

# MANIFESTO

**ONE  
TEAM** | **EVERY  
MEMBER  
MATTERS**

**BASIS Executive Council  
Election 2022-23**



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## ***General***

**Russell T. Ahmed**

Team Creative

**Abu Daud Khan**

Enroute International Ltd

**AKM Ahmedul Islam BABU**

TechKnowGram Ltd

**Zia Ashraf**

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**Samira Zuberi Himika**

Giga Tech Ltd.

**Rezwana Khan**

Star Computer Systems Ltd

**Suzadur Rahman**

Mindlabz Ltd

**Zaman Khan**

Zaman IT

## ***Affiliate***

**Fahim Ahmed**

Pathao Limited

## ***Associate***

**Tanvir Hossain Khan**

Dreamerz Lab Ltd.

# Pain Points of Members

Ever since the Pandemic has started, most of the BASIS member companies have lost major parts of their regular businesses. Salary and other operational costs have increased significantly in last 4-5 years making business operations difficult for most member.

## Apart from these, most BASIS members:

### Access to Finance

Don't have access to bank finance. Applying for Bank loans are too complex and time consuming.

### Tax File

BASIS member companies are regularly harassed by Income Tax and VAT department.

### Human Resource (HR)

Lose their trained and experienced resources within 2-3 years, since there is a shortage of qualified people in the market.

### Local Business

In last 10 years, different government departments have spent huge amount of money in procuring software and solutions, of which, very little has gone to general or small BASIS members. Business have gone to either foreign companies or few other large local companies.

### Export

Exporters face a lot of difficulty in getting 10% export subsidy. They have to wait for 6 months or more.

### Poor Secretariat

BASIS Secretariat is not at all service focused. There are huge delays in any service or information. It is not accessible by common or new members unless they are known by any EC member.

# Our Solutions

## Easy Finance for BASIS Members

We will work with Bangladesh Bank for easy finance to BASIS member companies and also for early disbursement of cash incentive.



## Make BASIS Secretariat Service Oriented

We will make BASIS Secretariat service oriented. Members pay BASIS for getting service. They have to be served properly.



**Members are POWER**

## Collaboration with Other Industries and Trade Bodies

We will work together with other industries and trade bodies to expand B2B, SME, and SaaS businesses.



## Reorganize Resources and Ensure Resource sharing

We will strengthen and reorganize BITM to supply right quality resource for tech industry.



We will create a platform for members so that they can collaborate for resource sharing and business partnerships.

## Negotiation and Policy – making

We will negotiate with Government and Ministries to ensure our due share for government stimulus support to help the pandemic affected businesses.



We will ensure Members get equal opportunities to any government businesses.

# Top 10 Policy Agendas We Will Work on



# Roadmap for Reform of Secretariat

All letters and communication (unless marked 'confidential') of BASIS should be available in BASIS website (can be viewed by members only).

Create a new post 'Head of Member Service'. Higher experienced person in the role and proper support staffs.

**Executive Council (EC) Members will remain actively**

Recruit CEO or Executive Director for heading the Secretariat.

Start a '999' like call center for BASIS members for fastest response. Every incoming query/-complaint will be a 'ticket #' and updates will be tracked online.

Create a 'Tax/VAT Help Desk' (headed by senior Tax/VAT advisor) jointly with NBR to give proper guidance and support for members.

Full transparency of all Secretarial income and expense will be ensured.



Membership approval process should be faster. Every new membership application must be closed in maximum 30 days. Membership and other certificates must be issued within 48 hours of request.

Any business query must be forwarded to related BASIS member within 24 hours.

# EVERY MEMBER MATTERS

# How we plan to Help Each Member to Grow Business?



## Business First

Create linkage between buyer and sellers (member companies) by organizing industry specific events and matchmaking programs.



## Market Research

Establish BASIS Market Research Cell (BMRC) to do market demand analysis for local and international market.



## Knowledge Sharing

Providing digital platform/exchange for resource and knowledge sharing among member companies to help them jointly bidding for projects.



## Govt. Business

Work closely with the ICT Division, a2i and other Ministries to ensure each BASIS member gets equal opportunity to work for any government projects.



## Digital Promotion Cell

Set up a “Digital Promotion Cell (DPC)” to help all members in acquiring new business customers. The cell will help members in SEO, Digital Promotion (Social Media including linkedin, FB) and targeted push marketing (email, whatsapp, viber etc.)

# “One Team” Commitment to have a United BASIS

A “Constitution Amendment Review Committee” will be formed with the participation of senior members of the industry and experts to suggest for necessary amendments to make BASIS more participatory, more diverse and forward looking.

To ensure better delivery and industry growth, we will include more brains and hands from different business domains alongside EC.



All members (previous Executive Committees) will be engaged in different BASIS advisory committees to guide our association in the future.

All the new standing Committees will be chaired by members who have taken part in election, but could not be elected as EC member (regardless of their panel).

**Hire CEO/ Executive  
Director for BASIS**



**Create a call center for members  
with a short code and all of the  
regular call center functionality.**



## **Special Committees**

**Special Extended EC / Advisory  
Board / Functional Standing  
Committees to be Formed.**



**Arrange BASIS SoftExpo 2022  
by March 2022**



# **First 100 Days**

**Establish DPC (Digital Promotion  
Cell) and BASIS Market  
Research Cell (BMRC)**



## General Category



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