

BRAC Internship Description

Programme/Enterprise: Road Safety

Duration: 03 months

Application Deadline: 1st September 2018

Starting Date: 1st October 2018

Location: Head Office, Dhaka

Working Hours: 9am-5pm, Sunday-Thursday

Monthly Stipend: BDT 5,000

Programme/Enterprise Description

Goal: Reduce poverty by lessening the number of road crashes in Bangladesh.

Approach: Through road safety awareness raising of communities living beside road crash prone roads and training of drivers and driving instructors

BRAC started its road safety programme from 2001 for the sake of the country's deteriorating road safety and to protect its staff and programme participants from road crashes. In 2003, BRAC carried out an action research titled 'Promoting Road Safety through Community Education Programmes' involving local communities to find out their road safety problems, causes, solutions, preferred methods and messages for building their awareness on road safety. Based on this research BRAC developed 'Community Road Safety Programme (CRSP)' and implemented it beside number of country's highly road crash prone highways. The CRSP – a new and unique road safety model conceived by BRAC is increasingly being preferred by the Government of Bangladesh, donor agencies and other multinational corporate bodies for improving road safety awareness in the country.

BRAC commenced its driving training programme in the year 2012 in response to Government's request. The Driving Training School launched for the purpose has already received recognition and appreciation of the Government, multinational businesses. Diplomatic missions, transport association, operators etc. As partners to develop training of drivers in the country, MoU have been signed between Bangladesh Road Transport Authority (Government's regulatory organization for road transport) and DSA (Driving Standard Authority) of the UK Government.

BRAC has an advocacy cell which also works for road safety advocacy, in recent times this cell worked significantly in proposing the amendments of the road safety legislation of Bangladesh.

Project/Unit Description

BRAC Road Safety Programme commissioned Hubert Ebner (India) Pvt. Ltd. to develop driving training materials and conduct the training of trainers for the driving trainers recruited by BRAC. The school uses contemporary driving training technologies such as, driving simulators, visual impairment system and P-Drive (digital driving testing device) to train drivers. Driving school offers courses like-

- 'Shurakkha'- training for in service drivers for improving road safety and defensive driving skills;
- 'Basic Driving Training' on light motor vehicle for novice;
- 'Basic Driving Training' on light motor vehicle for poor and disadvantage women to be professional driver;
- 'Basic Ridding Training' on Motorcycle etc.

Purpose of Internship (including learning outcomes)

- a) To prepare a business development plan for BRAC Driving School.
- b) Exploring the operational procedures of BRAC Driving School and finding glitches/bottlenecks in the process and suggesting innovations to make the process simpler and more efficient.
- c) To enhance the existing marketing plan of BRAC Driving School
- d) To find new/innovative initiatives for road safety programme.
- e) The intern will become equipped with the adequate knowledge on organizational culture and behavior to excel in his/her career

Intern's Responsibilities

- a) Analyse market of basic driving training to identify the business opportunities of driving training in the country and develop a business plan
- b) Study operational procedures of BRAC Driving School and identify bottlenecks and come out with suggestions to resolve those
- c) Develop promotional materials that will lead to an increase demand of driving training
- d) Carry out a study to identify new markets and customer needs for the driving training products
- e) Analysing the activities and financial statements of BRAC Driving School
- f) Visit Road Safety Awareness Campaign areas; know about the community road safety programme, its success and failures with a view to develop new ideas and initiatives for next project.
- g) Assist in organising workshops and seminars etc.
- h) Submit a report on internship activities, achievements, lessons, future steps etc.

Requirements

a) Educational Background

- Level: Master's / Bachelor's Degree
- Subject: Business Studies

b) Language Proficiency

Bangla

- Spoken/ Written: Basic

English

- Spoken/ Written: Basic

c) Knowledge/Skills/Competencies:

- Excellent writing and communication skills
- Willing to travel to project areas outside the capital when necessary
- Ability to work independently
- Good sense of developing business and marketing plan
- In-depth understanding of business and marketing principles

d) Work/Volunteering Experience:

- Community work/volunteering experience will be preferred.