

Company Profile



Excellence in HR Operations (BPO) since 2002

OVERVIEW



□ Since 1995 Response Ltd. established itself as a reputed company for excellence in service:

□ Having Strong Nationwide Coverage with Field Forces, Understanding on Legal, Corporate Citizenship, Code of Conduct and PPA-2008 & Bangladesh Labor Law amendment: SRO no 291 - 15th Sept 2015.

□ DIFE License Number (GOB): 008. (Category-G Updated till 2022)

**MARKET
LEADER
IN** 



**OUTSOURCING
HR & OPERATIONS**

**FLEET
MANAGEMENT**

**FACILITY
MANAGEMENT**

**PAYROLL
MANAGEMENT**

**EVENT
MANAGEMENT**

**LOGISTIC
MEDICAL &
INSURANCE**

**FINANCIAL
MANAGEMENT**

ACTIVATION

**LEGAL &
BACKGROUND CHECK**

**PLANT/FACTORY
OPERATION**

Registered



DIFE

Member



BACCO

Bangladesh Association of Contract, Clerical & Outsourcing

We Respect
We Trust
We Love
We Care

We are dedicated for you

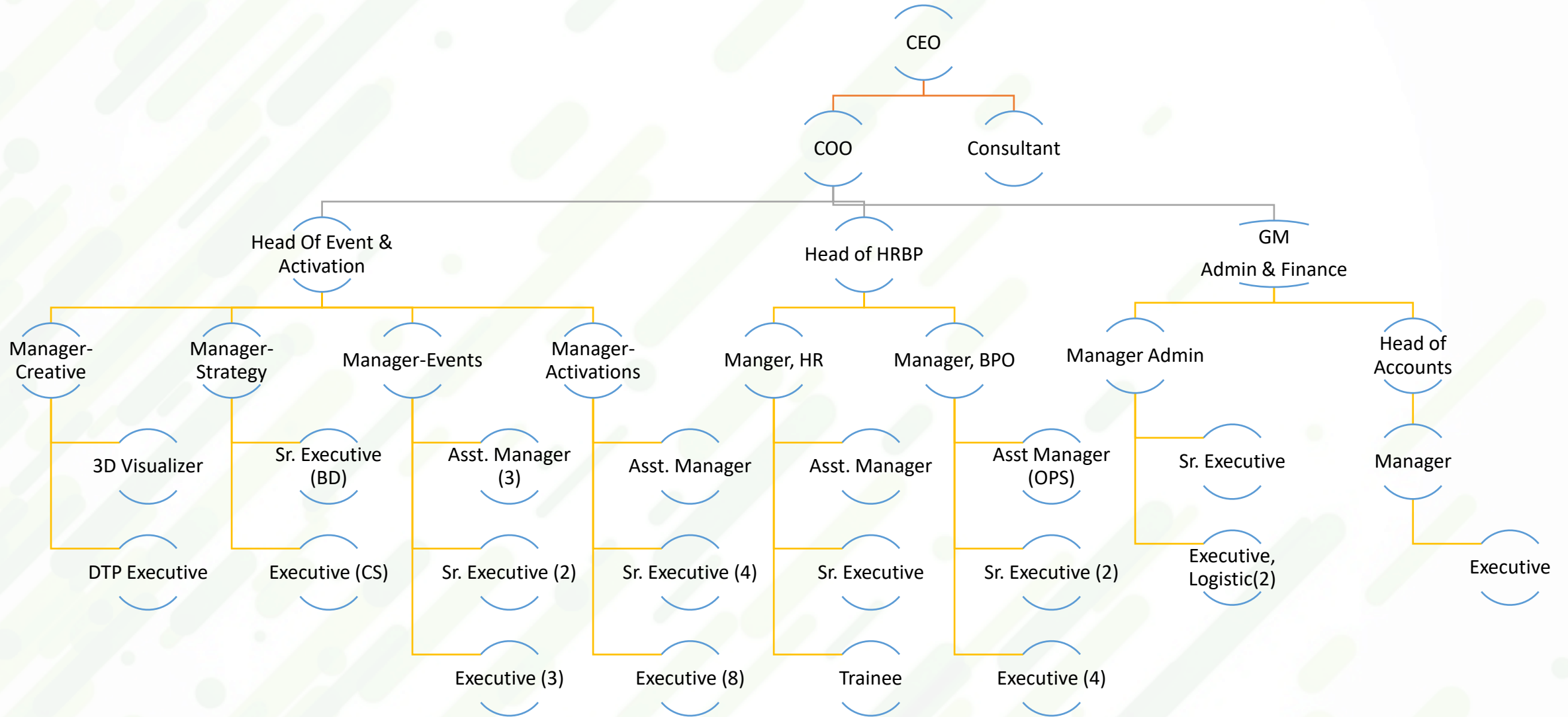


Our Strength & Key Competency

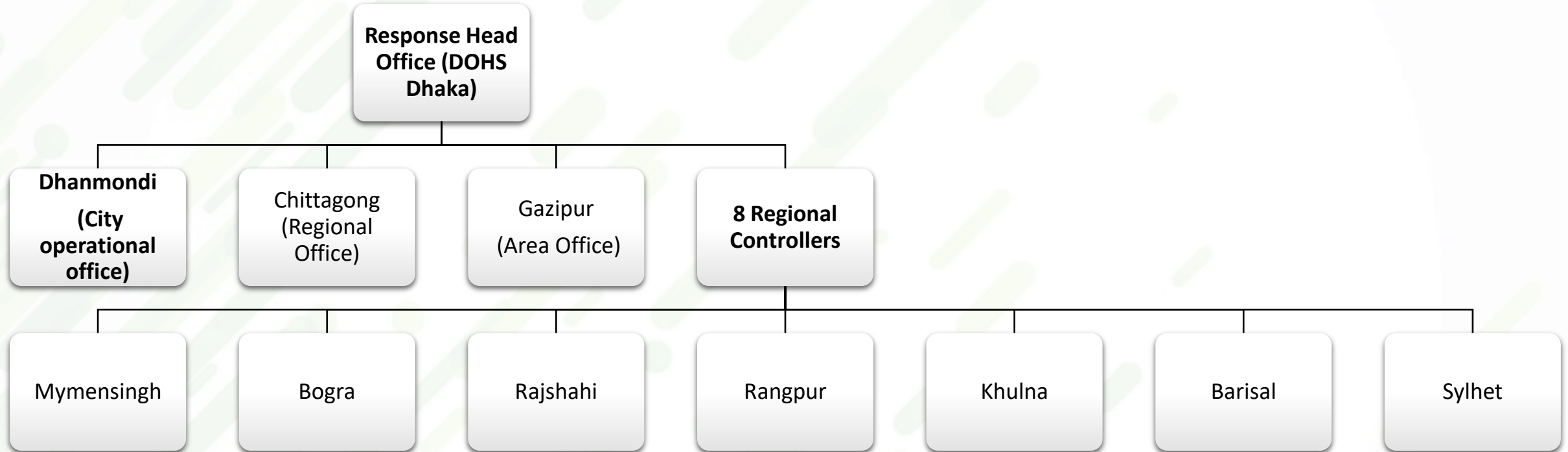
- BPO Agency/**G category** (HR & Operations) certified by **Govt.- DIFE.**
- Member of Bangladesh Association of Call Center & Outsourcing (**BACCO**)
- Legal, Tax & Compliance Advisor pool.
- Year long experience with Giant MNCs, Local Corp, UN bodies and GOVT.
- Long relation with clients by dedicated services.
- 10000 HR operations experience in a row

- Strong Infrastructure With Adequate Financial Backup
- ERP operated
- Strong PR with Govt, Local Govt/ Opinion leaders.
- Solution in Crisis Management.
- Maintain 100% compliance

Response Ltd. Organogram

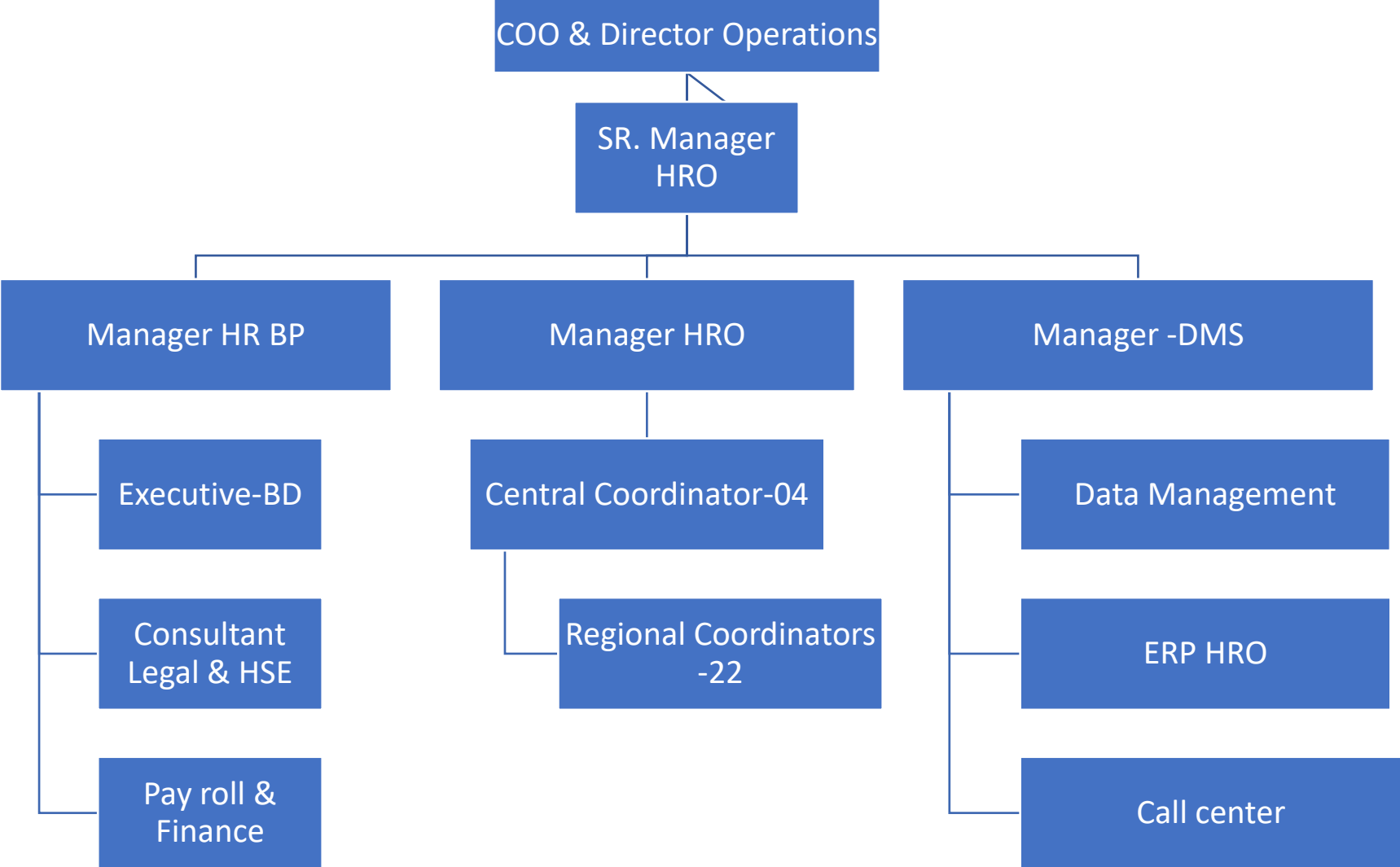


CONTROL MECHANISM-ACTIVATION



We Covered around 64 districts, 480 Thana including Union Level.

Control Mechanism – BPO (HR Operation)



Our Services

BPO - HR and Operations Outsourcing

BPO - HR and Operations Outsourcing

- Recruitment & Selection
- Payroll Management
- Sales team MGT
- Data Base Management
- Health care Center operation
- Legal, Insurance & Medical Support
- Food & Catering Service
- Facility Management
- Fleet Management
- Expatriate Management
- Labor Handling
- Background Check/Verification
- Crisis Mgt



HR Operation- Recruitment

- Collect CV for internal Source / CV bank/ BD Jobs/ Provide local news paper
- CV sorting for potential resource
- Conduct a primary interview & share potential candidates CV to Client.
- Client will conduct final interview & selection.
- Document collection for selected candidates.
- Pre employee medical checkup.
- Check documents. (Background check).
- Provide Appointment letter and ID Card.
- Orientation and onboard

HR Operation - Payroll Management

- Collect attendance data.
- Prepare salary file & share with concern POC.
- Disburse after approval as per SLA.
- Share pay slip.
- Reporting after disbursement.

HR Operation

- Performance follow-up.
- Training and development.
- Leave Mgt.
- Disciplinary action (issuing warning letter/showcase letter).
- Appreciation Letter.
- Life and medical insurance.
- Social security fund arrangement.
- Awareness program & Day out.
- Special issue / Crisis Management like HSE, Covid19.
- Separation and final settlement.

Facility /Fleet Management



Background Verification



UNWANTED SITUATION HANDLIN: CRISIS MGT

Process: in coordination with our 22 Regional Coordinators (RC) align with RESPONSE Central Coordinator (POC) and clients POC. Basically, all RCs are from local selection having strong knowledge, experience, PR on local area people, culture, influences and authorities. We coordinate with legal consultant if required.

Some References we have faced:

- Considering of any emergency we are ready to support any where as per requirement.
- We handle any kind of operational threat.
- We mitigate in shortage period any misconduct if arises by employee.
- In case of any damage or missing of assets by employee, we will investigate and take legal measure for recovery.
- Also we take necessary steps for any financial loss caused by employee.
- Any request by Client for employee separation due to unauthorized absence/ Floor Decorum/ behavioral issue/ noncompliance of company policy & code of conduct etc. We will consider with high priority & take necessary steps as per the guideline.
- Provide health and legal support for employee if required.
- We takeover accidental case within a short notice.



SERVICE LEVEL AGREEMENT (SLA)

SL	Description	Time Line
1	Recruitment & replacement	By 15 working days
2	Appointment Letter & ID Card	By 05 working days
3	Salary Sheet Preparation	By 25 th of Month
4	After getting written confirmation of salary and others benefit, vendor will disburse the amount to respective loaned resource's	By 0-2 days
5	Notification of salary disbursement by SMS	2 nd day of disbursement
6	Insurance claim	By 30 days after submission doc
7	Invoice Submission	As per policy.
8	Crises Management/Solution	Consultation with Client regular Basis
9	Any New Issues	Consultation with Client

PROUD TO BE ASSOCIATES



Excellence in HR - Outsourcing Operations

Registered:



Member:



ONGOING SINCE ..

	Banglalink	2009		BASF	2018
	UNDP	2010		H & M	2018
	Govt- Power Division	2012		bKash	2019
	Syngenta	2014		Facebook Toffee	2019
	CEVRON	2012		Lafarge Holcim	2020
	Govt- VAT Online	2015		British American Tobacco, Bangladesh	2020
	American & Efiel Canada, Inc.	2021		FMC	2019
	Pepsico	January 2022		CORTEVA	2021
				NOVERTIS	2002-2021



Registered



DIFE

Member



Sourcing & Out-sourcing

Banglalink (Since 2009.....)



- RECRUITMENT & SELECTION
- PAYROLL
- LEGAL
- INSURANCE SUPPORT
- MEDICAL SUPPORT
- FOOD & CATERING SERVICE
- FLEET MANAGEMENT
- VIP / EXPATRIATE MANAGEMENT
- SALES AND SERVICE
- CALL CENTER

**12 SBU –
Outsourcing
(Total HR: 10K+-)**

CPU(Since 2009)

Admin (Since 2012)

Finance (Since 2012)

IT-Support
IT-OPS , IT-ND
(Since 2013)

SME BDO
(Since 2013)

CCR-Contact
Centre
(Since 2014)

CCR-BSSP
(Since 2015)

VIP/ Functional
Head (Since 2016)

SSO (Since 2017)

RSO (since 2017)

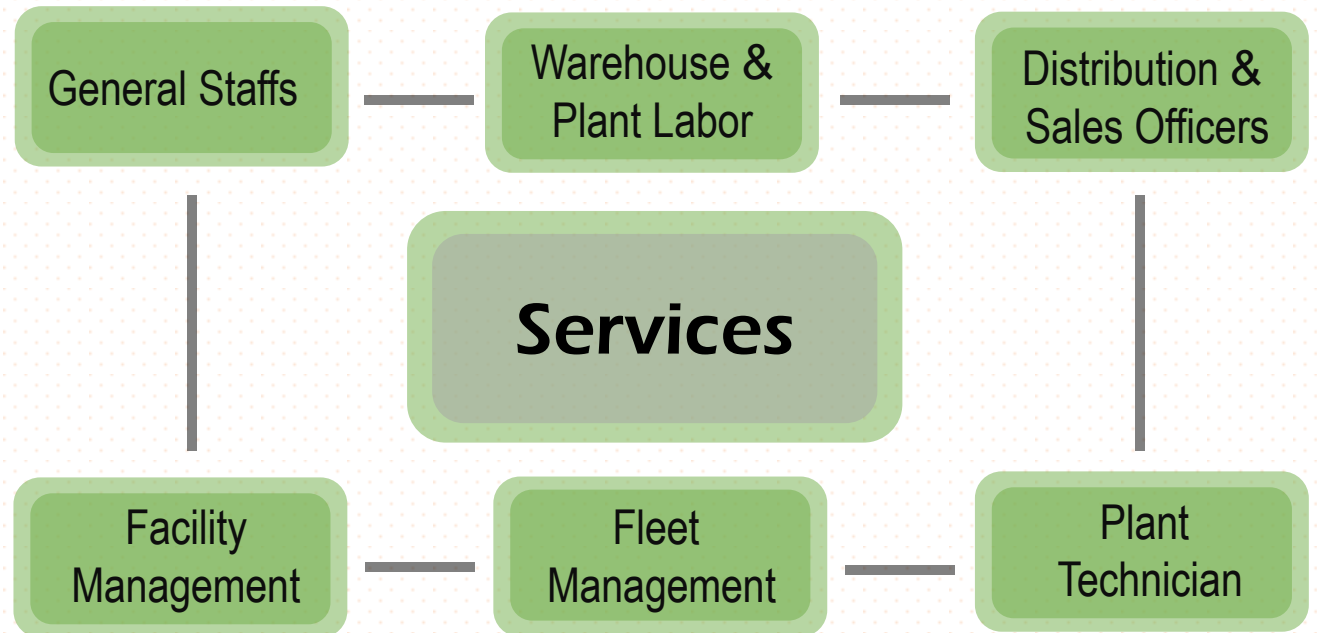
SOHO
(Since 2018)

Internal Auditor
(2018)

Ongoing Since 2014



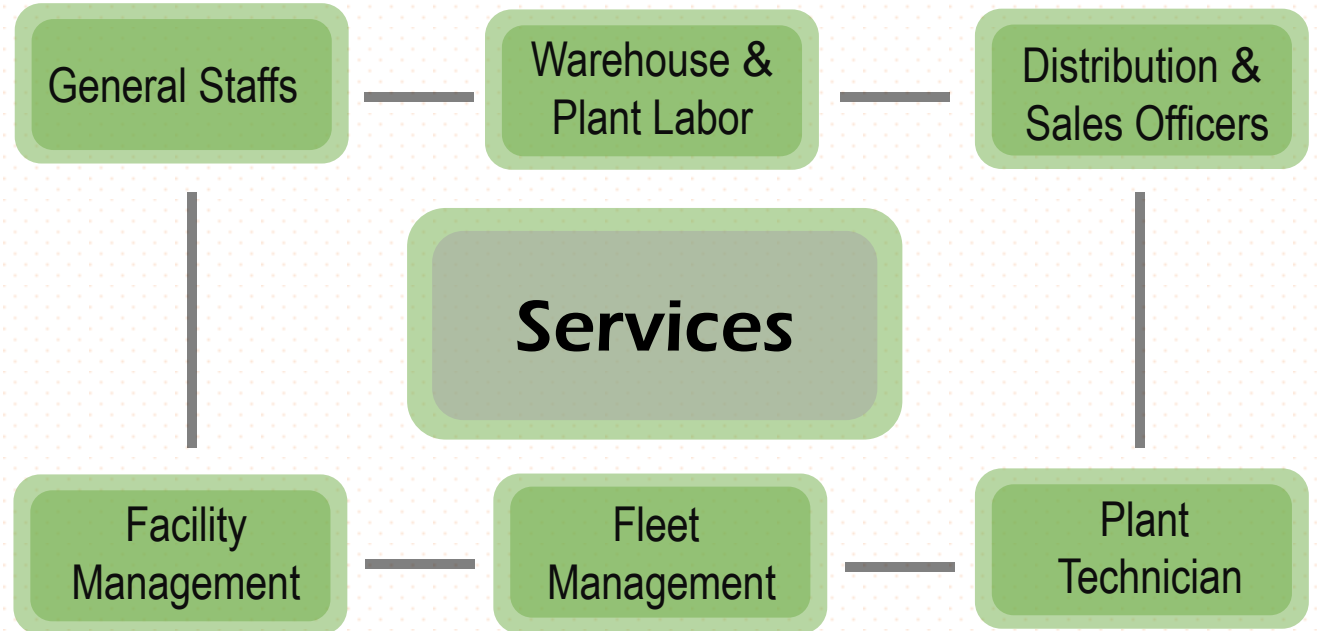
- EMPLOYEES: (SALES, MARKETING & DISTRIBUTION)
- LABORS: (CASUAL/DAILY)
- SHIFT: 3 (THREE) – 24/7
- WAGES DISBURSEMENT: WEEKLY
- PLANT LOCATION: BOGRA & CHITTAGONG
- DISTRIBUTION POINTS: 11 REGIONS
- WARE HOUSE LOCATION: GAZIPUR, JESSORE, BOGRA & CTG



Ongoing Since 2014



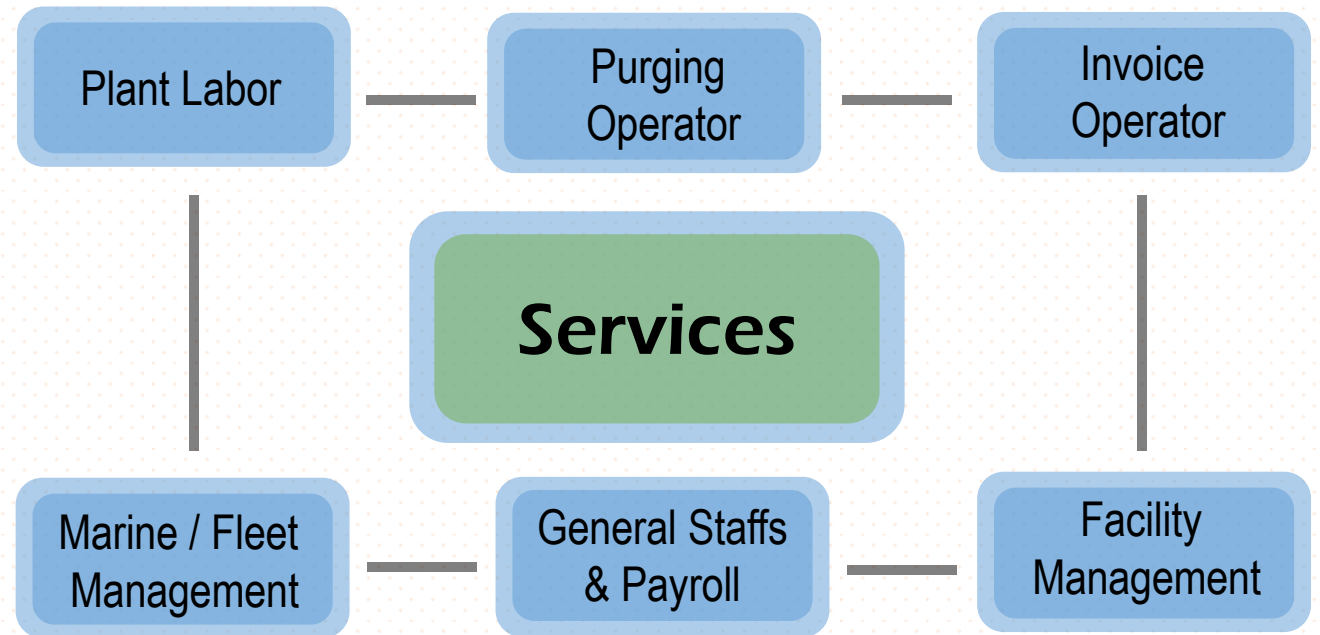
- EMPLOYEES RECRUITMENT:
(MARKETING DEVELOPMENT)
- LEGAL
- PAYROLL MANAGEMENT
- WAGES DISBURSEMENT:
- ASSETS MANAGEMENT



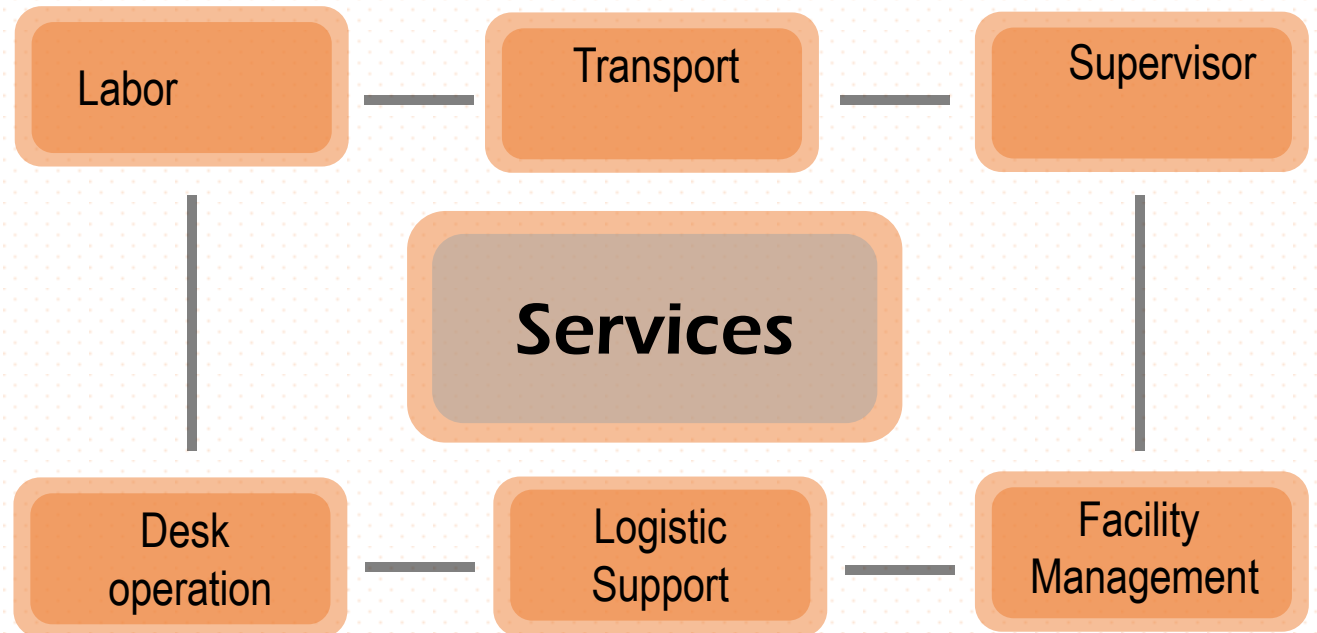


BEXIMCO PETROLEUM

- **EMPLOYEES: (INVOICE OPERATOR, HR OPERATIONS, FACILITY MANAGEMENT, ETC.)**
- **LABORS: CASUAL/DAILY /SHIFT**
- **SHIFT: 2 (TWO)**
- **WAGES DISBURSEMENT: WEEKLY/ MONTHLY**
- **PLANT LOCATION: MONGLA, KHULNA**
- **FLEET MANAGEMENT: 17 BULK & PRIME MOVER.**

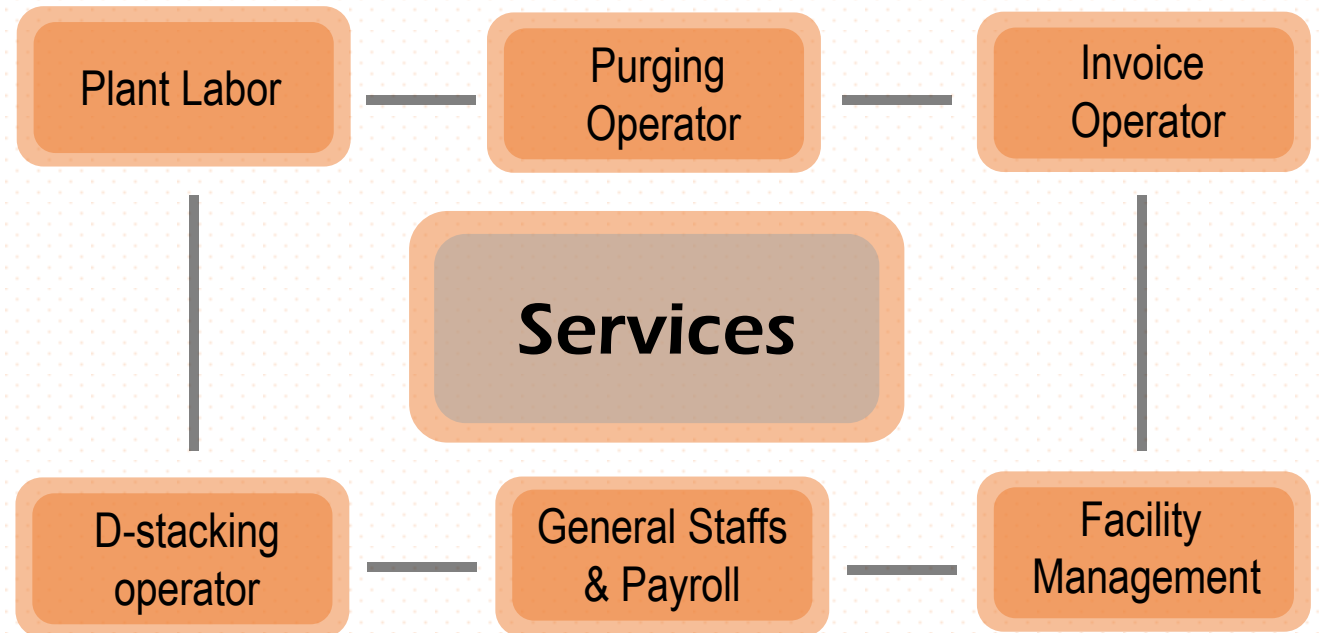


- FACILITY MANAGEMENT, ETC.)
- LABORS: CASUAL / SHIFT / DAY
- EXAM MANAGEMENT
- LOGISTIC MANAGEMENT





- EMPLOYEES: (INVOICE OPERATOR, HR OPERATIONS, FACILITY MANAGEMENT, ETC.)
- LABORS: CASUAL/SHIFT /DAY
- SHIFT: 2 (TWO)
- WAGES DISBURSEMENT: WEEKLY/ MONTHLY
- PLANT LOCATION: MONGLA, KHULNA

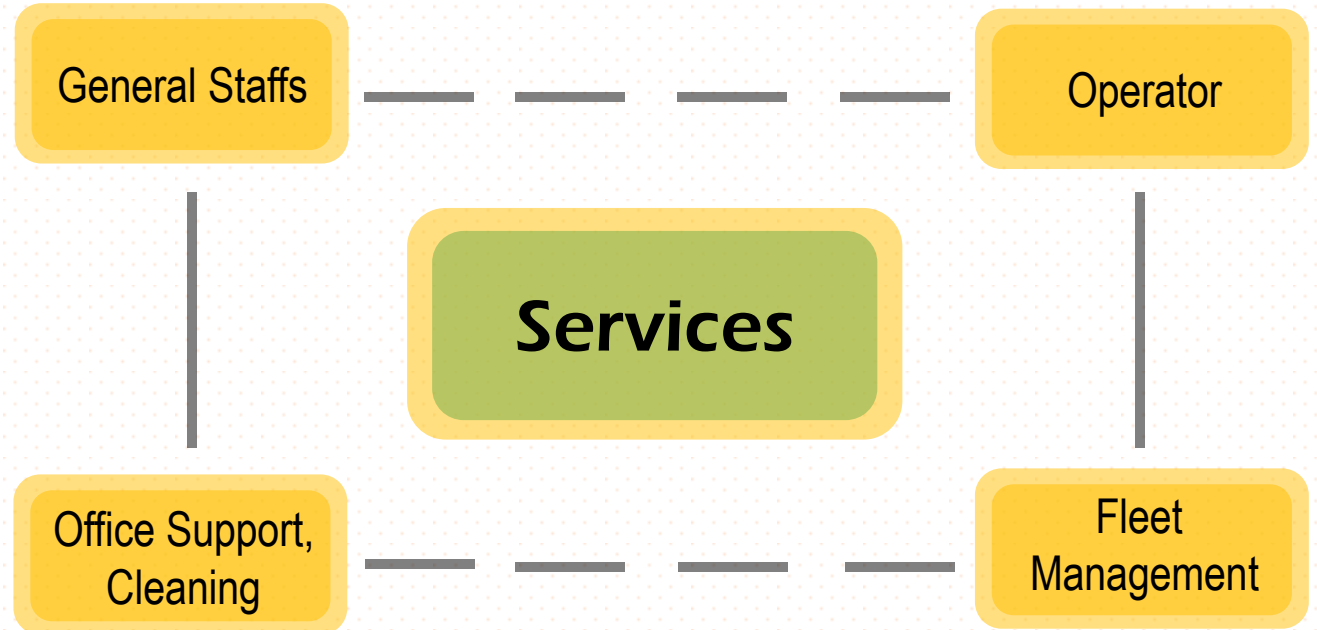


Ongoing Since 2014

GoB-SREDA (Power Division)

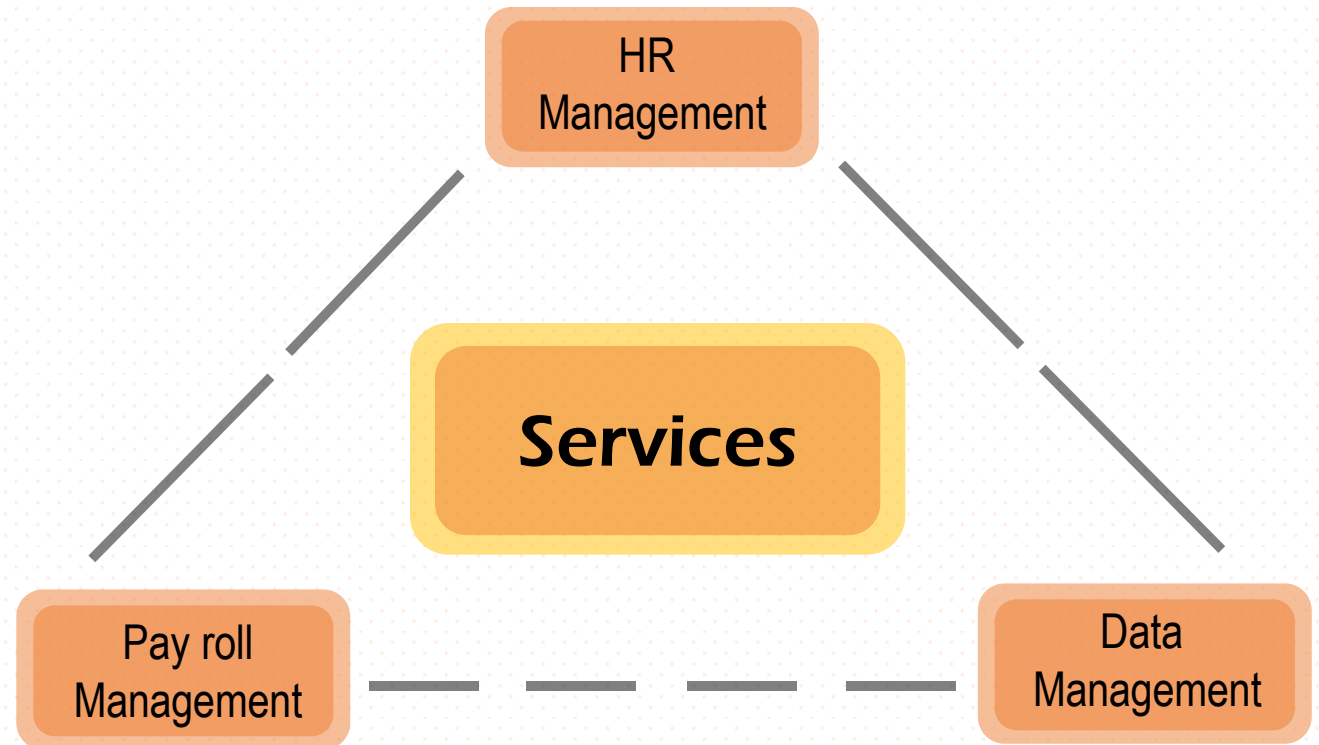


EMPLOYEES: TECHNICIANS ,
DRIVERS, OFFICE ASSISTANT,
COOK, SECURITY , CLEANER ETC
SHIFT: GENERAL
WAGES DISBURSEMENT: MONTHLY
LOCATION: NATIONWIDE





- Recruitment & selection
- Salary , Wages & Final settlement
- Legal management
- Work force Management



Ongoing Since 2015



Project Type : Collection of tax-revenue is one of the prime responsibilities of the NBR. To aware tax payers about the service of NBR and the easy way to pay online, an interactive session with the participants is going on throughout the nation.

Project Location : Nationwide

Number of Programs : Type 9.2: 28 Events (LTO-Large Turnover Group)
Type 5.3: 95 Events (GC-General Category)

Ongoing 2018



NOVARTIS

**Rural Medical
Communication**

**Urban Medical
Communication**

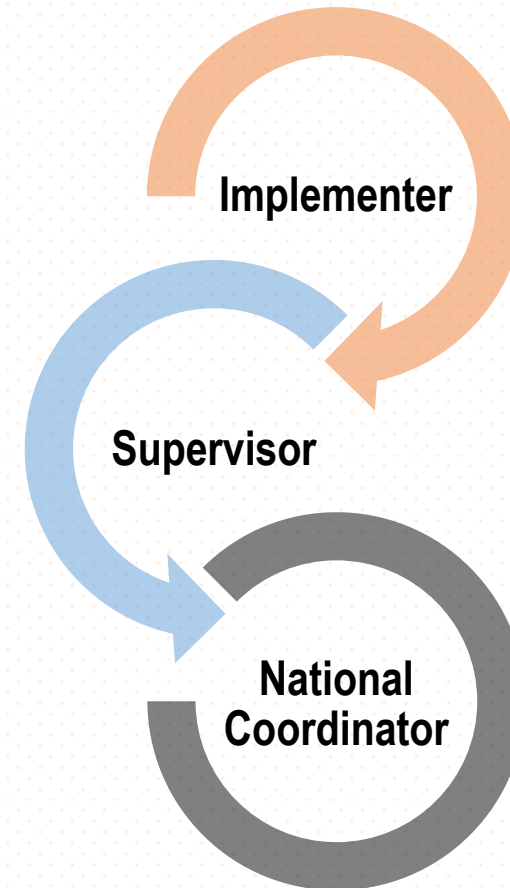
**Plant
Management**

- HR Management
- Recruitment & Selection
- Payroll Management
- Operation Management

2017-2018



- MIDAS Pro Software Implementation:
- National Coordinator: 1
- Supervisor: 3
- Implementer 24
- Salary Disbursement: Monthly
- Location: 62 Distribution House (Nationwide)



2012-2016



Police Reform Program



Project Outsourcing

Venue Management

Training Management

Logistic Management

Food Management

Finance Management

Reporting

Health Care Center operation

- ❖ Doctor recruitment (GP, consultant, Psychologist, Nurse, Gym instructor , Counselor etc)
- ❖ Doctor onboard & schedule making
- ❖ Patient serial maintenance
- ❖ Special case handling
- ❖ Tele medicine and video conference (**Online medical support**)
- ❖ Awareness campaign
- ❖ Hospital booking
- ❖ Treatment follow-up 1-2-1
- ❖ Medical equipment and PPE support
- ❖ Day care center monitoring
- ❖ Vaccination



Health Care Center operation



- ❖ Doctor recruitment (GP, consultant, Psychologist, Nurse, Gym instructor , Counselor etc)
- ❖ Doctor schedule making
- ❖ Patient serial maintenance
- ❖ Special case handling
- ❖ Tele medicine and video conference (**Online medical support**)
- ❖ Awareness campaign
- ❖ Hospital booking
- ❖ Treatment follow-up 1-2-1

Credentials


a BRAC Bank company

Ref: bKash/SC&T/Y20/018

To Whom It May Concern

This is to certify that **Response Limited**, a private limited company having registered office at 25/3, Bir Uttam KM. Shafulah Sarak, Dhammoni, Dhaka-1205, is bKash Limited's supplier under Event & Activation category, from December 2018.

Response Limited has successfully completed the assigned task covering nationwide 556 upazila in Bangladesh satisfactorily against the following Purchase Order (PO).

- PO Ref No: bKash/Purchase Order/Commercial/7714/03/2020, Date: 19.03.2020

This certificate is given without prejudice basis and bKash Limited shall not accept any liability for the representation and certification.

Yours sincerely,


Md Enshadul Haque
Head of Supply Chain & Procurement
(On behalf of bKash Limited)
Date: May 11, 2020

bKash Limited
Head Office: F-10, Park No. 10, Sector 10, Dhaka-1205, Bangladesh
E: info@bkash.com.bd, P: 02-98824223, Fax: 02-98824223, Web: www.bkash.com



To whom it may concern

Banglalink Digital Communication Ltd. ("Banglalink"), is engaged in providing mobile telecommunication services throughout Bangladesh as per license awarded by Bangladesh Telecommunication Regulatory Commission ("BTRC"). Vide various communication the Government of the Peoples Republic of Bangladesh, has declared mobile telecommunication service as one of the emergency services during the outbreak of corona Virus and in order to keep the telecommunication services live, to run the day to day telecommunication activities and for other emergency purposes movement of vehicles engaged in telecommunication services are permitted.

Banglalink confirms that Response Ltd having its address at House No 289, Road No 19/B New DOHS Mohakhali Dhaka-1206 is a vendor of Banglalink and engaged in various emergency telecommunication services as per requirement of Banglalink and humbly requests all the concerned to provide access to its vehicles to the lock down areas to perform telecommunication activities as permitted by Government.

Thanking you


Md Enshadul Haque
Director, Infrastructure Service Management
Date: 25-Mar-20

Banglalink Digital Communications Ltd.
Tiger: Den, House # 4 (DPO), Bir Uttam Mir Shovvetat Sharok
Gulshan-1, Dhaka-1212, Bangladesh, Mobile: +88 0111 1304121
www.banglalink.net

 **Government of the People's Republic of Bangladesh**
Ministry of Home Affairs



September 09, 2013

To
Response
House # 171, Lane-3,
New DOHS, Mohakhali,
Dhaka-1206, Bangladesh

Subject: Inclusion of Further Events under Frame Work Contract Agreement dated 06/09/2013 (Tender Ref: No. 12958, Package 12958, Lot # 01 & 02)

Dear Sirs,

This refers to the Frame Work Contract Agreements signed between **Police Reform Programme (PRP)** and Response dated 06 September 2012 for Supply of Event Management Services including supply of goods Bangladesh during September 2012 to March 2013.

After completion of First six months contract period, The PRP had extend the contract for another six months (01st April 2013 to 30th September 2013). After completion of the first extension (01st April 2013 to 30th September 2013) the PRP Management has reviewed your performance during last five months and has decided to assign further PRP events planned during 01st October, 2013 to 31st March, 2014 to you (Response) with same nature as stipulated in the contract agreements.

All other terms and conditions of the Frame Work Agreements will remain unchanged.

Regards,


Henk van Zijl
Project Manager
Police Reform Programme.

 **Police Reform Programme, Police Headquarters (Dre Floor)**
1 Province Road, Pallabs, Dhaka - 1000, Bangladesh
Phone: 969701-1, Fax: 969701-0
www.prp.gov.bd



Government of the People's Republic of Bangladesh
VAT Online Project
National Board of Revenue
10/11 Bhabna 17th Floor
160 A, Kaziul, Dhaka-1000
E-mail: pdvatonline@gmail.com

Contract No. 08.01.0000.008.11.005.12.00.201 Suptan-1-9-2 Date: 06-12-2018

TO WHOM IT MAY CONCERN

This is to certify that RESPONSE LIMITED, House- 289, Road- 19/B, New DOHS, Mohakhali, Dhaka-1206 successfully completed our event "Divisional Conference for Customs, Excise & VAT official" on 01-02 December 2018 at Bca CDM, Rajendrapur, where Honorable Finance Minister Abdul Maal Abdul Muhith was as chief guest. And event total value is BDT 65,57,998.00.

We wish their success in future.


Md Rezaul Hasan
Project Director
VAT Online Project
National Board of Revenue
Date:



Date: 10 September, 2011

To Whom It May Concern

This is certified that RESPONSE events & activation agency House no 171, Road no 03, New DOHS Mohakhali, Dhaka 1206 has completed our several events & Supply Management successfully.

On behalf of Reckitt Benckiser Bangladesh Ltd, I would like to thank you for extending excellent support and cooperation during the year 2011.

We highly appreciated your dedication and work effort during this hectic period which made it all a success.

Reckitt Benckiser Bangladesh Ltd. looks forward to doing business with you again in the future.

Thanks & Best Regards


Safiqul Islam Rappy
Channel Manager
Reckitt Benckiser Bangladesh Ltd

Reckitt Benckiser (Bangladesh) Limited
Riz-2, B1, Box 3622, Road 138
Gulshan-1, Dhaka-1212
T: +880 2-9887709
F: +880 2-9880364
www.reckittbenckiser.com



Date: 12 September, 2011

To Whom It May Concern

This is certified that RESPONSE events & activation agency House no 171, Road no 03, New DOHS Mohakhali, Dhaka 1206 has completed our several events & activation successfully.

On behalf of ABB, I would like to thank you for extending excellent support and cooperation during the year 2011.

We highly appreciated your dedication and work effort during this hectic period which made it all a success.

ABB looks forward to doing business with you again in the future.

Thanks & Best Regards


Syed Arif Mahmud
General Manager

ABB International Marketing Ltd.

Postal Address: **ABB International Marketing Ltd.**
Bangladesh Office
121-C, Gulshan Avenue (3rd Floor)
Gulshan-2, Dhaka 1212
Bangladesh

Telephone: +880 2 8856468
+880 2 8856412
+880 2 8824223

Fax: +880 2 8850906

E-mail: info@abb.com.bd



Date: 28 August, 2012

To Whom It May Concern

This is certified that RESPONSE Events & Activation Agency House 171, Eastern Road Lane 03, NEW DOHS Mohakhali, Dhaka 1206 has completed our assigned seminars successfully.

On behalf of GlaxoSmithKline Bangladesh Limited, I would like to thank you for extending excellent support and cooperation from 14 October 2009 to October 2011.

We highly appreciated your dedication and work effort during this hectic period which made it all a success.

Thanks & Best regards


Shakira Sultana
Senior Product Executive
GlaxoSmithKline Bangladesh Limited

GlaxoSmithKline Bangladesh Limited
Plot No. 01/1
House # 23, Road # 18B
Gulshan-1, Dhaka-1212
Bangladesh
Tel: +880 2 9888703
Fax: +880 2 9880628
E-mail: info_ban@glaxosmithkline.com
www.gsk.com.bd

Registered in Bangladesh
No. 01/18
Registered office:
Institutional Management Area
Gulshan-2, Dhaka-1212, Bangladesh
PO Box 1000
Dhaka-1011, Bangladesh



ঠিকাদার সংস্থার লাইসেন্স

শিশুশ্রম নিষিদ্ধ



ফরম-৭৮

[ধারা ৩ক ও ৩২৬ এবং বিধি ৭(৭) ও ৩৫৫(১) দ্রষ্টব্য]

লাইসেন্স নং ০০৮/২০১৫-২০১৬ রেজিঃ নং ০০৮/২০১৫-২০১৬ তারিখ ২২/০৬/২০১৬

শ্রেণী "জি" প্রতিষ্ঠান/শিল্পের ধরন ঠিকাদার সংস্থা লাইসেন্স নবায়ন ফি (টাকা) পঁচিশ হাজার টাকা (মাত্র)

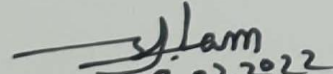
বাংলাদেশ শ্রম আইন, ২০০৬ এর বিধান ও প্রদত্ত পরবর্তী পৃষ্ঠায় বর্ণিত শর্তাবলী প্রতিপালন সাপেক্ষে এতদ্বারা "ঠিকাদার সংস্থার লাইসেন্স" নবায়ন মঞ্জুর করা

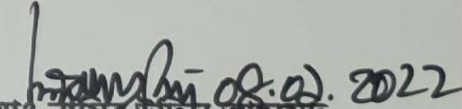
হইল। উহা কেবল নামে পরিচিত হইবে ও

২৫/৩, বীর উত্তম কে এম শফিউল্লাহ সড়ক, কলাবাগান, ঢাকা-১২০৫ স্থানে অবস্থিত "ঠিকাদার সংস্থা"

এবং জনাব সৈয়দ মুনির হোসেন মালিক/ব্যবস্থাপনা পরিচালকের জন্য প্রযোজ্য।

এই লাইসেন্স ২০২২ সনের ৩০ জুন পর্যন্ত বলবৎ থাকিবে।

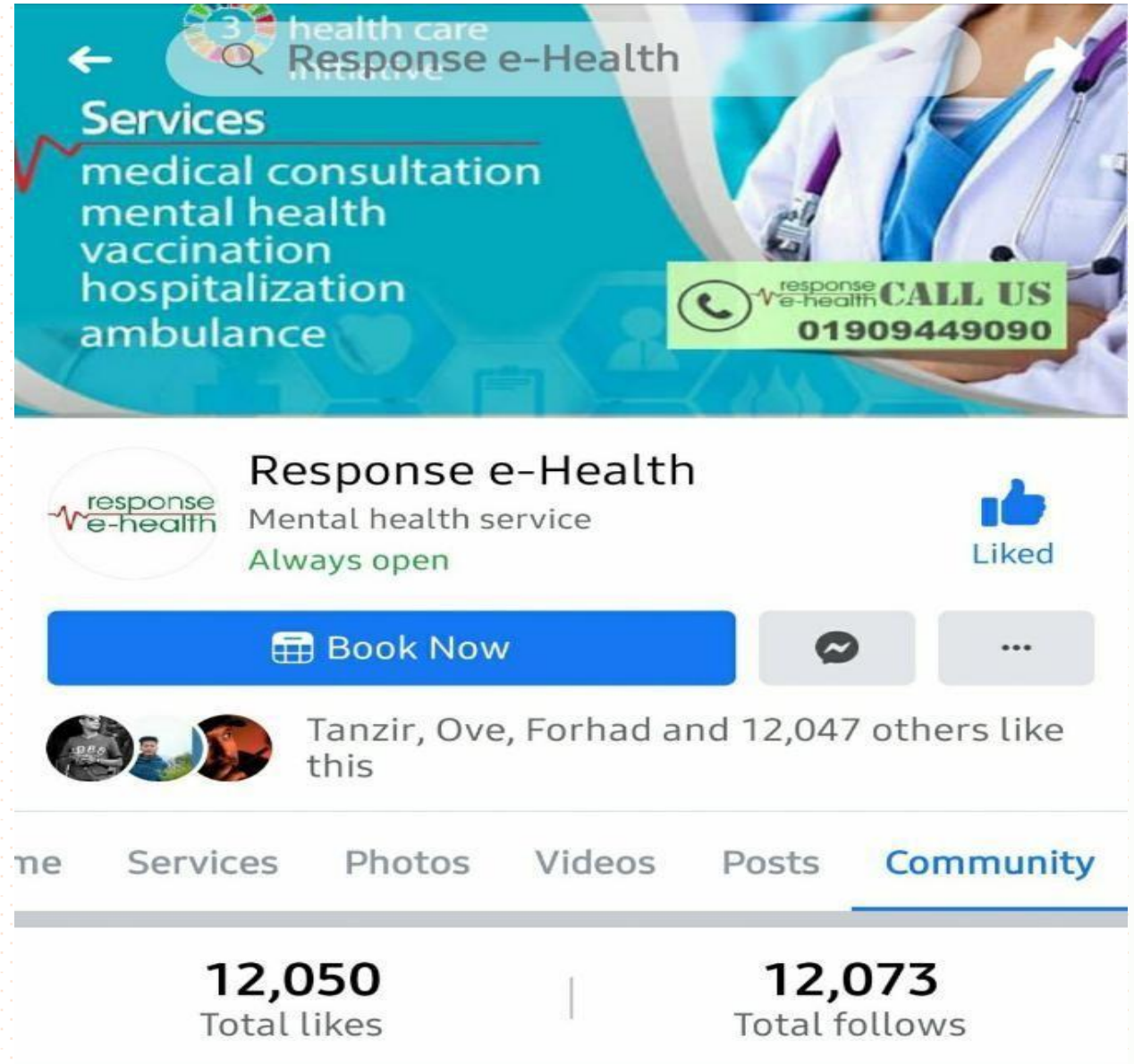

০৪.০১.২০২২
মোঃ সামশুল আলম খান
যুগ্ম মহাপরিদর্শক (সাধারণ শাখা)


০৪.০১.২০২২
মোঃ নাসির উদ্দিন আহমেদ
মহাপরিদর্শক
কলকারখানা ও প্রতিষ্ঠান পরিদর্শন অধিদপ্তর
গণপ্রজাতন্ত্রী বাংলাদেশ সরকার

Support to Our Field Forces



We develop this e-health portal for our out-source field forces nationwide to support COVID-19 care and medical consultancy.



<https://responseehealth.com/>

Thank You!

Statutory Information

Business Name: Response Ltd

Business Registration: 1995

Trade License no.: TRAD/DSCC/052582/2019

TIN no.: 768779829924, Circle 131, Zone 6 (Dhaka)

VAT Registration no.: 000416545-0201 ,

Legal Status: Private Company registered with the JSC.

Banks: Eastern Bank, Brac Bank

Auditor: Huda Hossain & Co.

Insurer: Metlife

Policy No: BGL-60085L

GOVT.DIFE License No. 008/2015-2016

www.responsebd.com

<https://web.facebook.com/responsebd>

<https://www.linkedin.com/company/response-limited>

MD.MIZANUR RAHMAN

COO & DIRECTOR

+88 01713015916

MIZANUR@RESPONSEBD.COM



ABUL BARAKAT MD MASUM

SR.MANAGER- HR OPERATION

+88 01909104017

MASUM@RESPONSEBD.COM



MD.SHAHINUR ISLAM

MANAGER- HRBP

+88 01909104007

SHAHIN@RESPONSEBD.COM

Head Office: House 289, Road 19/B, New DOHS, Mohakhali, Dhaka-1206, Bangladesh

Tel: +88 0222295578, 0222287539

Field Office: House 490, Road 30, New DOHS, Mohakhali, Dhaka-1206, Bangladesh

Registered Office:

25/3, Bir Uttam K M Shafiullah Road, Tarokalok Complex,
Green Road, Dhaka-1205, Bangladesh

