LinkedIn app. With a few taps on your phone screen, you can find the perfect job with LinkedIn's job-search tool. A few of LinkedIn's most appealing features are its job search and recruiting, job discovery, business news and social network. Regardless of the device or operating system, it may be accessed with ease.

## Other sites

While not the most popular social media platforms in Bangladesh, you can follow potential employers and job recruitment groups on Twitter and Instagram as well. Today's job market places a high

value on the ability to use social media to promote your career, so you can also use these platforms to build a likeable professional image as well. You can expand your networks on these sites too. While word-of-mouth, social media, and company websites can all lead you to job opportunities, it's never a bad idea to broaden your search to include as many channels as possible. You never know when or where you'll get your next chance.

Job searching in social media brings together a wide range of positions and companies in one location, allowing you to learn about employment opportunities you may have missed. Start building a professional online profile and begin your job search as soon as you can.