

**Tiger IT Foundation** *presents*

## **JU CSE FEST '19**



### **Training on Technology based Applications**

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#### **Group Members:**

##### **Leader's Identity:**

Mushfiquir Rashid Khan  
Ahsanullah University of Science & Technology  
Department of CSE (ID: 15.01.04.086)  
Email: [prottoy.mushfiq@gmail.com](mailto:prottoy.mushfiq@gmail.com)  
Contact: 01648883160

##### **Second Member's Identity:**

Maruf Hasan Chisty  
Ahsanullah University of Science & Technology  
Department of CSE (ID: 18.01.04.058)  
Email: [maruhasan97@gmail.com](mailto:maruhasan97@gmail.com)  
Contact: 01552396225

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# **Training on Technology based Applications**

## **Introduction**

Unemployment is a burning question in our country. It is a curse and it has become an acute problem nowadays. Every person wants to live in peace. Unemployment problem obstructs this expectation of a person. An unemployed person leads a vagabond life. Life becomes a burden to him. The evil effect of unemployment isn't confined to the economic field only. It destroys the sense of moral values and leads to undesirable activities from the feeling of despair and anger. A society burdened with unemployed fellows can never prosper in the world. That's why government along with the common people should work co-operatively for the removal of unemployment epidemic as one of the primary duties.

The present growth rate of population in Bangladesh is very high. Highly growth of this population is very dangerous. Again, Bangladesh is industrially very backward. There are few mills, factories, and firms in our country. The mills and factories that we have can give employment to a limited number of people. Moreover, our system of education fails to give a student an independent start of life. It has little provision for vocational training. Being an underdeveloped country, about 51% of people are illiterate, which is very tragic.

## **Solution**

We have a wonderful solution of this problem. We can decrease this epidemic mostly by applying this kind of solution. The solution of this problem is "Training on Technology based Applications". It is a technology based solution of this epidemic. This solution can change the skill and knowledge of an unemployed person about modern science and technology. And if the skill and knowledge of an unemployed person is developed, he can be able to perform technology based activities which will help him to manage a job. So, he can never be unemployed if he gathers he is able to gather knowledge about technology and applications.

But an unemployed person can never gather his knowledge without the help of proper training on technology and application. He can never develop his skill without the help of a trainer. So, proper training and guideline based on technology and application is necessary in order to decrease this unemployment epidemic mostly. This training must have a business value. That's why, both students and trainers along with the organization will be benefited. It should be a long time process. In this case, most of the unemployed people will be interested in this program and this unemployment epidemic will be overcome as well as the organizations will be benefited.

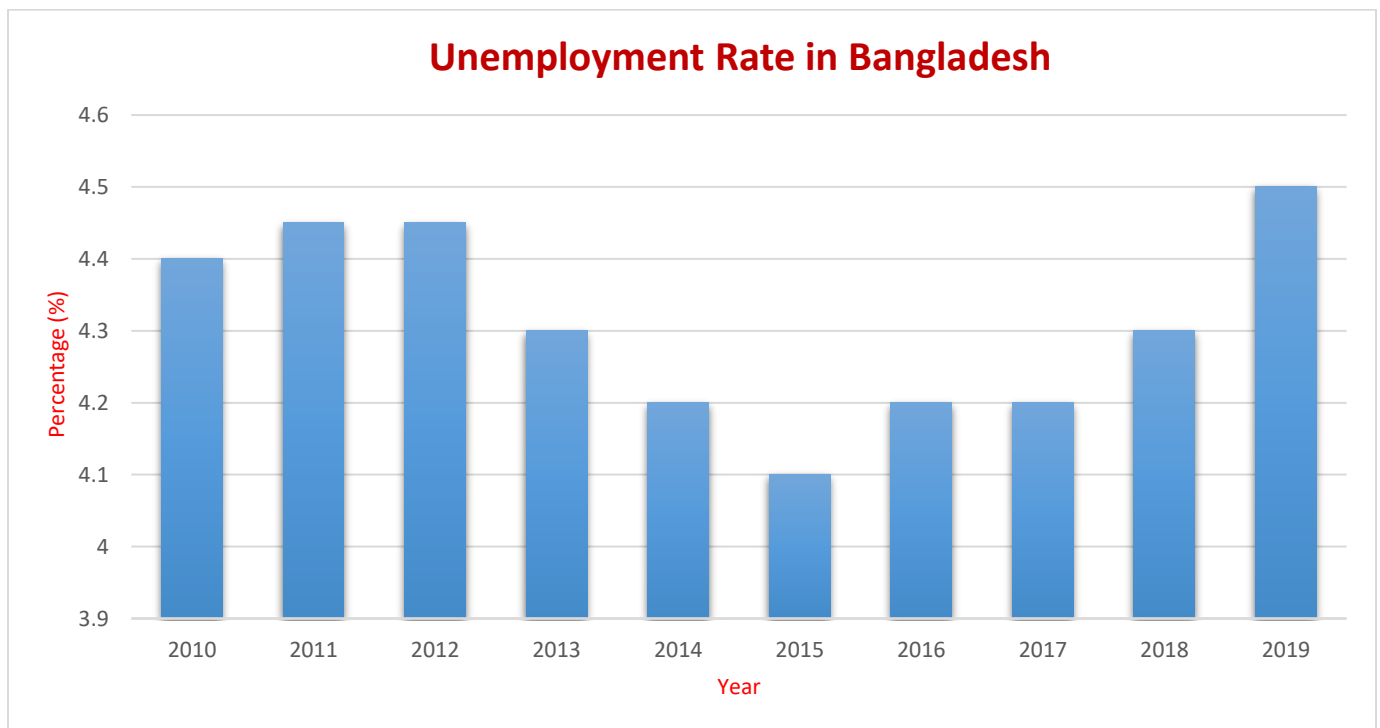
So, appropriate training and perfect guideline is a brilliant solution unemployment epidemic along with an excellent business value.

## Motivations

A training program on technology based applications is very much necessary for our country. A technology based training program can increase the employment rate of our country and change the social and economic condition of our country. There are some motivations of this training program. They are described below with a graph.

- Modern world is mostly based on technology. The unemployed persons will be skilled and they can develop their knowledge about technology based application by completing the training successfully.
- The unemployed persons can earn currency by means of technological operations. They can be introduced with the marketplace. That's why, they can get the opportunities to manage their earnings.
- After completing the training successfully, the trainees can get the internship opportunities which is a great experience at the very beginning of their corporate life.
- This continuous training program and some earning opportunities can motivate the unemployed persons to join the training program and complete it perfectly.
- The unemployment rate in our country is increasing day by day. In 2019, it is 4.5% which is greater than the rate of last 10 years. So, if the program is continued successfully, this rate will be decreased mostly and our beloved country will not suffer from this unemployment epidemic.

The unemployment rate in Bangladesh since last ten years is shown in a graph below.



**Graph 1:** Unemployment Rate in Bangladesh since last ten years (%)

## Technological Growth Rate

Technological Growth Rate (%) of a country is the technological change which can bring about continued increase in output per head of the population. Thus it is the prime-mover of economic growth. Technological change or progress refers to the discovery of the new and improved methods of producing goods. It can be very helpful to the unemployed persons for their employment.

The technological use and growth rate is increasing day by day in the whole world. In 2019, the technological use and growth rate of our country is more than the other developed countries. The Percentage (%) of technological growth rate is given in the table which is shown below.

Country	Percentage (%)
USA	7.1
UK	11.9
Australia	10.1
Japan	8.1
Korea	9.6
Italy	4.9
France	5.1
Germany	5.1
Canada	5.7
Spain	4.6
Denmark	5.2
India	9.6
Poland	4.1
Belgium	4.5
Bangladesh	16

**Table 1:** Technological Growth Rate of some developed countries in 2019

## **Fundamental Activities of Training**

It is a long time process to provide a person proper knowledge and idea about technology and application. The overall process should be divided into few important tasks. The tasks are described briefly below.

### **i. Free Computer and Software Basic:**

It is a two week free course organized by an institute. This course enables a person to know about the basic activities of computer, internet and software, which are very necessary for professional life. If they don't gather knowledge about the basic activities of computer, software and internet, they can't do any kind of professional activities based on technology. So, this course is necessary to develop the technology based knowledge initially.

### **ii. Fundamental Test:**

A trainee should perform a fundamental test after the completion of free computer and software basic course which is based on the basic activities of computer, software and internet. It is held four months later and necessary to judge a trainee how he gather the basic knowledge about computer, internet and software.

A trainee has to score 60% marks to get a scholarship chance in the institute. If he fails to score 60% of the total score, he will be disqualified and get the chance to perform after four months.

## **Training on Technology and Applications**

The training should be separated into two different parts. The parts are described below.

### **i. Basic Training:**

This training should be provided in order to increase the basic concepts of computer activities for the trainees as an initial approach.

- The trainees have to know about the basic programming language. They need to know the basic and advanced uses and applications of different types of programming languages.
- The trainees need to be trained about Microsoft Office Applications such as Word, Excel, PowerPoint, and Access along with knowledge. They need to be informed the basic and advanced uses and applications of different types of Microsoft Office Applications.
- We know that English literacy is mandatory for computer operating and modern technology. The trainees need to increase their English Language and Communication skill to communicate with the outside world with the help of modern technology.

ii. **Segments and Applications**

There are different types of segments in the program. Each person can select only one of the following segments according to his choice. The segments with their applications are given below.

Segment	Description
Game Development	C, Java, C#, Python etc. are very helpful for the gamers.
Front-End Design	HTML-CSS, Bootstrap, XML, GUI, XAML etc. for the attractive design of various types of applications.
Back-End Development	PHP, JavaScript, AJAX, WordPress, JQuery, Java, ASP.Net for Website based and Desktop based applications
Mobile Application	Java, Objective C useful for some mobile applications development.
Database Management	Microsoft SQL Server, MySQL to manage database, tables and data by insertion, deletion and updating them.
Accounting	Tally ERP for Accounting and Finance Management.
Digital Marketing	Affiliate Marketing, Email Marketing, Google Ads, Social Media Marketing, Facebook Boosting, Branding & Promotion, Local Search Engine Optimization, Instagram Marketing, Linked In Marketing, Video Marketing etc.
Online Business	E-Business with internet.
Graphics Design	Adobe Photoshop, Adobe Illustrator for attractive logo design, T-Shirt design, visiting card design, packet design, banner design, book cover design etc.
Data Management	Microsoft Excel, Microsoft Access to store data.
Image Processing	MATLAB to process the images in a digital way.
Machine Learning	Python to implement some machine learning algorithms.

**Introducing Trainees with Marketplaces**

Marketplace is very necessary to earn some currency. Every trainee wants to introduce with marketplace in order to start their income. But they don't know how to introduce with the marketplace. They need to be introduced with a short term training how to earn currency by communicating with the marketplace. If they are introduced with the marketplace once, they can start their earnings and they can continue it as possible as they can.

### **Evaluation by Group Project Activities**

After the overall training activities, the trainees need to be evaluated how much knowledge and experience they have achieved. This evaluation can be done by a group project activity. Each group contains five members. In a group, they will be a Front-End developer, a Back-End developer, a Database Manager, a Business Analyst and a Marketer. Each member performs his activities individually to get a proper judgement.

The evaluation will be based on the individual activities done by the members separately for the group project. If any member of the group fails to perform his tasks completely, he will be retained for the next time which can be done after four months. If he gets the minimum pass mark in the group project, he will be certified as a qualified trainee. It will be very problematic for a trainee in the corporate sector when a group project will be assigned to them.

### **Certification to Ensure Job Facilities**

If a member of the group project activities completes his tasks successfully, he will be certified as a successful trainee with Grade Point 4.00 and Grade A. If a member of the group project activities partially completes his tasks successfully, he will be certified as a good trainee with Grade Point 3.00 and Grade B. If a member of the group project activities tries hard but doesn't complete his tasks successfully, he will be certified as a medium trainee with Grade Point 2.00 and Grade C by special consideration. If a member of the group project activities totally fails to perform his tasks without any effort, he will be considered as a failure with Grade Point 0.00 and Grade F and he will be retained for the next time examination which can be done four months later.

<b>Grade</b>	<b>Point</b>	<b>Minimum Percentage</b>	<b>Category</b>	<b>Comment</b>
A	4.00	80%	Successful	Passed
B	3.00	60%	Good	Passed
C	2.00	40%	Medium	Passed
F	0.00	Less than 40%	Fail	Failed

### **Internship Opportunities to IT Companies**

Whenever a trainee is certified as a passed trainee, he will also be certified as a skilled developer for internship program. But most of the cases, skillful developers doesn't get the proper opportunity for internship program. He needs to be provided internship opportunities by the organization. If the organization provides him a proper internship opportunities as an intern, he will start to develop his career and it will be helpful for his future. The organizations need to recommend successful, good and medium trainees for the paid internship program to the IT companies. Then all of them will improve their skills, develop their career, and earn some money from the internship program.



## Realistic and Business Purpose

After completing a successful training, a trainee can increase his skill and knowledge, develop his career, earn some currency and gather some experiences in order to ensure a proper future for him.

There will be some business purpose for this program. As a full scholarship is given to the trainees, it will be a free program for them. But it has some business value. There will be a major contribution of government fund, a good contribution of different types of companies and there will be some media partners who will contribute some money for the organization. The companies and media partners will contribute the money for their advertisement. The payment of the teachers and the other costs of the organization will be managed from the total collection of the fund. The rest of the money of the total collection will be the benefit of the organization. This will add a proper business value for the organization.

## Monthly Budget of the Program

The program has an estimated monthly budget which contains monthly income, monthly expense and obviously a monthly profit. There are some sources of income and some specific sides of expense. They are detailed described below with an estimated budget in a chart.

- **Month**  
September 2019
- **Income Sources**  
IT Division, Fresh Group, Radio FM 98.4, Tiger IT Foundation, Sure Cash, Bank Asia,  
The Daily Star, Light House Owners Association, Oracle Publication, Channel 24.
- **Expense Sides**  
Teachers Payment, Electric Bill, Food, Electronic Device Maintenance, Internet Bill,  
Income Tax, Office Bill and Others.
- **Monthly Profit in Percent (%)**  
Monthly Profit = Monthly Income – Monthly Expense  
  
Profit Percentage = (Monthly Profit/Monthly Income) x 100%
- **Calculation:**  
Monthly Income = 248000  
Monthly Expense = 195900  
Monthly Profit = 50000  
  
Profit Percentage = (50000/248000) x 100%  
= 20.16%

## Recursive IT Tarning Center

Date	Income		Expense		Total Income	Total Expense	Balance
	Income Source	Taka	Expense Description	Taka			
1 September, 2019	IT Division	25000	Teachers Payment, Others	75000	25000	75000	-50000
2 September, 2019			Electric Bill, Food, Others	3000	0	3000	-3000
3 September, 2019	Fresh Group	35000	Electric Bill, Food, Others	2000	35000	2000	33000
4 September, 2019	Radio FM 98.4	12000	Electric Bill, Food, Others	3000	12000	3000	9000
5 September, 2019			Electric Bill, Food, Others	2500	0	2500	-2500
7 September, 2019	Tiger IT	11000	Electric Bill, Food, Others	3000	11000	3000	8000
8 September, 2019			Electric Bill, Food, Others	1500	0	1500	-1500
9 September, 2019	Sure Cash	30000	Electric Bill, Food, Others	2800	30000	2800	27200
10 September, 2019			Electric Bill, Food, Others	2000	0	2000	-2000
11 September, 2019			Electric Bill, Food, Others	3200	0	3200	-3200
12 September, 2019	Bank Asia	25000	Electric Bill, Food, Others	4500	25000	4500	20500
14 September, 2019			Electric Bill, Food, Others	2000	0	2000	-2000
15 September, 2019			Electric Bill, Food, Others	4000	0	4000	-4000
16 September, 2019			Electric Bill, Food, Others	3000	0	3000	-3000
17 September, 2019	The Daily Star	30000	Electric Bill, Food, Others	3200	30000	3200	26800
18 September, 2019			Electric Bill, Food, Others	2500	0	2500	-2500
19 September, 2019			Electric Bill, Food, Others	3800	0	3800	-3800
21 September, 2019			Electric Bill, Food, Others	2900	0	2900	-2900
22 September, 2019	Light Association	25000	Electric Bill, Food, Others	2000	25000	2000	23000
23 September, 2019			Electric Bill, Food, Others	3500	0	3500	-3500
24 September, 2019			Electric Bill, Food, Others	3100	0	3100	-3100
25 September, 2019			Electric Bill, Food, Others	2500	0	2500	-2500
26 September, 2019	Oracle Publications	30000	Electric Bill, Food, Others	2500	30000	2500	27500
28 September, 2019			Electric Bill, Food, Others	2500	0	2500	-2500
29 September, 2019			Tax, Electric Bill, Food, Others	30000	0	30000	-30000
30 September, 2019	Channel 24	25000	Internet Bill, Others	28000	25000	28000	-3000
Total					248000	198000	50000

**Chart 1:** Estimated Budget for the program of September 2019

## Financial Analysis and Calculations

Elements	Taka
Total Income	248000/=
Return form Income	3000/=
Expense	198000/=
Office Expense	5000/=
Distribution Expense	6000/=
Emergency	8000/=
Interest on Debenture	1000/=
Income from Investment	2000/=

- i. Gross Profit = Total Income - Expense

$$= (248000 - 3000) - 198000 = 47000$$

$$\text{Gross Profit Ratio} = (\text{Gross Profit} / \text{Total Income}) \times 100\%$$

$$= (47000 / 245000) \times 100\% = 19.1837\%$$

- ii. Net Profit = Gross Profit – Office Expenses – Distribution Expenses - Interest on Debenture + Income from Investment

$$= 47000 - 5000 - 6000 - 1000 - 8000 + 2000$$

$$= 29000$$

$$\text{Net Profit Ratio} = (\text{Net Profit} / \text{Total Income}) \times 100\%$$

$$= (29000 / 245000) \times 100\% = 11.837\%$$

- iii. Operating Profit = Gross Profit – Office Expenses – Distribution Expenses

$$= 47000 - 5000 - 6000$$

$$= 36000$$

$$\text{Operating Profit Ratio} = (\text{Operating Profit} / \text{Total Income}) \times 100\%$$

$$= (36000 / 245000) \times 100\% = 14.694\%$$

- iv. Operating Ratio = (Expense + Office Expense + Distribution Expense)/Total Income

$$= ((198000 + 5000 + 6000) / 245000) \times 100\%$$

$$= (209000 / 245000) \times 100\%$$

$$= 85.306\%$$

That's all about the financial analysis and calculations

## Statistical Analysis

We used some statistical approaches in order to perform a better analysis the budget. We tried to perform direct correlation, Rank correlation, Regression etc. for statistical analysis. But direct correlation and Regression didn't perform any effective result for a better analysis. Only Rank Correlation provided us an effective and significant result to perform a better analysis.

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases as the other decreases. Positive correlation exists when two variables move in the same direction. In other cases, the two variables are independent from one another and are influenced by a third variable. Degree and type of relationship between any two or more variables in which they vary together over a period; for example, variation in the level of expenditure or savings with variation in the level of income.

The Rank Correlation Coefficient is the non-parametric statistical measure used to study the strength of association between the two ranked variables. This method is applied to the ordinal set of numbers, which can be arranged in order, i.e. one after the other so that ranks can be given to each. It is a technique which can be used to summarize the strength and direction (negative or positive) of a relationship between two variables. The result will always be between +1 and -1.

### Rank Correlation Technique:

The formula of Rank Correlation Technique is:

$$R = 1 - (6 \times (\sum D^2 + \frac{S}{12}) / (N^3 - N))$$

$$S = \{(4^3 - 4) + (3^3 - 3) + (4^3 - 4) + (5^3 - 5) + (4^3 - 4) + (2^3 - 2)\}$$

$$= 330$$

$$\sum D^2 = 2363 \text{ (Summation of Difference*Difference from Chart 2)}$$

$$N = 26 \text{ (Total number of elements from Chart 2)}$$

$$\text{So, The Rank Correlation is, } R = 1 - (6 \times (2363 + \frac{330}{12}) / (26^3 - 26))$$

$$= 1 - (6 \times (2363 + 27.5) / 17550)$$

$$= 1 - ((6 \times 2390.5) / 17550)$$

$$= 1 - \frac{14343}{17550}$$

$$= 1 - 0.817$$

$$= 0.183$$

Income	Expense	Rank_Income	Rank_Expense	Difference	Difference*Difference
25000	75000	4.5	19	-14.5	210.25
	3000		10.5	-10.5	110.25
35000	2000	7	3.5	3.5	12.25
12000	3000	2	10.5	-8.5	72.25
	2500		6	-6	36
11000	3000	1	10.5	-9.5	90.25
	1500		1	-1	1
30000	2800	6	7	-1	1
	2000		3.5	-3.5	12.25
	3200		12.5	-12.5	156.25
25000	4500	4.5	16	-11.5	132.25
	2000		3.5	-3.5	12.25
	4000		15	-15	225
	3000		10.5	-10.5	110.25
30000	3200	6	12.5	-6.5	42.25
	2500		6	-6	36
	3800		14	-14	196
	2900		8	-8	64
25000	2000	4.5	3.5	1	1
	3500		13	-13	169
	3100		11	-11	121
	2500		6	-6	36
30000	2500	6	6	0	0
	2500		6	-6	36
	30000		18	-18	324
25000	28000	4.5	17	-12.5	156.25
N = 26				SUMMATION :	2363

**Chart 2:** Calculation of Rank Correlation between income and expense

**Analysis:**

As the Rank Correlation is a positive value (+0.183), it will be a positive correlation between income and expense. So, if the income source or investment is increased for the organizational activities, the more trainees will join the program which will be very helpful for the removal of unemployed epidemic mostly.

## Some Analytical Tools

For a better analysis of the current activities of an organization, some analytical tools can be used. There are various types of Analytical Tools. The most important analytical tools for the analysis of our organizational activities are SWOT Analysis and PESTEL Analysis. They are described below in brief.

### SWOT Analysis

A SWOT analysis organizes the top strengths, weaknesses, opportunities, and threats into an organized list of an organization which is usually presented in a simple 2x2 Matrix.

SWOT Analysis is a simple but very much useful framework for analyzing the strengths and weaknesses, and the opportunities and threats of an organization that is faced by us in the organizational activities. It helps an organization focus on the strengths, minimize the threats, and take the greatest possible advantage of opportunities available to the organization. It is one very effective tool for the analysis of environmental data and information for both, internal factors such as strengths and weakness as well as external factors such as opportunities and threats. It helps to minimize the effect of weaknesses in your business, while maximizing your strengths.

SWOT Analysis has four factors totally which are Strengths, Opportunities, Weakness, and Threats. The effects of these factors in an organization are described below.



**Figure 1:** Four factors of SWOT Analysis of an organization

### **Strengths**

There are some remarkable strengths of this organization. They are Scholarship Chance for the trainees for full free program according to their merit by performing an examination based on their concept about technology and applications. Another strength is training on different segments according to their choice. Moreover, this organization introduces the trainees with marketplace. This organization provides the chances of internship program to the trainees after completing the program in the different IT companies. So, these strengths need to be built in order to continue the activities of an organization properly.

### **Opportunities**

If the chances are offered for the unemployed persons in order to complete their training, more interested trainees will participate in this training program. The popularity of this organization will be increased day by day. More media partners will join with this organization for their advertisement. The income of the organization will be increased day by day. And the monthly profit of this organization will be increased that's why the fund of the organization will be enriched. So, these opportunities need to be capitalized in order to continue the activities of an organization properly.

### **Weaknesses**

The main weakness of the organization is the trainers are from different sectors of our country. They aren't examined properly before the recruitment. Their training style, communication skill and teaching policy aren't judged when they are recruited. So, this weakness needs to be mitigated as possible as we can in order to recruit a better trainer.

### **Threats**

If the trainers aren't examined properly, their training style, communication skill and teaching policy aren't judged before their recruitment, the trainees will not understand the trainers activities most of the cases. Once upon a time, they will lose the interest for the training program. That's why, the organization will face a great problem to continue their activities. So, the threats should be identified and solved as soon as possible in order to continue the activities of an organization properly.

## **Insights and Action Plans**

From the SWOT Analysis, we found some obstacles which can be very problematic for an organization. The main problem is the lack of experience of the trainers. Their training policy, teaching system and communication style will not be understood by the trainees. That's why, the organization will face a great crisis for this problem. So, this problem should be prevented as soon as possible.

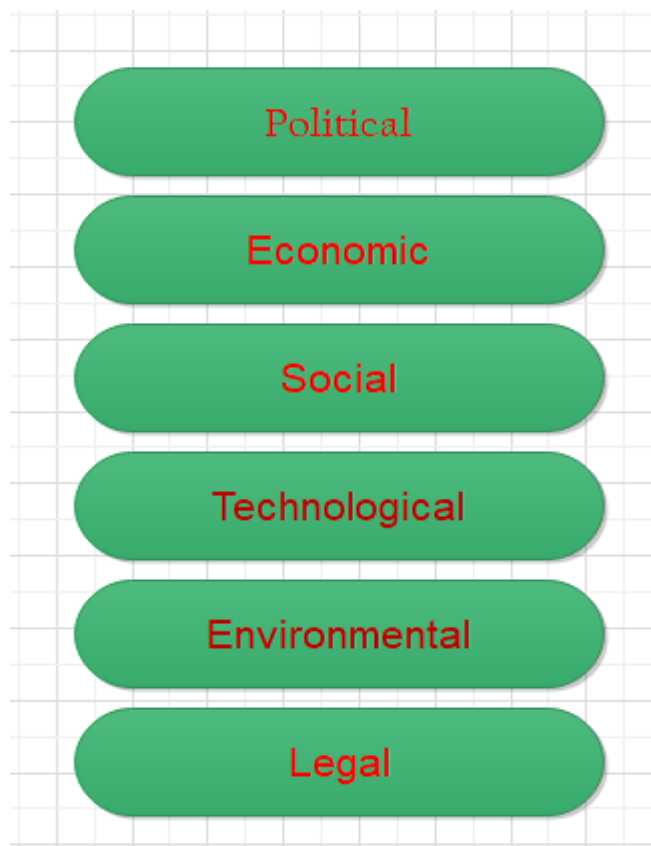
The trainers should be judged and examined properly before their recruitment whether he is able to train the trainees or not. If he isn't able to train, he will be disqualified. Otherwise, he will be qualified as a trainer for the training program.

That's all about the SWOT Analysis to analyze and solve a problem and continue the activities of an organization.

## PESTEL Analysis

PESTEL Analysis is specially and mostly performed in order to analyze the external factors of a business or organization for a better analysis of an organization. We can identify the internal factors such as Strength and Weakness as well as external factors like Opportunities and Threats from the SWOT Analysis. But the external factors of an organization depends on six factors which is only described in PESTEL Analysis.

PESTEL Analysis has six factors totally which are Political, Economic, Social, Technological, Environmental, and Legal. The effects of these factors in an organization are described below.



**Figure 2:** Six factors of PESTEL Analysis of an organization

### Political

If any kind of political change such as Government Change, Parliament Change, and Ministry Change is happened, some new rules and regulations will be issued for the organizations which may occur a great change and effects the activities of the organization. So, we need to be aware of the political changes which can make a big change to the activities of an organization.



### **Economic**

Economical Issue is a very important factor for the activities of an organization. The current VAT of IT companies and Training Centers are 4.5% nowadays. Some special IT companies don't provide this kind of charge. But if the government increases the rate of this charge suddenly, then the amount of profit will be decreased and the IT companies and Training Centers will face a great economic crisis. So, it is necessary to make a proper economic plan for an organization in order to continue their activities successfully.

### **Social**

Today's world is totally based on social media. Our daily life is mostly impossible to continue without the proper use of technology and social media. Nowadays, a social media can make an organization very popular. Some social media like Facebook, YouTube, and Twitter etc. can influence a society to involve in some kinds of activities. Moreover, there can be some media partners for an organization in order to advertise their activities which can inspire the unemployed persons to participate in the training.

### **Technological**

Technology is a blessing to all of us. We can't go a single day without the help of technology nowadays. It is very important to inform people about a business and an organization which is very useful to them.

A technological shifting can make a great change to an organization. As it is a training center based on technology, so training with advanced to participate in the training program. This can be possible by means of a technological shift in the training of an organization.

### **Environmental**

Environment plays a big role to an organizational activities. If the organization isn't in a secured place, most of the trainees will not be interested to join with the training program. Moreover, if the organization isn't in a developed area, it will be very difficult for the trainees to join with their training activities. This cases are very much harmful for an organization to continue their regular activities. So, environment of an organization is very much important for the training activities.

### **Legal**

An organization needs to maintain the crucial rules and regulations issued by the government. It can never break these rules for their own benefits. If any organization breaks the rules for their benefits, it will be declared as illegal organization. An organization can be declared as a legal organization by maintaining all the rules and regulations issued by the government properly. So, an organization must be aware of maintaining the crucial rules and regulations issued by the government.

PESTEL focuses on external environmental factors that affect this organization, whereas SWOT analysis focuses on both internal and external factors. PESTEL explores the political and legal landscape by looking at employment laws, political issues, taxes and regulations that impact this organization.

That's all about the PESTEL Analysis. These above six factors can totally influence the activities of an organization which can hamper the continuous activities of the organization. So, the organization should think about these factors with the help of PESTEL Analysis.

## **Feasibilities**

Feasibilities means whether the idea is feasible within the estimated cost. A feasibility study also determines whether a project or program makes good business sense. A feasibility study is used to determine the viability of an idea, such as ensuring a project is legally and technically feasible as well as economically justifiable. There are three types of feasibilities which are technical, economic, and operational. These feasibilities are described below.

### **1. Technical feasibility**

- As it is a training program based on technology for the unemployed persons, a large number of computer devices such as desktops, laptops, tablets etc. are necessary for the training.
- A large number of trainer is necessary to train the trainees for different kinds of courses based on technology for the unemployed persons.
- There should be a large number of courses in order to provide the trainees a huge knowledge and perfect training based on technology.
- An excellent electrical support should be provided for the training in the digital system which will be very much useful to maintain a lot of electronic devices such as desktops, laptops, tablets etc.

### **2. Economic feasibility**

- As a full scholarship is given to the trainees, it will be a free program for them. But it has some business value. There will be a major contribution of government fund as well as different types of companies.
- There will be some media partners who will contribute some money for the organization. The companies and media partners will contribute the money for their advertisement.
- The payment of the teachers and the other costs of the organization will be managed from the total collection of the fund. The rest of the money of the total collection will be the profit of the organization.
- There will be a 20.16% monthly profit from the difference of total income and expense of this organization which develops the fund of the organization.

### **3. Operational feasibility**

It will be a friendly environment for the trainees. They can get the updated information about technology. And it will be an efficient program for both the trainees and the trainers.

Lastly, all of these three feasibilities are very much important and necessary for this organization along with the unemployed persons to provide a brilliant and significant contribution for the removal of this problem mostly.

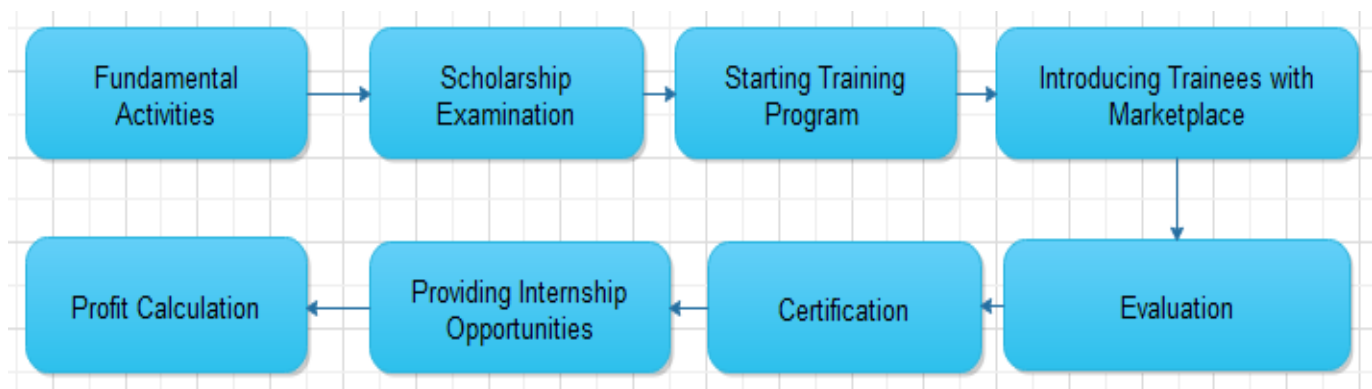
## Innovative

We visited some of the organizations and observed their curriculum, courses and training process. Most of the processes mentioned above are similar with the activities and training process of the organizations. But some different types of activities are mentioned above form the training process and activities of the organizations.

- Most of the organizations take money from the trainees because they have no collection of money in order to maintain the organization. There is no scholarship system in the organization. So, most of the students can't afford the expenses. That's why, they can't admit into the organization and complete the training because of financial problem.
- Most of the organizations train their employees about the basic developments. They don't try to train their trainees about Machine Learning and Image Processing.
- We know that English language and communication is necessary for the present world in any kind of business and activities with the foreign countries. But most of the training centers don't provide the English Language and Communication opportunities to connect with the outside world. So, the trainees can't communicate with the foreign people properly.
- Group Project Evaluation based on individual activities is the perfect way to judge a trainee how much he learnt and gathered knowledge from the training. But most of the training centers don't evaluate the trainees by a group project activity. It will be very problematic for a trainee in the corporate sector when a group project will be assigned to them.

## Implementation

This program should be implemented by the IT Division of Bangladesh Government. They should assign this task to an organization in order to implement this overall activities with the help of proper amount of money provided by the government and other private companies. This program should be implemented on the purpose of training activities, internship opportunities and especially for the removal of unemployment epidemic.



**Figure 3:** Process of implementation for the removal of unemployment epidemic

## Marketing Strategies

We need to follow some marketing strategies for the marketing of the organization to continue the activities of the organization with the help of proper advertisement. There are ten marketing strategies to be followed for a better advertisement of the organization. The strategies are given below.

- Marketing is a kind of networking. Those who build a proper networking ability can maintain a business organization properly. So, the networking should be strong and it should be built channel wise. This channel wise and strong network can help to continue the activities of the organization properly. That's why, networking should be increased as possible as we can to maintain the organization properly.
- The next strategy can be quality visit by direct advertisement. The more visit, the more advertisement. Each and every visit must be authentic and successful to increase the advertisement of the organization properly.
- The posters and banners are called 'Silent Seller' of a product. So, we need to continue the advertisement of the organization by an attractive promotion with posters and banners everywhere as well as billboards on the highways.
- The modern world is based on technology. Most of the people of the world use Facebook for many purposes. We need to create a Facebook page for the advertisement of the organization. Then any kind of news about the organization will reach timely through Facebook to the unemployed persons. The advertisement will be increased properly, which will be very useful to the organization to continue the activities successfully.
- E-Commerce sites should be created for the organization to inform the unemployed persons about the organization. That's why, they will know about the activities of the organization properly in detail and join this program which will be very much helpful for them to be employed.
- The organization should create a database for the trainees and trainers as well as the investors. The database needs to contain the Name, Address, Phone Number and Email. The organization will notify them in any occasion through SMS or Email.
- The organization needs to behave well with the trainees, trainers and the investors. The organization should make a long term relation with all of them by wishing on their birthdays and marriage anniversaries. That's why, the organization will create a better impression to the trainers, trainees and the investors so that they will be interested to join and inspire others to join the program happily.
- The quality of the training should highly be concerned. That's why, the trainees will be satisfied as well as the investors will be interested to invest for the program gladly.
- The environment should be clean and beautiful for the training program. The room should be large and air-conditioned with proper lighting. That's why the trainees will be interested to the program.
- The organization should maintain the reputation and fame in order to continue this long term activities successfully. They can never do any kind of activity which can harm the reputation of the organization.



**Figure 4:** Marketing Strategies for the Organization

Last of all, it can be said that a proper and successful program can be organized by the organization with the help of some better and accurate marketing strategies maintained by the organization.

## Target Groups

As it is a program for the removal of unemployment epidemic, the target groups for this program must be unemployed persons of our country. They need to be employed by completing the program successfully with a proper training by developing their skill and knowledge brilliantly.

## **Benefits**

There are some significant benefits of this program which are given below.

- Maximum Trained and Skilled Developers will be produced for earning after completing the training activities. And it will be very much helpful for the removal of unemployment epidemic mostly.
- If there is a maximum number of trainees in the training program, the Media Partners will be interested to co-operate with a major amount of money for their advertisement which will provide a financial support to the organization.
- There will be a 20.16% monthly profit from the difference of total income and expense of this organization which develops the fund of the organization.
- This program will inspire the unemployed persons to be employed by completing a training program successfully.
- All of these facilities are very much crucial for this organization as well as the unemployed persons in order to provide a brilliant and significant contribution for the removal of unemployment epidemic.

## **Conclusion**

That's all about our plan and idea about the program for the removal of unemployment epidemic. We are optimistic that this unemployment epidemic can be removed mostly if we implement the program successfully in the rural and urban areas. It is a big opportunity for the unemployed persons to prove their skills and develop their future by completing the training successfully in different segments selected on their choice in a free program by means of their scholarship according to their merit based on the fundamental concepts of technology and applications. Again, we will try our best to implement the program in our beloved country perfectly as well as we can improve the idea as possible as we can.

## **External Resources**

1. Trading Economics, Bangladesh (Graph 1)
2. Technological Progress – Our World in Data (Table 1)
3. Orbit IT Training Center (Chart 1 and Chart 2)
4. Business Diagrams – Edraw (Figure 1, Figure 2, Figure 3 and Figure 4)