

Making migration more accessible for BANGLADESHIS

A chat with Namir Ahmad Nuri, CEO of Ami Probashi Ltd.



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FARHAN MUSFIQUE

The 'Ami Probashi' app and recruitment management system is a user-friendly, digitised platform that streamlines the migration process for aspiring Bangladeshis seeking employment abroad. The app provides a range of services, including online government services, migration enrollment, training booking and certifications, vaccine registration, job postings, and essential tasks for overseas work.

Ami Probashi Ltd., the company behind the app, recently partnered with the ICT Division of Bangladesh to make the migration process safer, quicker, and more transparent. In an interview with The Daily Star, Namir Ahmad Nuri, co-founder and CEO of Ami Probashi Ltd., shared the details of the Ami Probashi platform, challenges within the industry, and his journey thus far.

Please share with us your journey so far.

Ami Probashi Ltd. was founded with a simple yet profound vision: to empower aspiring

Bangladeshi migrants by providing them with a centralised platform to manage their entire migration journey. We realised that the traditional migration process was often complex, time-consuming, and required extensive reliance on middlemen, leading to increased costs and potential exploitation. We aimed to transform this experience by providing a user-friendly digital solution that would give aspiring migrants control of their migration process from start to finish.

What kinds of challenges did you face when launching the company?

One of the key challenges we faced was the lack of innovation in the migration sector. For decades, the process has remained largely unchanged, relying on outdated systems and inefficient practices. We wanted to disrupt this status quo by introducing a modern, technology-driven platform that would streamline the entire experience. Another challenge was the initial perception of trust among aspiring migrants. They were accustomed to relying on intermediaries

and were hesitant to embrace a digital solution. We addressed this by continuously improving the platform's usability, enhancing user education, and collaborating with government stakeholders to ensure the platform's legitimacy.

How successful has the app been so far in terms of impact? How do you plan to develop further in the future?

Today, Ami Probashi has over 5 million users and is used by over 2,000 recruiting agencies. We have partnered with government agencies to provide them with real-time data analytics to inform policy decisions and improve the migration process. For aspiring migrants, Ami Probashi has significantly reduced the time required to complete the migration process, streamlined the application process for jobs, and provided access to a wider range of employment opportunities. We are committed to further expanding our services, integrating more AI-powered tools, and forging strategic partnerships with foreign companies to expand our reach and impact.

Do you want to work further on any untapped opportunities that could benefit migrant workers?

Our ultimate goal is to transform the migration experience for Bangladeshis, making it more accessible, efficient, and secure. We believe that technology can play a pivotal role in bridging the gap between aspiring migrants and their aspirations.

We recently signed an agreement with a2i, where all the union-level digital centres will have Ami Probashi services - which means greater local support for every aspiring migrant across Bangladesh. We also ensured that even someone not proficient with modern technology can get the help they need at these union-level digital centres and complete the necessary processes through the Ami Probashi platform.

How do you envision the company's growth in the coming years?

First of all, we want more strategic partnerships. People who understand the sector and can support us with knowledge and guidance. By leveraging technology and data, we can empower migrants to take control of their own journeys, ensuring their safety, maximising their opportunities, and contributing to their overall well-being. Furthermore, we are working on the skill development of migrant workers. The platform supports online booking for technical training centres - a feature we want to improve further in the upcoming years.

JOBS
SPOTLIGHT

Daraz - SQA Engineer, Regional Technology

Deadline: December 31

Eligibility:

- BS/MS degree in Computer Science, Engineering or a related subject.
- Must have proven hands on QA experience with good knowledge on test case management and API testing.
- Should have basic knowledge of Java, Selenium, Appium, Python, JavaScript, GraphQL, Rest API, JMeter, and Postman.

Minimum experience: 3 years

Apply through the official LinkedIn page of Daraz.

World Health Organization - Team Assistant

Deadline: January 10

Eligibility:

- Bachelor's degree from any recognised university; Master's degree in administration, management, economics, public health or other relevant areas.
- Previous experience of working with government procedure in secretarial management is considered desirable.
- Expected to provide day-to-day secretarial support to National EPI on immunisation, AEFI and VPDS surveillance, new vaccine introduction, and Covid-19 vaccination.

Minimum experience: 3 years

Apply through the official LinkedIn page of the World Health Organization.



Product Analyst - Grameenphone

Deadline: N/A

Eligibility:

- Graduate from a reputed university in business, finance, or economics.
- Must have experience in commercial product, marketing, or distribution.
- Should have experience in performance analysis for events, campaigns, or products.

Minimum experience: 2-3 years

Apply through the Careers section of Grameenphone's official website.



What is upskilling and why it matters

If you are attempting to upskill yourself, you should aim to continually improve and expand your skill set, so your overall employability remains consistent in the ever-changing job market. Employers seek candidates who not only possess the necessary skills for today's roles but also demonstrate an eagerness to adapt and learn, enabling them to tackle the challenges of tomorrow.

Gone are the days when age-old technical skills could carry you from one promotion to another. In a world where technology is evolving every day and AI is gradually transforming modern industries, the concept of 'upskilling' has become more important than ever. As such, it is imperative for you, a modern professional seeking better career opportunities, to be familiar with what upskilling is and why it matters so much. Read on to find out more.

What is upskilling?

Upskilling refers to the process of learning new skills or enhancing existing ones to remain competitive, relevant, and adaptable in the job market. It involves acquiring additional knowledge, capabilities, or qualifications that align with current industry demands or anticipated future trends. Doing so will help you future-proof your career by staying ahead of the curve, ensuring you possess the necessary competencies sought after by modern employers.

Upskilling can involve learning technical skills related to a specific industry, soft skills such as communication or leadership, or even adapting to new tools or methodologies that have become standard in a profession. It isn't limited to formal education; it encompasses various learning avenues like online courses, workshops, certifications, on-the-job

training, or even self-study.

Why is upskilling important?

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Upskilling also acts as a shield against the uncertainties brought about by automation and AI. By continually learning and acquiring new competencies, individuals create a safety net for their careers, ensuring they remain adaptable and resilient in the face of technological disruptions. Furthermore, one of the most tangible benefits of upskilling is its direct impact on career progression. Individuals who actively seek to enhance their skill sets often find themselves better equipped to take on more challenging roles.

How should you 'upskill' yourself?

A crucial first step in upskilling is identifying existing skill gaps and understanding the prevailing and future trends within your industry. What are the skills you are most proficient at? Are those skills still relevant in your line of work? Is there a particular set of new skills you should obtain to stay ahead of your competitors? Be sure to answer



these important questions first before tackling upskilling.

Once you have identified your gaps, you can look into online courses, workshops, mentorships, or professional networks to upskill yourself in the required criteria. Keep in mind that this isn't a process you can do alone. It's best to seek help from more experienced professionals or knowledgeable resources.

You should also look into the practical application of newly acquired skills by engaging in real-world projects, internships, or freelance opportunities. This way, you will not only be better

prepared for the ever growing market demands, but you will understand yourself better as a whole too.

Do employers value upskilling?

Employers will always value upskilling, and modern employers actively promote it as an essential practice for both older and newer employees. Employers are constantly seeking candidates with technical expertise that aligns with their industry's needs. Additionally, the ability to adapt swiftly to new technologies and methodologies is highly valued by any workplace. If you're someone who is updated with current market trends and has the skills necessary to back yourself up with a modern, enthusiastic mindset, your value in the job market will increase.

Beyond technical prowess, soft skills such as communication, problem-solving, emotional intelligence, and teamwork are increasingly sought after as well. These skills contribute significantly to an individual's overall effectiveness within a team or organisation. Additionally, employers encourage candidates to brush up on their leadership qualities as well, as these are instrumental skills in driving organisational growth.

If you are on the hunt for a new job, keep in mind that upskilling is not merely an option anymore; it is a fundamental requirement for success in today's professional landscape.