

## Motiur Rahman

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**From:** Asif Imran <imran@bicm.ac.bd>  
**Sent:** 21-Jan-2024 2:23 PM  
**To:** Udoy Shuvo Rahman  
**Cc:** ahe.motiur@bicm.ac.bd; Executive President; Director (Administration and Finance)  
**Subject:** Re: Request for providing necessary information for Mailchimp subscription.

**Importance:** High

Dear colleague,  
Walaikumussalam Wa Rahmatullah Wa Barakah!  
As Salamu Alaikum!

Thank you for taking prompt action post-meeting of the last interdepartmental coordination meeting held on 15 January 2024. Although I am yet to receive a copy of the minutes of the meeting, but it is always pleasing to see that long pending issues are being taken care of!

To begin with, the Standard and Essentials plan you have mentioned in your e-mail are for 500 contacts, which we can cater right now using our existing free Gmail accounts. However, we mentioned that we needed to send e-mails in bulk at a time with no restrictions on the number of recipients. In this connection, please note that our database is expanding every day, and we will be requiring to send 20,000-50,000 e-mails per campaign for our programs very soon. However, since our objective is to mainly ensure effective campaigning to reach as many of the e-mail account holders, the Standard plan for 10,000 will serve our purpose.

It should be kindly noted that we have to scale up the subscription based on our e-mail database (Which keeps on expanding with every new instance of a program we launch and contacts we get from our registration, leads, and other sources).

Hope this bit of information helps.

Sincerely,

On 21/01/2024 01:10 PM, Udoy Shuvo Rahman wrote:

Dear Sir,

As Salamu Alaikum! Hope you are doing fine.

We are currently in the process of deciding on a suitable Mailchimp subscription plan for our upcoming initiatives, and we would greatly appreciate your expert advice on the matter.

After a thorough review of Mailchimp's offerings, we are particularly interested in two plans - **the Standard plan (\$10/month ) and the Essentials plan (\$ 6.5/month)**. Both plans seem to offer valuable features, but we are seeking guidance on which plan would be better aligned with our needs.

Our primary requirements include efficient onboarding processes and effective campaign management. We are aware that the Standard plan provides onboarding assistance and enhanced campaign capabilities. However, we also acknowledge that the Essentials plan is designed to provide core features at a more accessible cost.

Considering our emphasis on both onboarding and campaign management, we would be grateful for your insights on which plan you believe would be more beneficial for our objectives.

Thank you very much for your time and consideration. Your expertise is highly regarded, and we look forward to receiving your guidance.

Best Regards

**Udoy Shuvo Rahman**

01675430162

Deputy Hardware Engineer

Bangladesh Institute of Capital Market

On 16-01-2024 05:53 PM, Asif Imran wrote:

Dear colleague,  
As Salamu Alaikum!

Thank you for the e-mail. There is a small glitch in articulating the case. The issue of using Mailchimp subscription was first raised three months back, if not earlier. Subsequently, the issue was reiterated in the next three meetings as progress could not be traced on this matter by the erstwhile Executive President, Dr. Mahmuda Akter!

At one point in time, Mr. Udoy Shuvo Rahman approached me in my office to discuss the issue and I had guided him about the subscription plans of mailchimp, referring to their official website (<https://mailchimp.com/pricing/marketing/?currency=USD>) where the details are mentioned.

As regards the utility of subscribing to the services, I have detailed in the previous 4 (four) occasions of the interdepartmental coordination meetings, minutes of which should have some references to what was discussed. I would humbly request to access those minutes first (If you cannot, your departmental head should have access to those). If you need further clarification, please set up a meeting where we can officially discuss the details (In light of what has been minuted), and you can take note of it for your purpose(s).

Looking forward to your great support,

On 16/01/2024 02:04 PM, Motiur Rahman wrote:

প্রিয় মহোদয়,

গত ১৫/০১/২৪ এর আন্তঃবিভাগীয় সমন্বয় সভার আলোকে আপনার পক্ষ থেকে Mailchimp প্ল্যাটফর্মের বিষয়টি উত্থাপন করা হয়। যেহেতু উক্ত সার্ভিসটি চালু করার নিমিত্তে সাবস্ক্রিপশন ক্রয় করা প্রয়োজন, সেহেতু প্রাতিষ্ঠানিক কাজের সুবিধার্থে Mailchimp এর প্রয়োজনীয়তা এবং কোন সাবস্ক্রিপশনটি নিলে বিআইসিএম এর জন্য উপকার বা ফলপ্রসূ হবে তা সংক্ষেপে প্রদান করার জন্য বিনীতভাবে অনুরোধ জানাচ্ছি।

ধন্যবাদান্তে

মতিউর রহমান

সহকারী হার্ডওয়্যার ইঞ্জিনিয়ার

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Asif Imran  
Deputy Registrar

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