



## Where is Bangladesh's freelance market headed?

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In fact, internationally, there has been some movement where freelancers are required to use AI to maximise their output. So, skilled usage of AI could be yet another skill that Bangladeshi freelancers can leverage to give themselves an advantage.

The government too has an important role to play, aside from simply providing training to those in this sector. India, for example, has provided incentives like tax deductions for freelancers. As they are not normally employed in the formal sector and therefore do not

receive traditional benefits that come with the average full-time job, freelancers in India are given allowance for certain deductions.

The world of freelancing can be incredibly lucrative and sometimes even life-saving for individuals struggling to find regular jobs.

Just last year in November, I remember reading the story of Ashraful Alam Sami, a 17-year-old boy with a physical disability. Despite this, Sami pursued certain freelancing opportunities, which allowed him to earn roughly around Tk 80,000 in three months.

With that money, he was able to support his family financially.

With the right environment and policies in place, Bangladesh can someday become a freelancing mega power. Our low labour costs can help catapult us towards dominating this field internationally, becoming a hub

for all other countries to slowly start outsourcing all of their freelance needs to us.

However, just like a plant in need of water, fresh air and sunlight to prosper, this industry also needs adequate care, attention and opportunities to reach its full potential.



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Experts suggest that Bangladesh is home to a population of 10 lakh freelancers, with 650,000 of them being in the field of IT.

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