



The challenges of attracting and retaining talent: Perspective Bangladesh

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Airtel Bangladesh Ltd.

Bangladesh- telecom market since 1993

Voice Driven

91% NR from Voice

Penetration

Mobile penetration is 59%

High Taxed Sector

additional 40% over income tax

Smartphone penetration

5% only



Pop Coverage

Almost 100% pop coverage

Multiple SIM

40% Multiple SIM phenomenon

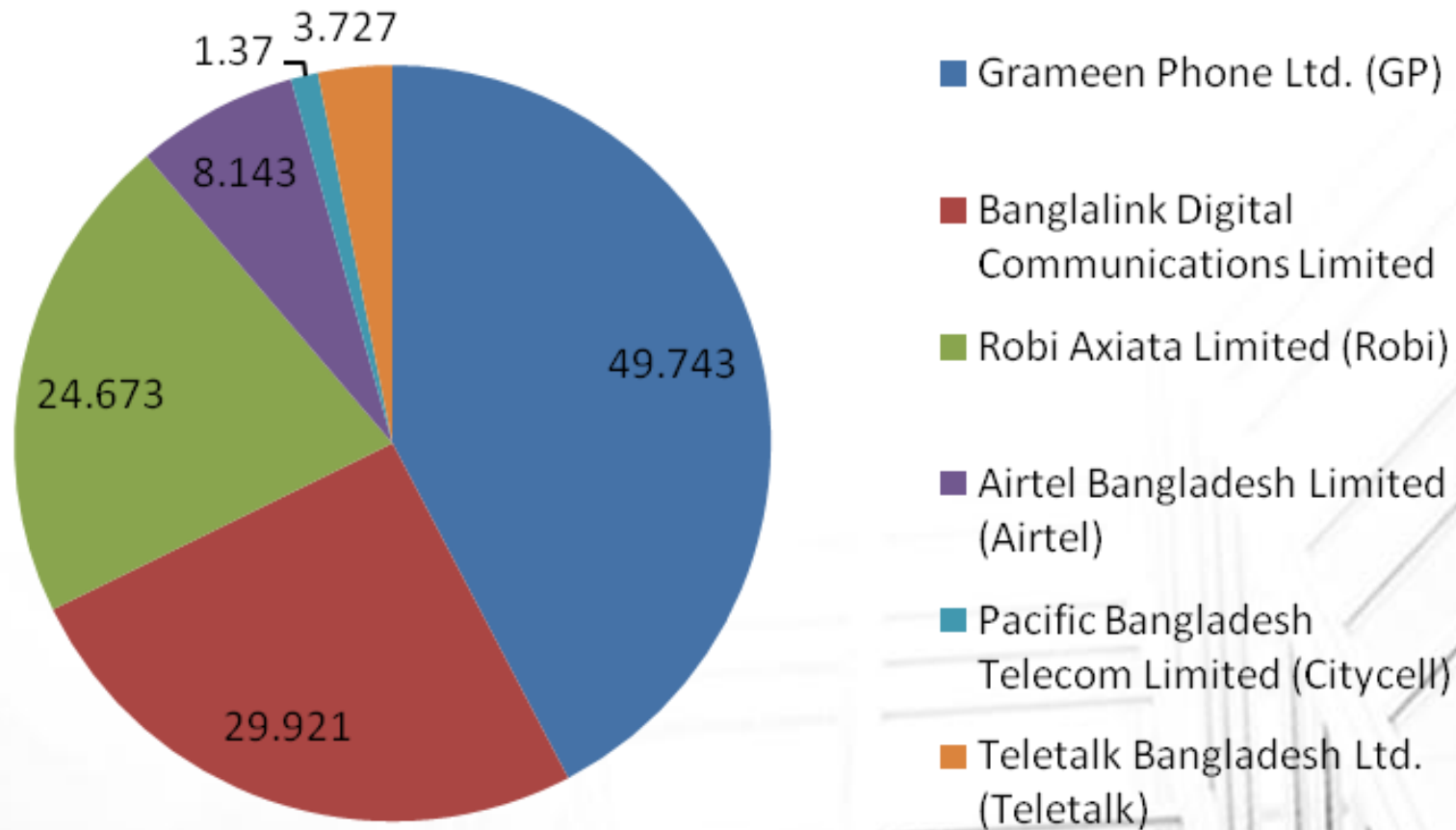
Contribution

8.9% to national coffers

Broadband & Fixed line

<1%, Latent data demand

Subscriber base at a glance (figures in million)



Source: www.btrc.gov.bd, Dated August 2014

- ❑ Experienced candidates' perception-
Not a gentleman's trade!
- ❑ Consultants' inability to understand
the industry demand
- ❑ The War for Talent! Employers
looking for ready fits.
- ❑ Inability of recruiters to exploit hiring
managers' networking skill
- ❑ Fewer employer branding scopes

The five challenges in attracting talents

- ❑ Difficulty in accepting entrepreneurial DNA
- ❑ Higher stress levels
- ❑ Balancing between strategic and operational priorities
- ❑ Coping with the speed
- ❑ Training & development opportunities

The five challenges in retaining talents

Thank you