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*A glimpse of our Batali Hill office located in Chittagong.*

## Editorial

**A**fter reverting back to monthly publications we have had some good feedback and appraisals. It is also worth noting that the overhaul of some of the content has brought some informative insights into our publication; information that we hope our readers enjoy.

In this issue we continue in the same trend, showcasing some of the inner workings of AKTL combined with different information on other topics, snippets of news from the telecommunication industry and our usual tips towards improvements in the workplace. We start the issue on a great note with information on a laudable initiative of providing education by the Jaago Foundation, visited as part of a CSR initiative by our higher management. We also continue to recognise the ourstanding performers in the AKTL family from each of our operating zones.

We end this issue paying our tributes to all the martyrs and freedom fighters who went into the war for independence with great strength and courage on the 26th of March. We hope you enjoy reading this issue, and any feedback, as always, would be deeply appreciated.

**T**he picture below was taken during a recent visit by our higher management to the Jaago Foundation's headquarters in the capital's Rayerbazaar area as part of a Corporate Social Responsibility (CSR) initiative. Jaago Foundation is a non-profit educational organization aimed at providing free, quality education to children from social and economically challenged backgrounds and has been immensely successful since its inception in 2007. This visit was made before Jaago opened an online school in the remote area of Bandarban, its second school in Chittagong district. The foundation accommodates more than 1400 students across the country through its eight institutions.



*Above picture from left to right- Mr. Sohel Mehmud (GM- Head of Operations and Internal Control, AKTL) Mr. Korvi Rakshand (Founder, Jaago Foundation), Mr. Abul Kasem Khan (Director, CI, AKK) and Ms. Nody Rashid (Sr. Manager, Communications, Jaago Foundation).*

## Bangladesh Telco Industry Snippets:

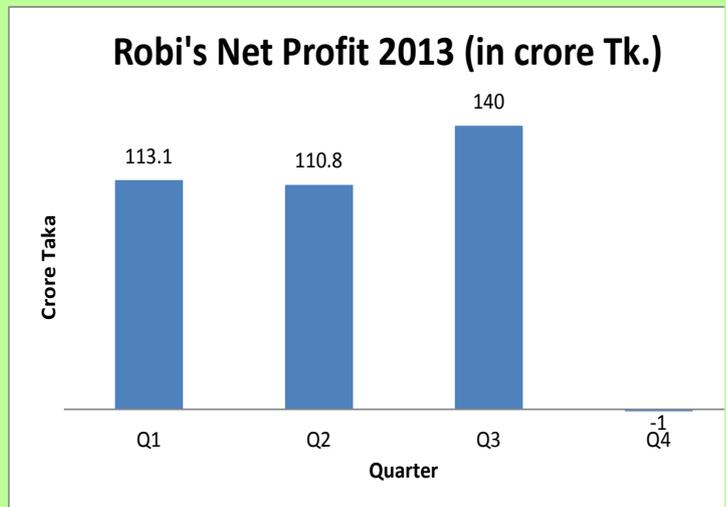
### •Robi's Net Profit Increases by four times from last year

Robi's net profit rose by four times, to Tk. 365 crore in the year 2013, from a year ago. This improvement was said to be backed by cost cuts and customer acquisition according to the mobile operator.

The company's gross turnover increased 16 percent to Tk 4,520 crore in 2013 from the previous year.

Robi was able to overcome market slowdown in 2013 and achieved considerable growth in all financial and market matrices, the company said in a statement.

However as shown in the featured chart, there was net loss in the final quarter of 2013. Mr Mahtab Uddin Ahmed (CFO, Robi) said, "Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) dropped 38% from Tk470 crore in Q3 to Tk290 crore in Q4, primarily due to revenue fall, increased operational expenses, and 3G related costs."



### •French firm plans to set up mobile banking hub

France's IT company—eServGlobal—is set to establish a hub in Bangladesh to offer innovative and low-cost mobile banking services. The hub, known as interoperability platform, will enable banks to provide mobile financial services without investing money in network development.

The company signed a deal at Sonargaon Hotel in Dhaka with BDCOM Online Ltd, a local IT company, to set up the platform in six months time.

### •GP wins Global Mobile Award 2014

Grameenphone, the market leader of cellular operator in the country, has won the 19th Annual Global Mobile Award. Grameenphone won "The Green Mobile Award" for its climate change programme, at the GSMA Mobile World Congress in Barcelona. Grameenphone Chief Technical Officer Tanveer Mohammad received the award on behalf of the company.

This year, GSMA has declared 32 awards in different categories.

### •Banglalink's revenue hit by political unrest

The operator's revenue slipped by 13% to generate Tk3,900 crore last year while the figure was Tk4,536 crore in 2012. Mobile phone operator Banglalink has suffered a revenue drop for the first time since its launch in 2008. Until 2013, the operator's revenue had been growing steadily, however last year it slipped by 13% to generate Tk3,900 crore while the figure was Tk4,536 crore in 2012. Banglalink blamed political unrest and deactivation of illegally terminated SIM cards for voice over internet protocol (VoIP) subscribers.

### •Blackberry Service to be stopped in Bangladesh

The Blackberry service in Bangladesh is going to stop offering their wireless solution from two mobile operators on security concerns as directed by the telecom regulator, BTRC, officials said. Market leader Grameenphone has been offering the service from July 2008 and Airtel for last three years.

## Development into New Areas of Operation:

Here at AKTL, we continually strive to develop and expand our operations into new territories and markets, taking new initiatives as we stride forward. This continual channel development and expansion has taken us into some of the remotest areas geographically in our respective operating areas. AKTL's distribution has ventured into new remote areas, setting up microdealers in Idgore, Baishari, Headmanpara, Dosori, Longdupara & Kargubari union under Naikanchori thana and Matarbari, Moheshkhali. As a result, there were various awareness campaigns carried out in the areas by our ZM for the zone, Mr Main Uddin Chisty and his team, as well as the AM of Robi.

*Picture on the right shows a proud Mr. Zahirul Alam, our microdealer at his beautiful new RSD, set up at Naikanchori.*

*Due to shortage of space we are unable to provide more pictures of the campaigns carried out and the other microdealer at Matarbari, Moheshkhali.*



## Country Economic Profile- Myanmar (with a focus on the Telco industry):

With our neighbouring country, Myanmar, opening its gates to foreign involvement in the country after a long period of stagnation from most international involvement or economic ties, it is widely expected by economists around the world that foreign direct investment (FDI) shall pour into the country in large sums, after huge reforms in political and economic policy. The telecom sector is expected to be one of the larger portions towards attracting foreign investment, with about 20 percent of the \$4 billion to \$5 billion the Southeast Asian nation is projected to receive in the coming year, coming from Norway's Telenor, Qatar's Ooredoo and other foreign telecom firms.

Telenor and Ooredoo were finally awarded their formal licenses to begin operations more than half a year after their authorisation to set-up in the country. The companies are expected to quickly roll out telecom network and connect the country's population. As such, large investments are expected to be spent, since Myanmar has little in way of telecom infrastructure.

"Telenor and Ooredoo have received licenses as service providers, but they can't implement everything themselves," said Aung Naing Oo, Director-General for the Directorate of Investment and a member of the Myanmar Investment Commission (MIC), told the Irrawaddy publication. "We need other companies that can help their projects—for example, building fiber optic lines and towers around the nation—so we expect that some related foreign companies that can help them will be coming in the next year." Aung Naing Oo added that he expects 20 percent of FDI to come from telecom sector.

According to the same publication, Irrawaddy, local business owners in the telecom business, however, are wary of foreign competitors who are much larger and outnumber them in available funds. Lwin Naing Oo, MD of the Shwe Pyi Tagon telecom firm, said that government should be mindful of potential negative impacts on local firms. "We can learn technical skills from such foreign companies, but we need more support from the government," Lwin Naing Oo added. "For example, they should allow us to build towers for Telenor and Ooredoo. We local companies can do this rather than foreign companies."

For the coming year, manufacturing is expected to stay strong, with telecom, and hotels and tourism industries taking second and third place, Aung Naing Oo predicted.

Myanmar is making a strong case for itself as a new investment hot spot. In 2011, when the country was just taken over by the civilian government, FDI was a lowly \$300 million, but within a year later rose to \$1.3 billion, before nearly doubling in 2013 to \$3.5 billion.

The following section highlights and congratulates the stand-out performers in the AKTL family for the month of February, 2014:

**Best Performing Area-In-Charge (AI)**

**CTG METRO**



**Mr. Faridul Alam**  
Metro-2

**OUTER**



**Mr. Raju Das**  
CTG Outer North-5

**Best Performing Territory-In-Charge (TI)**

**CTG METRO**



**Mr. Naim**  
METRO-2

**CTG North**



**Mr. Shoumen Das**  
CTG Outer North-3

**CTG South**



**Mr. Liton Chowdury**  
CTG Outer South -2

**COX North**



**Md. Noman**  
COX North-3

**COX South**



**Mr. Touhidul Islam**  
COX South - 1

**Best Performing Sales Representatives (SR)**

**CTG METRO**



**Md. Ershadul Kadir**  
Metro-3

**CTG North**



**Md. Mozammul Hossain**  
CTG North-3

**CTG South**



**Mr. Parvas**  
CTG South-5

**COX North**



**Mr. Zillur**  
COX North-3

**COX South**



**Md. Kawsar Ahmed**  
COX South- 1

## Improving Productivity in the Workplace

*The following are 5 non-sequential factors that can help to improve the employee productivity at the workplace:*

### **# 1. Accountability**

Every employee needs to be well aware that he is accountable for his actions and decisions, and he can neither take a pass or pass the blame to someone else.

This will help him/her work more meticulously ,

Take cautious rather than reckless decisions, and not take advantage of his/her place, position or relationship with his superiors.

### **# 2. Follow up**

Employers often set targets and feel their job is done.

No, every target or milestone set needs to be followed up as well, to see if the progress is sufficient and if not, whether any interim measures can be taken before it is too late to salvage a situation.

It also keeps the employee on track, ensuring there is consistent effort throughout the lifetime of the project

### **# 3. Manage the work force but avoid micromanagement**

It is well known that a large pool of employees does need to be managed, provided direction and given assistance. But with this they must also be trusted, given freedom to operate in their style and adopt measures which they think are the best to deliver results.

This freedom to act as they deem fit helps to keep them encouraged, motivated and happy in the belief that they are trusted.

Employees need to think for themselves, analyze the consequences of every decision or action to be able to give their best to their jobs. And the employers must make it possible for their workers to do so.

### **#4. Encourage, motivate, reward and recognize**

The employer must ensure that on his part he always has words of encouragement for his staff. Encouraging them helps them move forward and do even better, and makes the worker feel happy. Innovative ways of motivating them spurs them even more.

Rewarding the hard work put in by employees makes them continue to work in the same fashion, and if the employee feels that his work is not appreciated in words or in material terms, he may gradually stop doing so, since he may feel that others working less are given the same too, so he need not work more.

Rewards, and other ways of keeping employees happy makes them feel that their effort is being recognized and that they are needed by the company.

### **# 5. Reach out to employees by seeking them out**

Every employee loves to feel he has the ears of the management who will recognize him and listen to what he says. Display of inter-personal skills in which the boss appears humane and one of them, rather than a larger than life, distant figure, helps to have employees warm up to him and feel happy working for him.

A bit of effort to reach out helps them all do better.

## *A Fact A Month* **Practical Thinking**

When NASA first started sending up astronauts to space, they quickly discovered that ball-point pens would not work in zero gravity. To combat the problem, NASA scientists spent a decade and \$12 billion to develop a pen that writes in zero gravity, upside down, underwater and on almost any surface including glass, coupled with working at temperatures ranging from below 0 to +300 degrees celsius.

The Russians solved the problem by simply using a pencil!





“WE ARE KNOWN BY THE COMPANIES WE KEEP”

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**I**n 2012, AKTD was converted into a separate entity named AK Khan Telecom Ltd (AKTL). Today, AKTL is one of the largest distributors of Robi Axiata Limited in Bangladesh. AKTL has a very large distribution and supply chain set up with an efficient sales force covering a large geographical area of the south eastern part of Bangladesh under the Chittagong Region. AKTL is also operating bKash® M-commerce in Bangladesh for Robi Axiata Limited. AKTL has Point of Sale (POS) coverage of more than 36,000 in its operational area throughout with distribution hubs operating directly and through sub-dealers as channel partners.

### Did you know?

The Internet as we know it today was originally designed by the US department of defense with help of US universities and called ARPANet (Advanced Research Projects Agency Network) The first message on the ARPANET was sent by UCLA student programmer Charley Kline, at 10:30 pm on 29 October 1969, from Boelter Hall 3420. Kline transmitted from the university's SDS Sigma-7 Host computer to the Stanford Research Institute's SDS-940 Host computer. The message text was the word login; the 'l' and the 'o' letters were transmitted, but the system then crashed.

**T**he Independence Day of Bangladesh, also referred to as 26 March, is a National holiday. It commemorates the country's declaration of independence from Pakistan in the late hours of 25th of March, 1971. On 26th March 1971, the Independence of Bangladesh was declared and the long struggle for liberation began.

The people of the then-East Pakistan took part in this war to liberate Bangladesh from the military leaders of Pakistan.

Independence for Bangladesh was gained through a nine-month civil war against the Pakistani Army, which resulted in the loss of approximately 3 million lives. The 'Mukti Bahini' (Freedom Fighters), with military support from India, defeated the Pakistani Army eventually on 16 December in the same year (1971), through great loss and sacrifice, which is celebrated as Victory Day. The whole month of March was in itself a struggle in the planning and execution for the declaration of Independence.

The 26th of March just like Ekushey February (21st February), highlighted in our last issue, holds a significant and sensitive part in the hearts of the millions of Bangalis' who have been part of a independent Bangladesh for the last 43 years. The day is usually commemorated with a 31-gun salute in the morning, followed by parades and other national functions. All different parts of each area are filled with the Bangladeshi flag and celebrated, throughout the country. Thousands of people also pay their respects to the fallen heroes of the war for independence at the Jatiyo Smriti Shoudho located at Savar.

This year, as part of a special initiative, Bangladesh shall try to break the Guinness Book of World Records, by having the largest choir of people singing the national anthem at the National Parade Ground, located in Sher-E-Bangla Nagar.

