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An Internship Report
on
"Administrative Support
of
Administration Department"

Grameenphone Ltd.

Submitted To:
Ms. Nayeema Ahmed

Submitted By:
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ID# 2003-3-10-029

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27 April, 2008

REPORT-LTS

Letter of Transmittal

27 April, 2008

Ms. Nayeema Ahmed
Senior Lecturer
Department of Business Administration
East West University

Subject: Submission of Internship Report on "Administrative Support of Administration Department", Grameen Phone Ltd.

Dear Madam;

As a part of the internship program, I have prepared this report on the topic "Administrative Support of Administration Department of Grameen Phone Ltd." for the course 'BUS-499'.

This report contains an elaboration of the overall administrative support of the Administration Department of Grameen Phone. It shows the efficiency of the department in terms of providing service in various aspects.

In preparing this report, I have tried to apply my gathered knowledge while working in the Administration Department of Grameen Phone Ltd. I feel that this knowledge will be helpful for my career. I would like to thank all the employees of Administration Department for their patience and intense cooperation.

I hope you will accept my report as a standard report on this topic and thank you to give me all sort of supports.

Thank You.

Yours Sincerely,



Muhammad Waliur Rahman
ID# 2003-3-10-029
BUS-499

Acknowledgement

I would sincerely like to express my gratitude to Ms. Nayeema Ahmed, Senior Lecturer, Department of Business Administration, East West University, for her constant guidance throughout the course of my internship program.

This Internship report could not have been possible without the efforts put in by a large number of individuals working in Administration department. I would like to thank Mr. M. Mahtab Ali (AGM), Mr. Rezaul Amin (DGM) and Ms. Tanvira Sultana (Manager) for their proper guidance for working in this department. I would like to give special thanks to Ms. Rubana Mohsin for her continuous support and constant motivation.

Thanks are due to all staff members of Administration Department of Grameenphone Ltd. who extended and tremendous support in completion of the report. And last but not the least, all my heartfelt thanks go to all mighty Allah, without his help I would not be here.

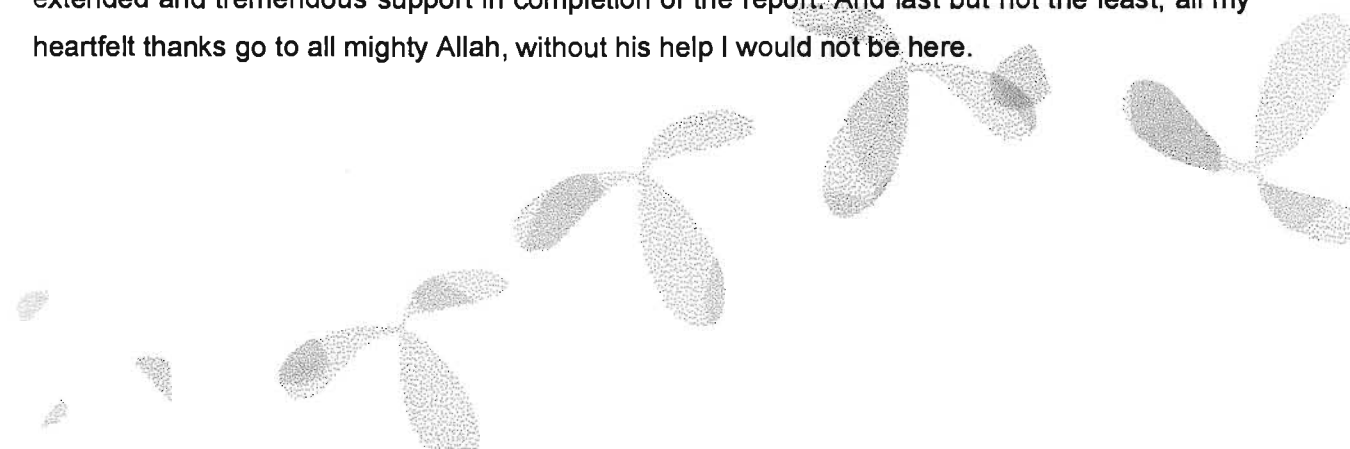
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Introduction

Grameenphone is the leading telecommunication service provider in the country with more than 18 million subscribers till April 2008. It started its operation in Bangladesh on 26 March, 1997. It is a joint venture enterprise between Telenor (the largest telecommunications service provider in Norway with mobile phone operations in 12 other countries) and Grameen Telecom Corporation, a nonprofit sister concern of the internationally acclaimed micro-credit pioneer Grameen Bank.

In the midst of lack of communication means, Grameenphone has introduced an effective and user-friendly mobile phone network. Bangladesh is an attractive market for mobile services due to its large and highly concentrated population, very low penetration of telecommunications services, and high growth in mobile subscribers. With approximately 140 million inhabitants, it ranks as the eighth most populous country in the world and is among the most densely populated, of which only few million people have cellular phones.

Grameenphone is now the largest telecommunications service provider with more than 18 million of subscribers and has become the most recognized brand in the country. The company has one of the largest private sector investments, with over USD one billion invested so far, and it is also the leading taxpayer, having contributed more than US\$900 million to the National exchequer in direct and indirect taxes over the years.

Over the years, Grameenphone has always been a pioneer in introducing new products and services in the local market. The technological know-how and managerial expertise of Telenor has been instrumental in setting up such an international standard mobile phone operation in Bangladesh. Being one of the pioneers in developing the GSM service in Europe, Telenor has also helped to transfer this knowledge to the local employees over the years.



Brief Background of the Company's Recent Change

The government of Bangladesh awarded Grameenphone a nation wide digital cellular license on November 11, 1996. It started its operation on 26th of March 1997. After 10 years of operation Grameenphone announced the launch of a new, refreshed logo on 17th November 2006. The new logo and fresh dynamic visuals express the values Grameenphone is known for trust, reliability, quality and constant progress. It also signals the company's continued focus on securing the best possible communications services for its customers. With this change, the company continues to build on its success and traditions, maintain its strong brand name "Grameenphone Ltd." as part of its refreshed brand identity.



Company Shareholder's Profile

The shareholders of Grameenphone contribute their unique, in-depth experience in both telecommunications and development. Grameenphone has four major shareholders: Grameen telecom of Bangladesh (an affiliate of world famous Grameen bank), Tele Nor AS (the main Norwegian Telecommunication Company), Marubeny Corporation (one of the largest trading and investment company in Japan) and Gonofone Development Corporation of USA.

The international shareholder brings technological and business management expertise while the local shareholder provides a presence throughout Bangladesh and a deep understanding of its economy. Both are dedicated to Bangladesh and its struggle for economic progress and have a deep commitment to Grameenphone and its mission to provide affordable telephony to the entire population of Bangladesh.

Grameen Telecom

Grameen Telecom Corporation, which owns 38% of the shares of Grameenphone, is a non-profit company and works in close collaboration with Grameen Bank. The internationally reputed bank for the poor, has the most extensive rural banking network and expertise in microfinance.



It understands the economic needs of the rural population, in particular the women from the poorest households.

Grameen Telecom, with the help of Grameen Bank, administers the Village Phone Program, through which Grameenphone provides its services to the fast growing rural customers. Grameen Telecom trains the operators, supplies them with handsets and handles all service-related issues. Grameen Bank currently covers more than 67,000 villages which are serviced by 2121 bank branches all over the countryside.

Grameen Telecom's objectives are to provide easy access to GSM cellular services in rural Bangladesh, creating new opportunities for income generation through self-employment by providing villagers with access to modern information and communication based technologies.

Grameen Telecom (GTC) is a company dedicated towards extending the benefits of the information revolution amongst the rural people of Bangladesh. Currently GTC provides the GSM 900 cellular mobile phones to the villagers. Their corporate vision is to provide telecommunication services to the 100 million rural inhabitants in the 68,000 villages in Bangladesh.

Grameen Telecom is a not for profit company set up at the initiative of Professor Muhammad Yunus. Grameen Telecom holds 38% share of Grameenphone Ltd., the company which was awarded a nationwide license for GSM 900 cellular mobile phone services. The Company is entrusted with the responsibility of providing telecommunication services in the rural areas in Bangladesh and also acts as a sales agent for mobile phones for individual urban subscribers. The basic objective is to ensure universal telecommunication access for the villagers and provide other value added services.

Grameen Bank plays a vital role in implementing and expanding the Village Phone program. It provides necessary organizational & infra-structural support to Grameen Telecom towards selecting the Village phone operators from amongst its members and also by collecting the phone bills. GB happens to be the first 'point of contact' towards problem resolution related to the "Village phone program " by acting as the conduit between the Village phone operators and Grameen Telecom, on as and when required basis. Based on this available infra- structural support, Grameen Telecom plans to establish one unit Office to support and service 300 Village phones.



Telenor

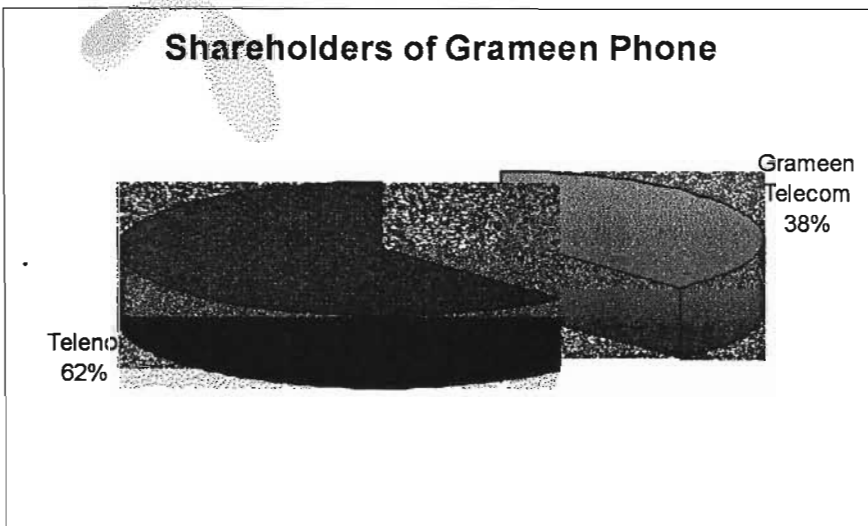
Telenor AS is the leading Telecommunications Company of Norway listed in the Oslo and NASDAQ Stock Exchanges. It owns 62% shares of Grameenphone Ltd. Telenor have played a pioneering role in development of cellular communications.

It has substantial international operations in mobile telephony, satellite operations and pay Television services. In addition to Norway and Bangladesh, Telenor owns GSM companies in Denmark, Austria, Hungary, Russia, Ukraine, Montenegro, Thailand, Malaysia and Pakistan.

Telenor uses the expertise it has gained in its home and international markets for the development of emerging markets like Bangladesh Group revenues for 2005 reached NOK 68.9 billion – a growth of 14 per cent compared to 2004. At year-end 2005, Telenor employed 27,600 people (man-years) - 16,700 of whom were employed outside Norway.

Telenor is emerging as one of the fastest growing providers of mobile communications services worldwide. It is also the largest provider of TV services in the Nordic region. Telenor is organized into three business areas; Mobile operations covering 12 countries, and Fixed-line and Broadcast services covering the Nordic region.

Shareholders of Grameen Phone



Company Overview

Company Purpose

Grameenphone Ltd. has been established to provide high quality GSM cellular service at affordable prices' has a dual purpose:

- To receive an economic return on its investment.
- To contribute to the economic development of Bangladesh where telecommunication can play a critical role.

Company Vision

"We're here to help"

For Grameenphone Ltd., this means that GP helps the customers to get the best out of communication services in their daily lives by making it easy to buy and use those services, delivering on the promises, being respectful of differences and inspiring people inside and outside the company to reach higher goals. In short "we're here to help isn't a slogan: it's a way of life for all of us."

Company Mission

The mission statement of Grameenphone is, "To be the leading provider of telecommunication services all over Bangladesh with satisfied customers and shareholders and enthusiastic employees".

Company Objective

Grameenphone Ltd. has a dual objective to receive an economic return on its investments and to contribute to the economic development of Bangladesh through telecommunication. This is why Grameenphone, in collaboration with Grameen Bank and Grameen Telecom, is aiming to place one phone in each village to contribute significantly to the economic benefit of the poor. It is on the way to bring a total revolution in the telecommunication field. By attaining the success factors, Grameenphone would like to be recognized as a reliable, honest and committed company to its valued subscribers and stakeholders.

Employees

The people who are making it happen. The employees are young, dedicated and energetic. All of them are well educated at home or abroad, with both sexes (genders) and minority groups in Bangladesh being well represented. They know in their hearts that Grameenphone is more than just about phones. This sense of purpose gives them the dedication and the drive, producing in about three years, the biggest coverage and subscriber-base in the country. Grameenphone knows that the talents and energy of its employees are critical to its operation and treats them accordingly.

The Technology

Grameenphone's Global System for Mobile or GSM technology is the most widely accepted digital system in the world, currently used by over 300 million people in 150 countries. GSM brings the most advanced developments in cellular technology at a reasonable cost by spurring severe competition among manufacturers and driving down the cost of equipment. Thus consumers get the best for the least.

The Service

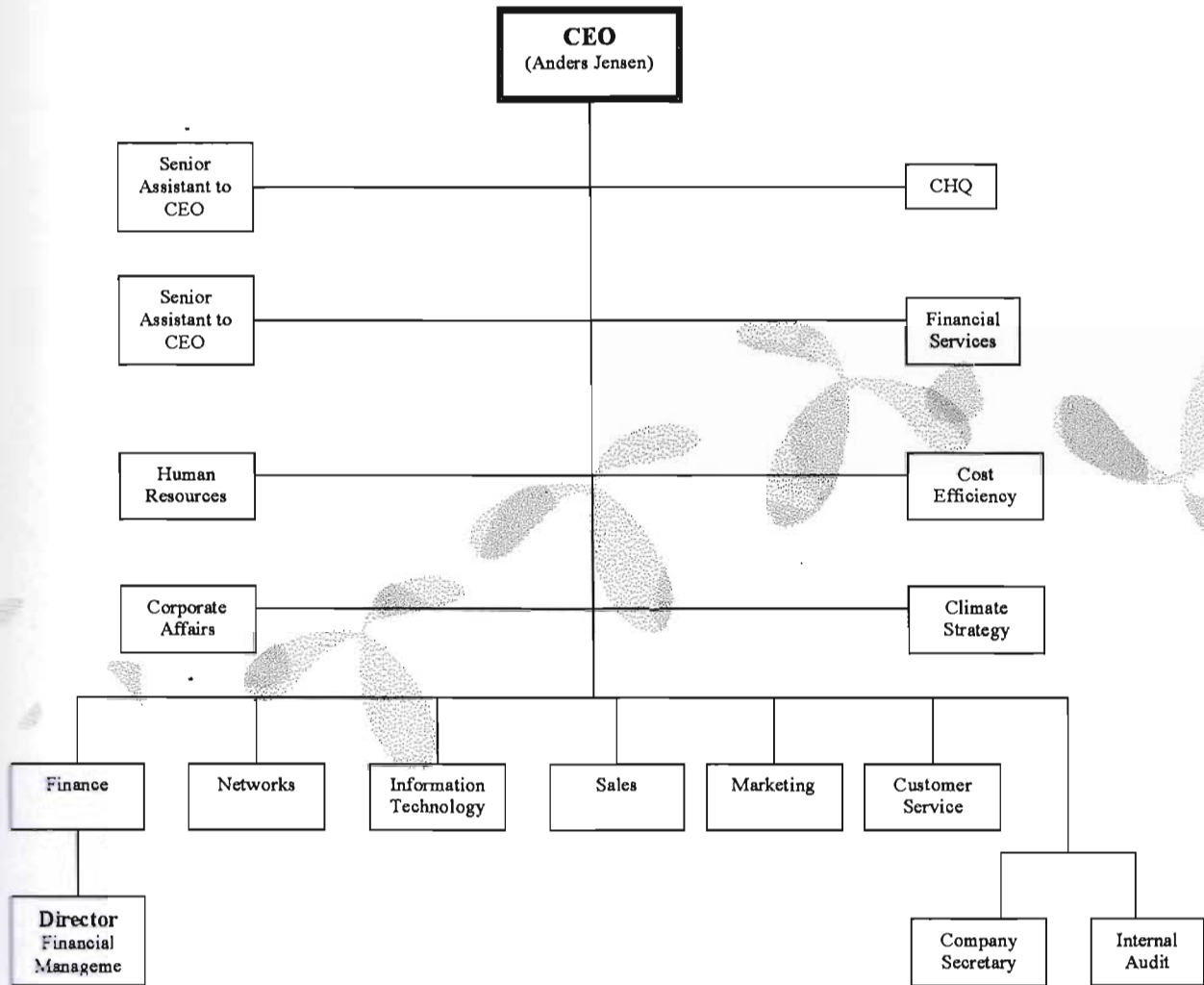
Grameenphone believes in service, a service that leads to good business and good development. Telephony helps people work together, raising their productivity. This gain in productivity is development, which in turn enables them to afford a telephone service, generating a good business. Thus development and business go together.

Coverage

GP is currently operating in 64 districts of the country. GP's strategy is to provide coverage of both urban and rural areas thereby providing its subscribers with continuous coverage, cell-to-cell. This is in contrast to the "island" strategy followed by some mobile operators, which involves connecting isolated islands of urban coverage through transmission links. While the intensity of GP's coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout GP's network.

Organogram of the Company

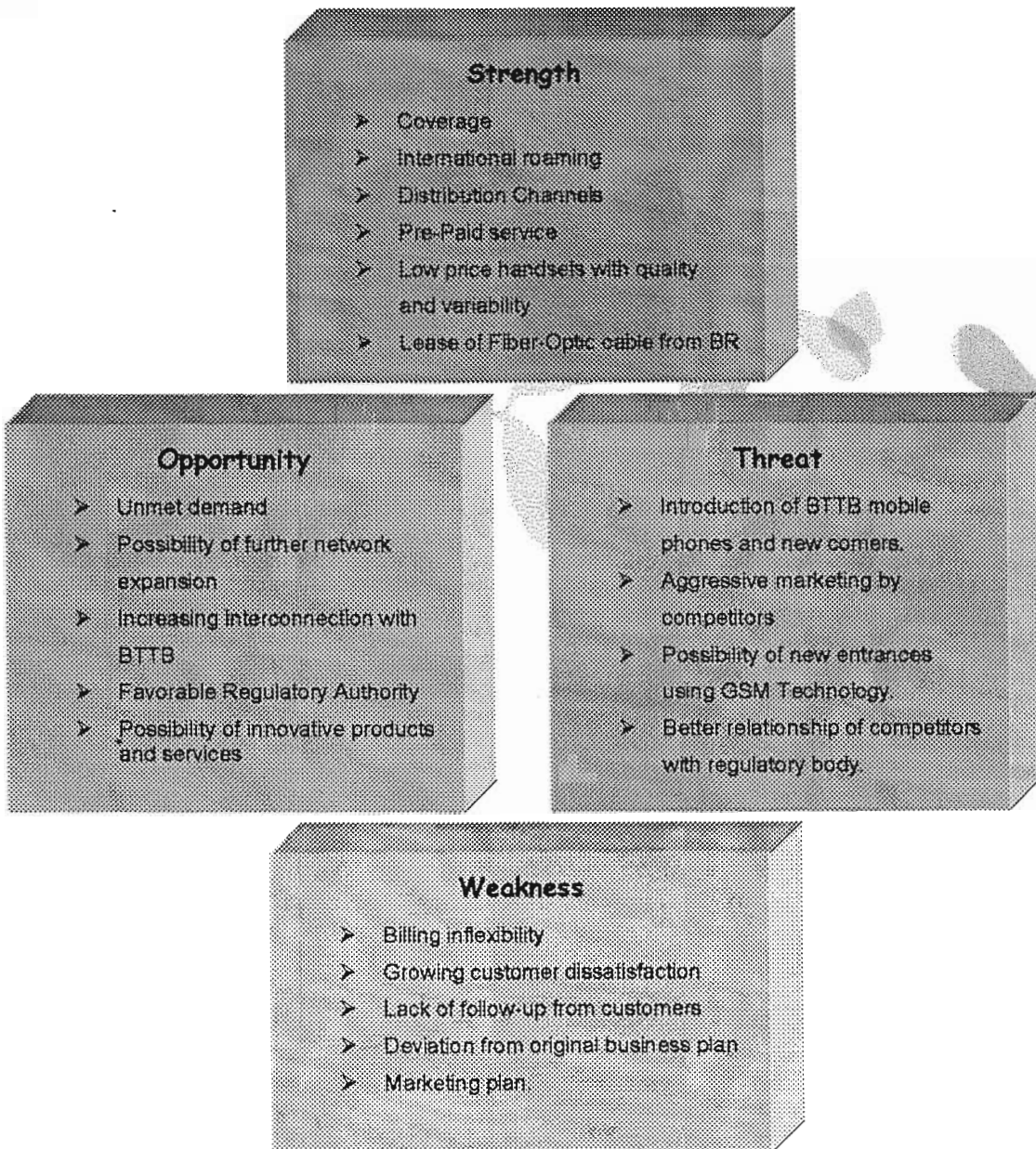
The organogram of Grameenphone has been changed quite for a long time. The CEO is the Head of the organization. The CEO is the country head of the company. Usually the CEO is assigned from Norway, where the original Telenor company is located. The organogram of Grameenphone till January 2008 is as follows:



Organogram of GP as of January 2008

SWOT Analysis of the Company

Undoubtedly GP is still the market leader in the telecom sector of Bangladesh. But as a part of the strategy to retain the position, it is needed to execute the SWOT Analysis of the company. The term SWOT implies Strength, Weakness, Opportunity and Threat that needed to be taken as a major concern for a company like GP as it still holds the position of the market leader. Here in the below, the SWOT analysis of GP is shown:



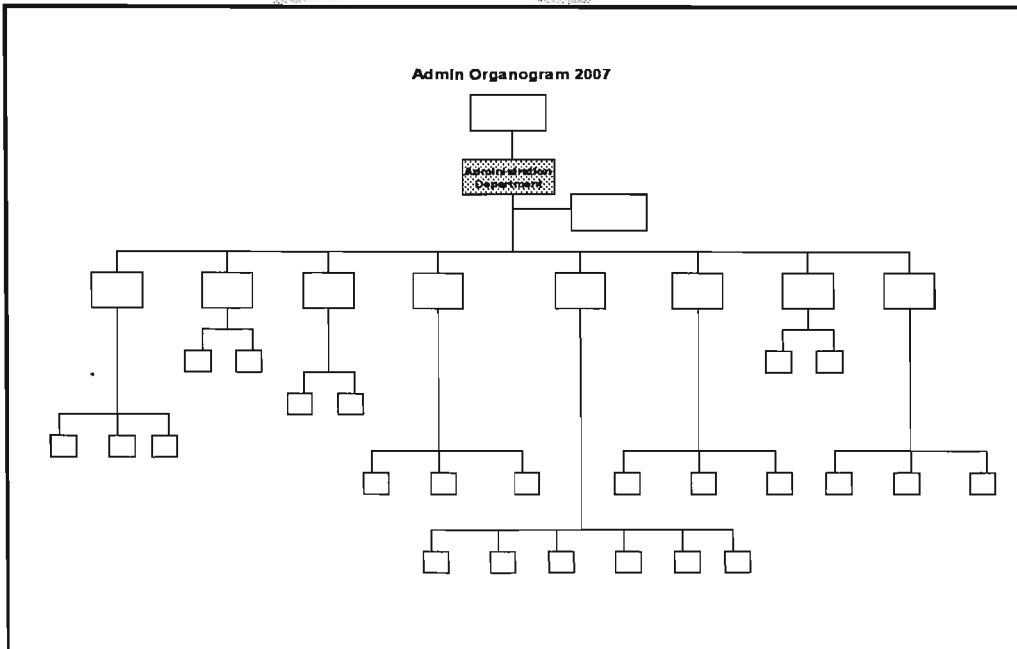
About Administration

Administration is one of the major departments of the Grameenphone Ltd. for delivering cost efficient, timely and reliable support to all business units. It is also responsible for general services, acquisition & maintenance of office spaces, transport management and overall security of the company. Coordination with different related Government and Non-Government bodies regarding business support is another part of the task of Administration. This department has been performing successfully over the time for the best sake of the entire organization. The effective performance of entire department helps to bring success and profitability for the entire company.

Organogram of Administration

The organogram of Administration Department has been modified a lot over the period. Every year the belongingness of admin changes. Now, this department is a part of Administration & Projects Division. The tree structure of Administration Department for the year 2007 looked like as the following:

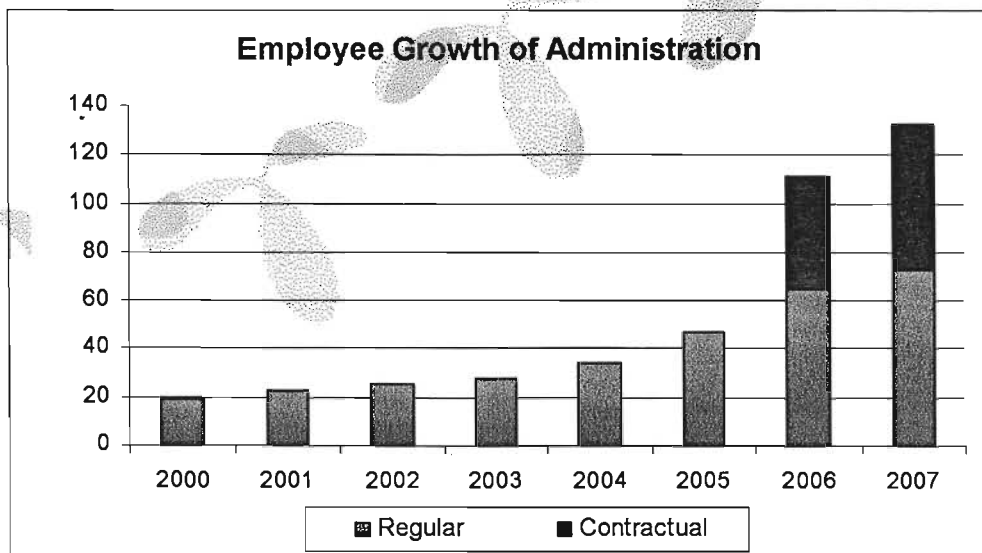
Organogram of Administration 2007



Admin has eight major sections, which are: Office, Estate, Renovation & Maintenance, Transport, Region, Security Operations, Power and Risk Management & System Support (RMSS). All these sections are performing efficiently. It is likely that the department would be a part of a new division in 2007 as it is mentioned earlier that almost every year this department comes under new division.

Employees Growth of Administration

Till 2005, there was no contractual employee in Administration Department. It had conducted all the operations with its regular employees during that time. But after 2006, the department felt the necessity of more employees as the work load of the regular employees increased a lot. Then it started recruiting some contractual employees to minimize the excessive work load of the regular employees. The employee growth of Administration Department is shown in the below:



Upto 2005, there were no contractual employees in admin. But from 2006, admin started recruiting contractual employees but at a marginal level. As the time goes by, the employee number is increasing to minimize the work load on the regular employees. The number of employees both regular and contractual is increasing at a slow pace.

Activities of the Major Sections

Administration Department gets importance as it is performing its tasks dynamically since its establishment. The typical activities of the different sections are as follows-

Office Section

The Office Section is the largest of all the sections of Administration Department. The Office Section is responsible for the following activities:

➤ Outsourced Staff Management:

The office section is responsible for the recruitment and training of all the outsourced staffs. It is a major challenge for them to maintain different factors regarding the outsourced employees. Most often the situation becomes serious problematic, then this section handles the situations in an efficient way.

This section also keeps the database of all the outsourced employees and Front Desk Officers. They maintain hard copies as well as soft copies of those database in a proper way so that whenever any information regarding outsourced employees is required, it can be easily retrieved from the database.

Office section trains all the front desk officers for proper operations and also it monitors the performance of those trained officers to analyze the effectiveness of the training.

➤ Asset Management:

Asset management is another major task of the office section. It usually purchases all the office equipments for whole GP, such as – photocopier, water dispenser, oven, refrigerator, paper shredder, TV, different multimedia tools, camera, cabinet, furniture etc.

It maintains the database of all the assets that are purchased for different official purposes. It also keeps tracking all the assets.

The office section is not only responsible for purchasing of the assets, but also for disposing off the damaged and old assets. After some regular period, it accumulates the damaged and old assets record and disposing off the assets.

➤ **Office Operation:**

Another responsibility of the office section is to maintain the office operation efficiently. It usually handles the in-house issues, like – cleaning, plantation in the office premises, pest control etc. The pest control is the task to take initiative to minimize the risk of destruction of the wires and other similar things from the attack of rats and other similar animals. The pest control team usually does these things.

Office section provides different utility services to the offices. This sort of utility includes all official seals, mineral water and other things. It maintains the courier services through which lots of official as well as employee personal letters are dispatched. The employees need to visit different locations of the country frequently. Office section arranges their accommodation in the guest houses. It also assembles telephone connections for the required places. This section is also responsible for managing the TV, cable connections and newspapers.

It holds the authority of support services to run the business through office shifting, event management, meeting maintenance, maintenance of cafeteria and auditorium etc. These are the typical tasks of this section.

Estate Section

The Estate Section is another important section of Administration Department. The typical activities of the Estate Section are as follows:

- Estate plans for the total requirement of spaces as per the departmental foresee. Whenever a new space is required, office section efficiently plans for acquiring the appropriate new spaces as quickly as possible.
- This section always supports other sections and departments. It supports the Human Resources division for accommodation for the expatriates as lots of foreigners are working with GP. Expats also visit the country for different purposes on a regular basis.
- It ensures new office spaces whenever it is needed. The company frequently requires lots of new spaces every now and then as it is expanding day by day.
- It is responsible for negotiation, finalization and proper documentation for all sites or offices for compliance issues.
- Extension and termination of existing office agreements as per the requirements is another responsibility this section. Sometimes it has become an obligation to terminate the contracts for void the contracts.
- Maintaining liaison and coordination with all landowners and government officials is another major task of this section. The company has to confront lots of hassles in maintaining the huge amount of lands. But estate section has been doing these activities efficiently. They also maintain good coordination with legal & compliance department, finance and other user departments of the company.
- Estate section does the coordination with office shifting in association with office section by ensuring required extension or termination of existing offices. They maintains the takeover and handover the sites for renovation to the renovation section.

- Acquisition, extension or termination of any agreement issues is usually looked after by this section. But this section takes the ultimate decision in association with the department head. They also update all sorts of issues to the head of the department.

Renovation & Maintenance (R&M) Section

After acquiring new spaces, it is needed to takeover those spaces for proper renovation to make it useable. R&M section is responsible for maintenance of the acquired spaces. They also do the following activities:

- Planning and organize all renovation works of GP as per the users' requirements is a major task of this section. They renovate GP head offices, regional offices, distribution centers, customer management centers, sub-centers, guest houses and other structures and make it useable for the appropriate users.
- R&M section supervises and control of all interior and exterior design which is by section's in-house architects and civil engineers. They bolster the efficiency of the R&M team through their constructive and efficient concepts.
- During construction work, R&M monitors all the activities so that all the required structures can be delivered on time.
- This section coordinated with all user departments and other stockholders to get the feedback and take necessary and prompt actions.
- It monitors all activities to maintain a balance between quality and cost of renovation works. It has been successfully doing these tasks although the cost of structural tools grown up.
- Ultimately the R&M section ensures comfortable efficient office environment for the employees of Grameenphone.

Transport Section

Transport section has been working to ensure safe and comfortable transport service for the employees over the years. Transport section ensures 24 hours transport service for the employees. This section has three major tasks; which are operation, administration and maintenance. Transport section is performing the following activities:

➤Operation:

This section handles the transport operations and other related issues. It maintains the purchase of all the vehicles for the company. Whenever it feels the necessity of new and additional vehicles, it consults with finance department for financing the vehicles. After getting approval from finance, it manages to have new vehicles.

It is responsible for effective pick & drop of employees from different locations. Transport section is doing this task in an efficient and timely manner.

Management of sufficient fuel for the vehicles, vehicle rents, vehicle papers renewal and dispose off old and damaged vehicles are also done by this section.

Monitoring the vehicle movements and proper distribution of the vehicles in different locations is another major task of the transport section.

➤Administration:

Transport section administers driver recruitment and arranges proper training for those new drivers.

It fixes the salary structure of the drivers, arrange mobile phone for all the drivers and ensure health safety for the drivers and their families.

It helps the drivers to get valid & authentic papers from the high authority. After the training they certified the drivers so that they get no problem in the future regarding any papers.

➤ **Maintenance:**

This section maintains other vehicle related issues like – vehicle maintenance, vehicle accident insurance claim so that the extent of damage can be healed a bit, old spare parts inventory for reuse in the future if is required and dispose off all the unusable parts.

Region Section

Regional admin controls all the activities in regional level. It monitors all the regional activities in association with all six regional admin and take prompt and necessary initiative to resolve any problematic situation. This section administers the following activities:

- It ensures other sections to provide the necessary operational support to regional level timely. It also suggests different admin section for effective and timely support to regional level that is to provide friendly customer services to users.
- This section gets the feedback from the regional admin and also the user regarding work status and quality of work. The same is to intimate the concern section for timely completion of assigned works and quality assurance of the tasks.
- Regional admin guides the BTS team to keep good relation with the power authority and different house owners. It also intimates regarding the payment status so that due to payment problem, any line disconnection does not occur.
- It ensures well coordination between finance, power authority of the state, house owners and concern banks for smooth bills pay.

Security Operations Section

This is another distinctive section of admin. Security operations section ensures all the security factors for the company. It deals with lots of issues to ensure complete security in all the premises of the company. Security operation deals with the following distinctive activities:

➤ Security of all GP premises:

This section arranges security survey to analyze the security condition of all the premises. It is responsible for access control and it issues gate pass to control unexpected entry to the offices. This section administers outsourced security personnel. It also supervises and monitors the performances of the deployed security personnel in different premises to bolster the security. Moreover, it organizes On-The-Job training for all the security personnel on a regular basis to make them oriented to different situations.

➤ Security of GP networking installations:

Security operations team works for GP networking installations in many places of the country. It works in coordination with different security agencies to get the help to install networking tools. It arranges formal meetings with various government or non-government bodies regularly. This section frequently conducts awareness campaign in vulnerable areas. It goes for patrolling in different areas to check out the fiber cut incidents. It helps the IT division during network installations in the selected locations of the country.

➤ Round the clock GP service:

Security section administers security monitoring center and control room 24 hours. It attends access related requests round the clock all over. This section also facilitates entry/exit/verification at switch locations. It monitors security situations all over and feedback to all concerned. It arranges emergency security support to the company. This emergency situation includes different events arranged by the organization.

➤ Security of GP events all over:

Coordination with the organizers or event managers during different events is another task of this section. It conducts physical survey if needed any time regarding any issue. Basically, it ensures the security of the survey team during any survey. Security section coordinates with law enforcing agencies if needed. It also arranges other necessary supports to the organization.

Power Section

Power section is responsible for ensuring constant power supply to all the GP offices and guest houses. This section usually does the following activities:

- It is responsible for efficient planning, organizing, managing and controlling the project work.
- It manages and maintains all the electrical equipments in a perfect condition always to provide the better service to the users.
- It is responsible for ensuring the design of electrical installations appropriately and in a cost saving manner.
- It also ensures the execution of the electrical installations aligned with design, required quality and scheduled time frame.
- It finds out and selects the cost reduction factors in electrical designing and operating costs. It also brings all these procedure to practice all around.
- To get the new offices renovated by the renovation section, power section ensures all power related job done in close coordination with the project in-charge which is the renovation section and IT personnel. It also helps to monitor the progress of all these tasks to ensure timely completion of the project.
- This section gives the uninterrupted power in the business critical areas (such as: data center) where no down time is allowed. It works along with IT with shared responsibility.

Risk Management & System Support (RMSS) Section

RMSS is the section which is also responsible for handling security factors of the organization.

This section handles the following tasks:

- It conducts tele risk analysis on critical & heavy investment sites which is a major concern for the organization.
- This section frequently updates the management on the security risk regarding different issues.
- It ensures employee safety & security and also submits the risk report to the company CEO on a regular basis.
- It issues security alerts to company expatriates for proper protection.
- This section identifies travel risks, design and implements mitigation of security risks.
- It manages access to premises according to business needs.
- Operation, maintenance and up-gradation of security systems are another task of this section.
- It handles printing & configuring ID cards & passes for employees, support staffs and visitors.
- It raises security awareness level among everybody who stays in the company.
- It makes and reviews security policy & procedure.
- RMSS performs the project on display of travel alert on digital map.

Major Administrative Support in 2007

Administration Department has become successful through its effectual function and competent employees. The department gathered many achievements in the last year through its efficient and timely performance of the dedicated employees. In the year 2007, the **major administrative support** of Administration Department was as follows:

Vehicle Maintenance

Administration Department has inaugurated a project in 2007 to maintain all the vehicle related issues more efficiently. The purpose of this project is to minimize the transport cost, better utilization of the company resources and the enhancement of safety for GP employees & assets.



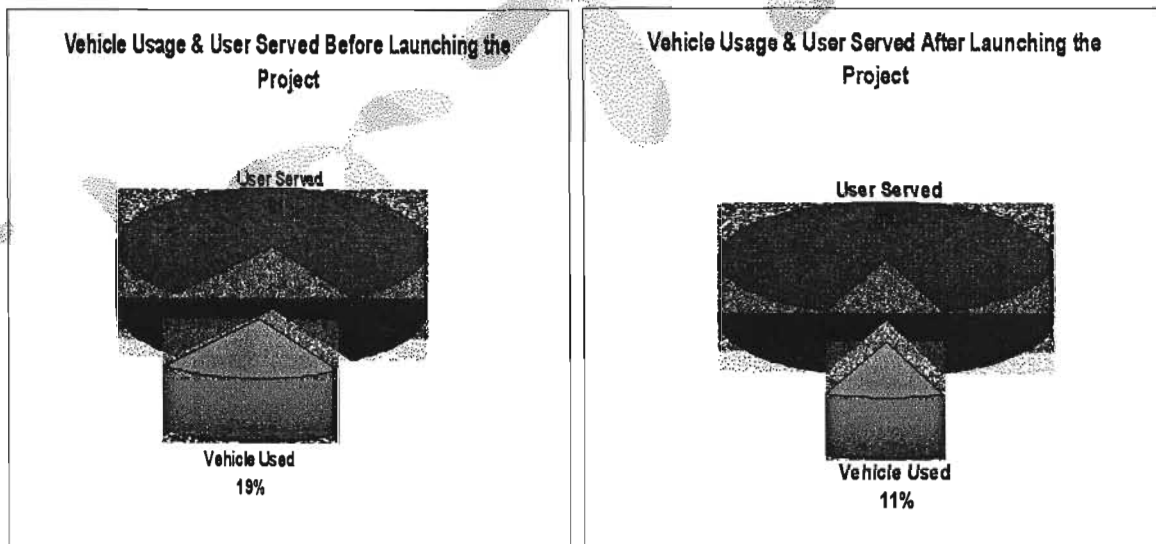
The objectives of the initiated project are as follows:

- Cost Savings
- Better Utilization
- Ensure Safety
- Operational Control

GP admin monitors all the vehicles from this project in an efficient way. The company owned most of the vehicles that are used by the employees & staffs of the company. To fulfill the maximum demand, the company always maintains some rental vehicles. They have maintained lots of rental vehicles of different outside rental vehicles owners.

The vehicles that are use by the company are not sufficient enough to serve all the employees always as the number of employees is increasing day by day. That's why it maintains some rental vehicles to meet the unfulfilled needs of the company. All the owned vehicles most often remain engaged in different purposes. During that time, it becomes difficult to get the service of the owned vehicles. To evade that situation, GP maintains rental vehicles.

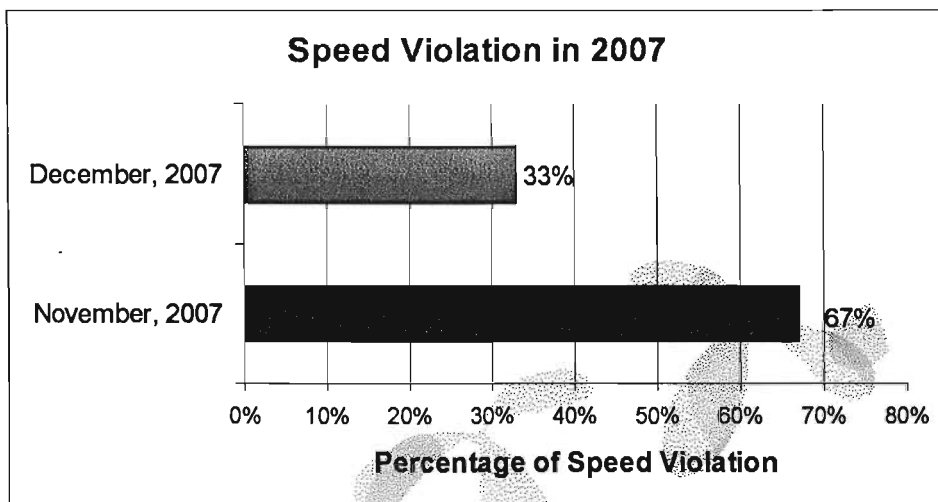
The units of this project established a syndicate of the suppliers for rent-a-car under the firm agreement. The division also maintained a network of fuel station for continuous fuel supply for the transports. This project has got a noticeable success by using fewer transports to serve higher number of the users of the transport.



In the above the diagram it is seen that before the implementation of the project, 19% of the total vehicles were used to serve 81% of the users. But after the implementation the project, now only 11% of the total vehicles are used to serve 89% of the users. Thus, before the implementation the ratio between the user served and the vehicle used is: **4:1**. And then, after

the implementation of this project, the ratio is: **8:1**. Thus the serviceability ratio has become almost double due to the success of the project.

Another success of that project is the reduction of the unwanted accidents on the roads. This project includes continual alarm monitoring and mitigation by the Rainbow Base of over speeding by drivers on the roads indirectly rate of high speed accidents reduced saving company property and employees.



In the diagram, it is clear that the Violation Trend of the speed rules by the vehicle drivers has been reduced by the intense monitoring as a part of the project. In the month of December, the trend of the accidents has been drastically reduced in comparison with other months. Thus, it has been a major success of the initiated project.

Admin categorizes the accidents in terms of monetary value. There are three major types of accidents which are categorized in the following way:

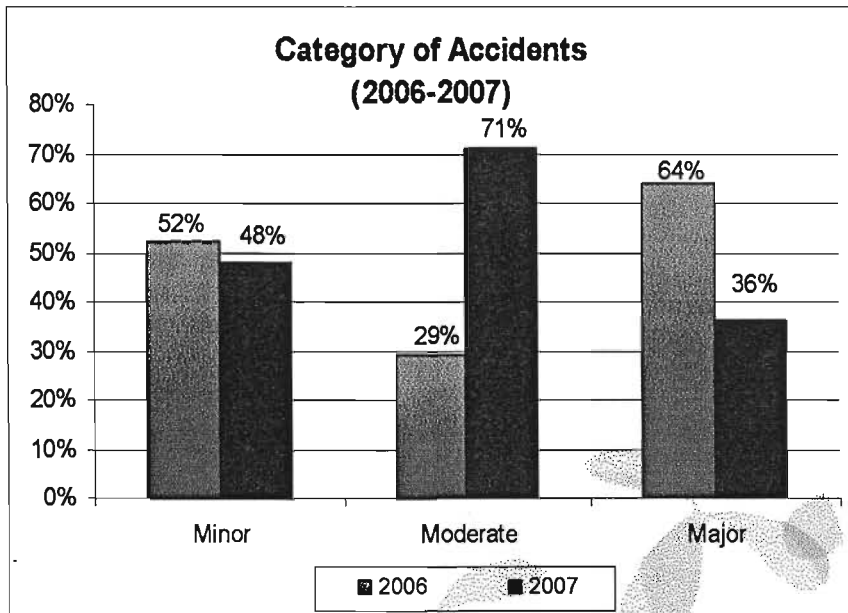
Taka 0 – (below) Taka 5,000 = Petty Accidents

Taka 5,000 – (below) Taka 25,000 = Minor Accidents

Taka 25,000 – (below) Taka 50,000 = Moderate Accidents

More than Taka 50,000 = Major Accidents.

In 2007, around 50 major, minor and moderate accidents occurred in different locations. In comparison with 2006, the accident was not alarmingly increased. Different sorts of accident incidents in the last two years are compared by the following graph:



Both the number of minor and major accidents decreased in 2007 in comparison with 2006. There was 48% Minor and 36% Major accidents in 2007. Only some percentage of Moderate accidents increased in 2007. There was 71% Moderate accident incident in the last year.

Admin has formed a unit for the maintenance of the internal vehicles as well as the necessary of the damaged vehicles properly. The unit maintained an internal workshop for the maintenance of the vehicles and the repair of the damaged vehicles. In a recent repair that workshop saved a good amount of money whereas it would not be able to save that money if the repair was done in any external workshop. The internal workshop delivered good counts of services and sufficient amount of money.

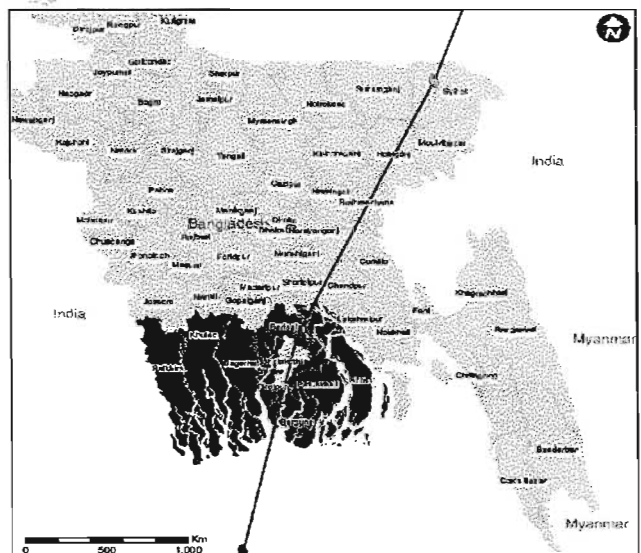
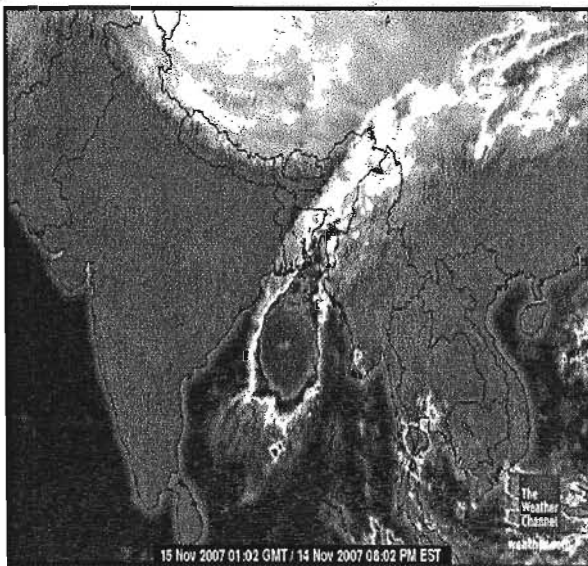


Disaster Management

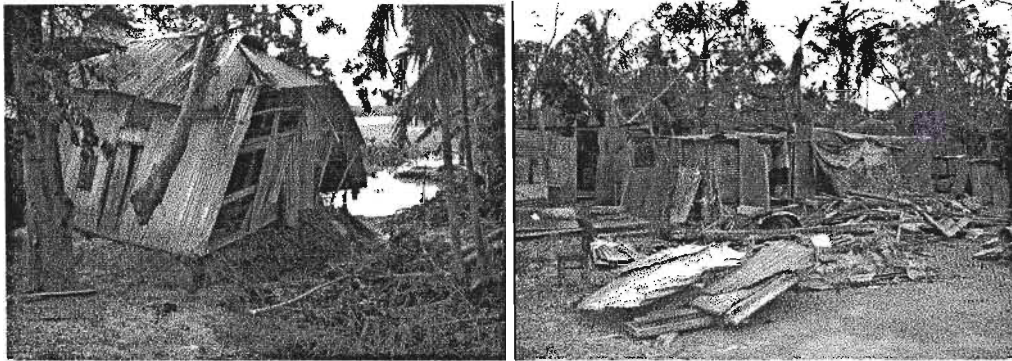
Natural calamities, particularly floods, have become a common phenomenon in our life in Bangladesh. In addition to the common masses, they adversely affect the business entities and make operations tougher in varying degrees. Grameenphone, with its countrywide operation, has not only weathered the current escalation, but has also rendered remarkable support to the flood victims all over the country.

A powerful hurricane named **SIDR** slammed into Bangladesh on Thursday night, November 15, 2007, at around 7:30 PM (Bangladesh time, GMT+6 hours) tearing down flimsy houses, toppling trees and power poles, and forcing hundreds of thousands to flee their homes in the low-laying areas. It was centered over the Baleshwar River in Borguna district. All parts of the coastal regions including Khulna, Barisal, Patuakhali and Borguna were shown Great Danger Signal 10 by the government authority.

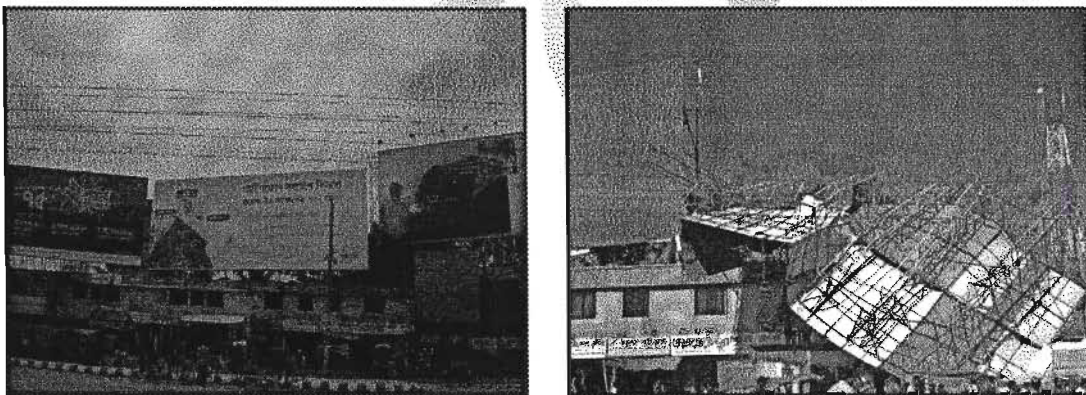
The hurricane SIDR was born on the high seas and got its way in to Bangladesh through the Bay of Bengal. The SIDR entered into Bangladesh over the southwestern districts of Bangladesh. It



It changed its path towards north east from its originally predicted path after hitting the land. It finally crossed Bangladesh across the Sylhet region and passed over the hilly Indian terrains of Assam.



The storm affected the Grameenphone network severely. With the first hit of the cyclone many of the transmission links lost alignment causing network outage. Sites of Khulna, Bagerhat, Patuakhali, Borguna and Barisal suffered the maximum damage. Lots of billboards, BTS towers



were severely damaged during the disaster. In the disaster affected areas, the mobile networks totally collapsed due to the heavy lash of the storm. The network of the whole country also collapses.

The second phase came up with the sheer shortage of power supply. Most of the sites across regions stood on the back up power all through the night and the next day through. Since the power supply was way off from normal condition, only the sites with fueled generator systems

were able to stay alive. Around 2,000 BTS all over the country were down for over a period of 12 hours after the cyclone hit the country and this caused GP a loss of huge amount of money.

During the flood, a Flood Committee was formed at regional level, headed by the head of Regional Managers and comprising the members from cross functional departments at regional level, to save the property of the company and the committee successfully handled the situations. During such a crucial time, admin took initiative to secure the GP vehicles by keeping sufficient reservation of the fuel to evade the risk of the stock out of the fuel, keeping a good number of drivers' standby to get service. As a large area was flooded during that time, admin arranged boats for traveling from one submerged area to another for the movements of the employees.



Administration Department successfully handled all the disasters basis for live monitoring of system resource all over the country, data retrieval for investigation, access control at switches



and premises specially after office hours and holidays, information dissemination etc. Admin also utilized this system to maintain the Yellow Pages and Security Databases. Admin Yellow

Page is a data bank where any GP employee will find all the emergency contact numbers like Law enforcing agencies, Hospitals, Universities etc. by clicking on the necessary links.

A 24 hours flood & disaster monitoring cell was established to handle a critical flood situation in Bangladesh during September'07. They warned employees about movement during that critical situation. Their source of information was- Flood Forecasts and Warning Center, Bangladesh (FFWC), Armed Force Division (AFD), Food & Disaster Management Ministry, GP Sites (TD, GPSD, GPC, GPDC, Regional Office) and Indian Metrological Department (IMD) web site.

Social Responsibility

During the SIDR and floods, admin took prompt and effective initiative to minimize the loss of the company assets and the inconvenience of the employees by constant monitoring. Moreover, admin people participated in collecting and distributing different relief and aids for the affected people during the flood. GP's emergency relief distribution efforts were conducted in cooperation with the Joint Forces, government agencies and local officials during the year. Relief was distributed at affected sites in around 10 districts in Dhaka, Rajshahi and Sylhet divisions. Numerous family packs had been distributed among the flood victims. Each pack contained rice, dal, Soya-oil, chira, salt, gur, biscuits, oral saline, candles and a matchbook or lighter.

Relief distribution among SIDR affected people



Relief distribution flood affected people



Administration Department successfully handled all the relief giving program in the flood and SIDR affected areas. All the assigned regional employees spontaneously participated in those relief giving programs.

Utility Support

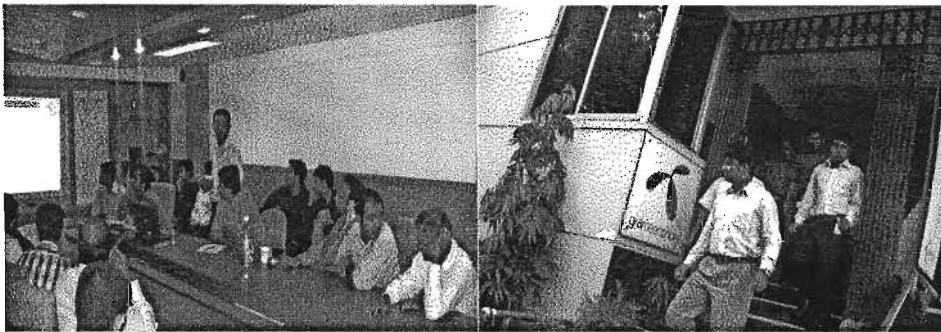
Admin successfully fulfilled all the utility requirement of every corner last year. For any organization uninterrupted utility support is required to run the business efficiently. Admin has been doing fulfilling these supports over the years.

Administration Department of Dhaka region introduced an online service solution to deliver efficient services. As a part of the continuous process for improving the admin services, the employees were encouraged to take the aid from the department. Gradually this concept was formally introduced in Chittagong, Barisal, Rajshahi, Sylhet and Khulna regions. From all the regions this initiative got a huge response.

Basically, whenever any department or an employee feels the necessity regarding accommodation, transport, repairing of amenities or other related issues, the seek help from the admin. Admin try to resolve all the demands promptly and of course on priority basis.

Emergency Evacuation Rehearsal during Fire Incident

Protection from fire now-a-days has become a major concern for the organizations. GP is always concern about this crucial matter. Emergency evacuation rehearsal during fire incident is necessary to practice for all the employees. Administration Department has conducted this fire evacuation rehearsal in all regions time by time including Dhaka, Chittagong, Rajshahi, Khulna, Barisal and Sylhet. It was really a major task to be conducted for the first time in GP history.



During the fire evacuation rehearsal all the systems for fire proofing were installed and checked properly. Those evacuation rehearsals were effective with the spontaneous participations of the employees.

Outsourced Staff Management

Organizational excellence is directly related to managing human resources in an organization. Last year drivers, assistants and other outsourced employees were accepted and trained. Yearly training program was conducted by Administration for outsourced staffs to educate and aware about various office rules, changes and functions. As a part of the training programs day long training sessions were arranged in 6 regions (Dhaka, Barisal, Chittagong, Sylhet, Rajshahi, and Khulna).

The staffs were trained on various issues; First Aid / Health & Hygiene, admin rules & regulation, Security & Safety, Fire Fighting, Behavior with Employee, Dressing, how to handle photocopy, printing and other equipments, overtime limit & management, preventive & proactive vehicle maintenance, accident and incident prevention, defensive and safe driving. Admin also arranged numerous training programs for drivers and assistants and some orientation programs for assistants last year.

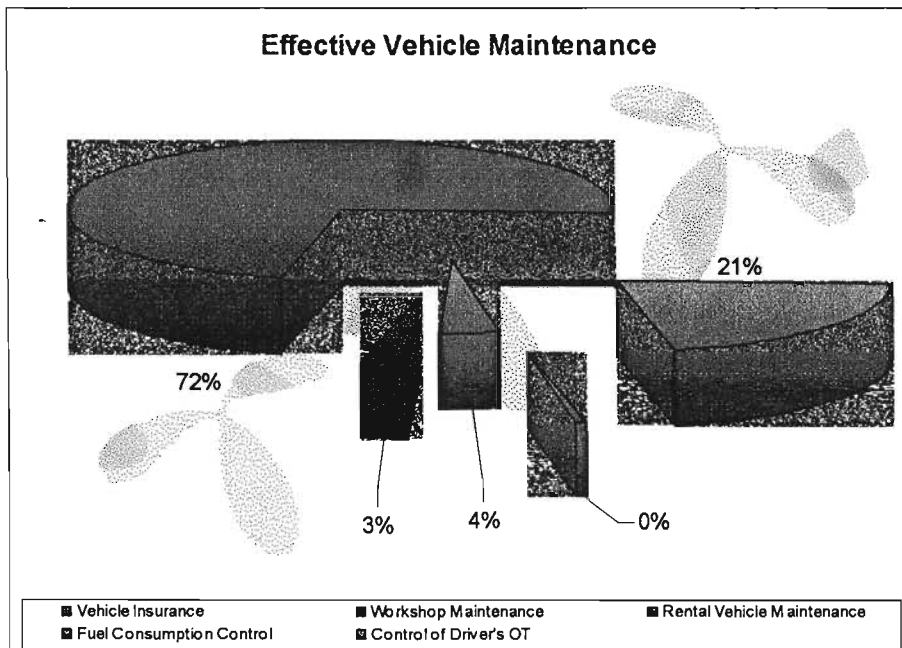
At the end of the year 2007 lots of security guards were deployed in different posts through out the country. Among them some guards were posted permanently in different posts of the premises. During different promotional campaign, other activities like – re-registration, lots of security guards were deployed to ensure the highest level of security.

Cost Savings by Administration

Administration Department got a successful result by saving significantly in different sectors in 2007. It was necessary to concise the budget which admin took as one of the major challenges for the year 2007. The major budget saving areas by admin in 2007 was as follows:

Effective Vehicle Maintenance

Admin saved costs by effective vehicle maintenance. This sort of costs included: rental vehicle maintenance, fuel consumption control, vehicle insurance, workshop maintenance and control of driver's OT.

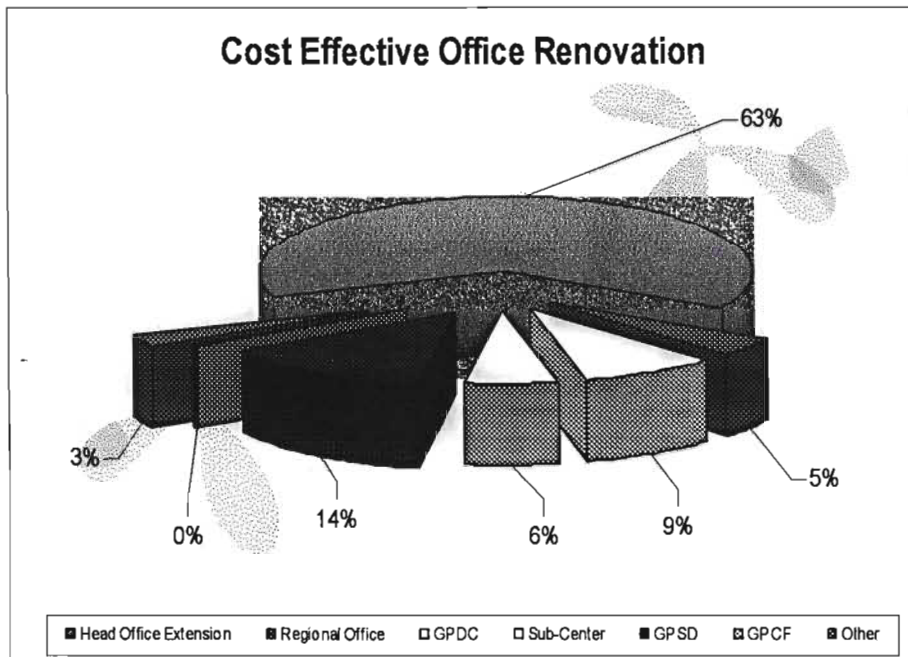


The category wise savings percentage from effective vehicle maintenance is shown in the above graph. Among these sectors, **72% of the savings was from Rental Vehicle Maintenance.** - As in 2007, huge number of rental vehicle was brought to serve the company. But still admin successfully handled those vehicles effectively and saved significant amount of money from rental vehicle maintenance. Only exceptional sector was the control of OT of the drivers. It was not possible to save from this sector as the driver's Over Time could not be proscribed due to some unavoidable circumstances. Admin will take initiative to control the driver's OT on priority basis in the next year.

Cost Effective Office Renovation

Renovation of new offices is one of the important tasks of the Administration Department. It needs additional money to do the job the properly. In 2007, admin renovated different new GPDCs, GPSDs, Sub-Centers and other regional offices. It also expanded a huge amount of Head Office locations. This renovation work reduced sufficient amount money in 2007.

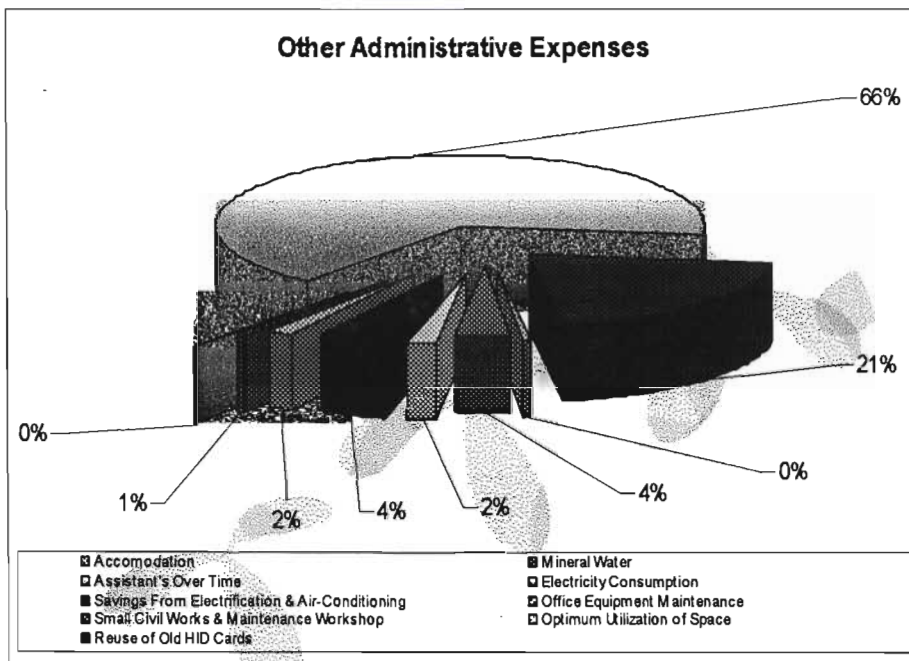
Such reduction and cost savings were only possible by innovating ideas of the team. Some of the initiatives the innovative team undertook were: Proper Planning and Coordinated Execution; Implementation of open space concept; Establishing internal workshop; Introducing multiple vendors in a single project and productive & modern design.



Admin saved the maximum amount of money from Head Office Extension by proper planning and innovative thoughts. In this sector admin saved almost **63%** of the total savings. The other significant saved was from the GPSD expenses. It was pretty much **14%** of the total savings.

Other Administrative Expenses

Apart from Effective Vehicle Maintenance and Cost Effective Office Renovation, admin made savings from other administrative expenses. Administration Department successfully saved from different administrative expenses by preemptive and efficient initiatives in 2007. These sectors included – accommodation, mineral water, assistant's over time, electricity consumption, electrification & air-conditioning, optimum utilization of space, office equipment maintenance, small civil works & maintenance workshop, reuse of old HID cards etc.



The most significant sector of cost saving was from the electricity consumption. In the last few years, a huge amount of cost was incurred into the electricity consumption. That's why admin gave special attention to reduce the cost from electricity consumption. Admin was successful in saving from the electricity consumption. The rate was almost 66% of the total savings from the other administrative expenses.

Another significant saving sector was the Mineral Water consumption. The consumption rate of mineral water alarmingly increased in the previous year. Some misuses were also occurred due to improper observation. That's why admin took initiative to reduce the cost from the mineral water consumption. The saving rate from mineral water consumption was 21% in 2007.

Conclusion

Grameenphone Administration Department endeavored to work hard to accomplish the targets over the period. In most extents, admin was successful. The success rate was relatively higher. Admin has proved itself as an effective department so far by its efficient operations in the last previous years. As the time goes by, this department is trying to perform better every year. In the coming years, this attempt will be lingered by the department to mitigate the failures and enhance the success rate.