



Case Study Series 3:

Addressing Citizens' Concerns: Inspiration from Proactive Civil Servants

Case 10 - Capitalizing Income Increasing Opportunities with Training

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The case studies for this series are collected from real-life cases of civil servants working in different South Asian countries. This collection initiative attempts to document different innovative solutions or actions during perplexing times. If you know of other such instances of acts, please email us (riyasad.iqbal@northsouth.edu), and we will get back to you to collect more information.

Capitalizing Income Increasing Opportunities with Training

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The Impact of Skill Gaps on Bangladeshi Workers Abroad

Due to a lack of skills, many Bangladeshis living abroad work as low-income professionals such as laborers, waiters, and drivers. They often lack the proper etiquette required for getting better jobs. Consequently, their limited skills result in lower incomes, as employers generally perceive them as low-skilled workers. With the FIFA World Cup 2022 approaching Qatar, it became evident that improving the skills and etiquette of Bangladeshi workers in Qatar could lead to better job opportunities and higher earnings. By investing in comprehensive training programs, these workers could enhance their service delivery, making them more competitive in the job market and boosting their income potential significantly.

Boosting Income Potential through Skill Enhancement

The Bangladeshi Embassy in Qatar recognized the importance of improving service quality and enhancing the skills of the country's expatriate limousine drivers, especially during the World Cup 2022. These drivers play a crucial role in providing transportation services to the residents and tourists, and their professionalism directly impacts their income potential. This urgency prompted Mr. X, Minister (Labor) at the Embassy of the People's Republic of Bangladesh in Doha, Qatar, to promptly address the issue.

A specifically tailored training module was developed collaboratively with the Bangladeshi academic community in Qatar. The module, containing essential information, was distributed among the drivers for reference. The training emphasized defensive driving techniques, including safe responses to potential hazards, including other drivers, damaged road surfaces, debris, inclement weather,

Problem

Poor skills and lack of required training limit opportunities for migrant workers.

Solution

Proactive initiatives to arrange training for improving knowledge and skills.

Outcome

Training enhanced their skills and consequently increased their income opportunities.

and more. Adherence to traffic rules, and passenger safety was also a major part of the training. It also included briefing sessions on handling emergencies, customer service etiquette, improving communication skills, and cultural sensitivity. Drivers were taught to use the Global Positioning System (GPS), plan efficient routes, and familiarize themselves with popular destinations in Qatar through visual aids.

Over 15 days, about 450 participants, with 30 participants each day, attended the training, conducted daily from 4 PM to 7 PM at the embassy premises. Mr. X, a dedicated professional, stayed back after office hours to facilitate the sessions. Feedback from the participants following the training was overwhelmingly positive. Passengers noticed improved behavior, punctuality, and professionalism among the drivers, leading to increased word-of-mouth recommendations. Satisfied passengers led to repeat business and referrals. As a result, there was an increased demand for Bangladeshi limousine drivers, and higher earnings were reported. The training program enhanced limousine drivers' skills and created a positive outlook on Bangladesh. Such initiatives showcase how strategic training can elevate service standards, benefit the recipients, and enhance a country's reputation.

Declarations

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