

# LearnEng with Shahan

## BCS Written

### Essay

## Freelancing

“We are in the Fourth Industrial Revolution -- a period of rapid change in work driven by increasing automation, but we have a unique opportunity to guide the future of work and freelancers will play more of a key role than people realize,”- Stephane Kasriel, CEO of Upwork and co-chair of the World Economic Forum’s Council.

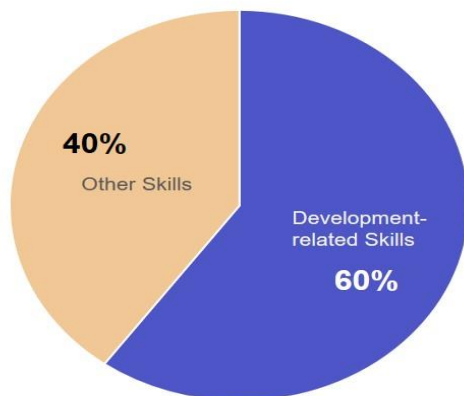
With the advent of rapid digitalization, nowadays many people from developing countries, especially, like Bangladesh are focusing on the digital economy, a global market for digital outsourcing to enjoy a better lifestyle.

It is certainly a lucrative venture if one looking for a side hustle to supplement income. Some people argue that freelancing will affect a person’s financial security and long-term career prospects but if one can play the right cards, it could be a good source of income.

### Field of Freelancing:

Focusing on the very core, freelancing jobs include everything from computer programming to web design, tax preparation, search engine optimization, Programming and Software Development, Social Video Marketing, Content Marketing/Writing, Graphic Design which has generated a wide range of new opportunities for people in emerging markets that did not previously exist and Bangladesh become one of the hotspot for providing outsourcing services to the rest of the world.

Top 20 in-demand Skills for Freelancers



| #  | Top 20 Skills for Freelancers |
|----|-------------------------------|
| 1  | Blockchain                    |
| 2  | TensorFlow                    |
| 3  | Amazon DynamoDB               |
| 4  | Voice over                    |
| 5  | Subtitling                    |
| 6  | Art direction                 |
| 7  | Content strategy              |
| 8  | Computer Vision               |
| 9  | Microsoft Power BI            |
| 10 | Augmented reality             |
| 11 | Chatbot development           |
| 12 | React native                  |
| 13 | Media buying                  |
| 14 | Go Development                |
| 15 | Information security          |
| 16 | Scala development             |
| 17 | Instagram API                 |
| 18 | Adobe Premiere                |
| 19 | Machine learning              |
| 20 | AngularJS development         |

## Freelancing prospects for Bangladesh:

One in every 10 of Bangladesh's 44 million young people is unemployed, in accordance with the research by World Vision Bangladesh. Moreover, thousands of graduates who are finishing their studies at different public and private universities in Bangladesh are failing to find suitable positions in the job market each year.

As a result, the rate of educated unemployment in the country is increasing exponentially. However, these young unemployed people can easily start their career by taking some IT training and freelancing online. By doing so, they not only make a living but also contribute to the economy by earning a salary in a valuable foreign currency.

## Top Freelancing Site:

There are plethora of factors, of course, making a website great for freelancers. They can range from the number and variety of jobs available for freelancers, the frequency that new opportunities are presented, and of course one of the most important factor - how diligent they are when it comes to paying for your services. Fiverr, Toptal, Guru, Upwork, Freelancer.com, People Per Hour, Aquent, 99designs, Solidgigs etc

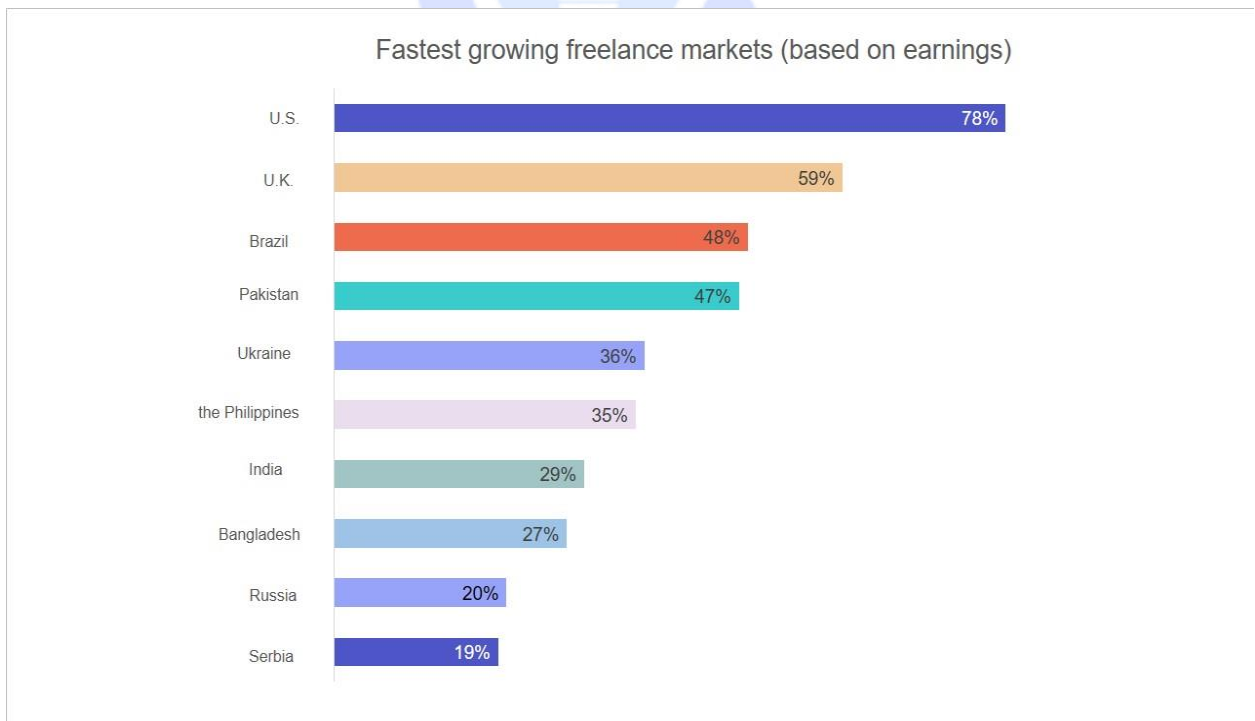
## The Status of Freelancing in Bangladesh:

'You should rather think you won't do jobs, but give jobs to others' – PM Sheikh Hasina while distributing National Youth Award in 2019.

That is what our Hon'ble Prime Minister Sheikh Hasina tried to pierce into the hearts of youths on that occasion. This national Leader is also supports us to the path along developing our career as a freelancer. She assures all kinds of financial to transaction safety assurance from the government side.

According to the trade magazine Forbes, Bangladesh is among the top 10 countries in terms of income from freelancing. Bangladesh ranks eighth in freelancing income and Bangladesh's growth is 26 percent. Outsourcing has a market of one trillion US dollars a year in the world.

Bangladesh was on the second position in 2017 in online freelance workers' supply but now it is on the third position, says Oxford Internet Institute. Neighbouring India and Pakistan are respectively on the first and second position. As per a report of Payoneer, Bangladesh was in eighth position based on revenue growth in 2019. Unfortunately, in 2020 we could not even secure a place in the top ten list.



Although the income of this sector in Bangladesh is 1 billion, there is a possibility of 5 billion dollars. In the last few years, Bangladesh has made a lot of progress in freelancing, as a result of which the income of Bangladesh has reached 1 billion dollars, but Bangladesh has a huge opportunity in the freelancing sector. And if we want to do well in this sector, we have to increase the infrastructure and internet facilities.

Bangladesh is moving fast due to global digitization and technological development. Bangladesh is now becoming one of the most important countries in the world in digital outsourcing. According to the United Nations agency for trade and development's (UNCTAD) Digital Economy Report-2019, in Bangladesh there are about 6.5 million freelancers working in this sector and earning more than 100 million foreign exchange every year.

### **Advantages:**

The rapid growth of digital technology has fundamentally changed the world as we know it. Bangladesh has experienced that change too. The rapid development of the online space in Bangladesh has been very exciting and promising.

Government initiatives to develop the ICT service sector, such as creating a high-tech park in every district, coupled with the low-cost workforce, have made Bangladesh a key player in the global outsourcing market.

Bangladesh has a huge presence of young people. Three out of four people in Bangladesh are below 40 years. The majority of youth population in Bangladesh can be a blessing for the country as young people have emerged as a major force behind economic development in many Asian countries.

### **Challenges:**

**One-third of all freelancers come from India.** Source: Researchgate

It's very unfortunate what's happening beside our country and what we doing in this context. India's economic boosting is critically supported by Freelancing which we not have taken so much seriously. Actually have some challenges on ways which made it harder for us to compete the bystanders or outer world.

Nevertheless, several challenges hinder the growth of this industry in Bangladesh. The absence of an uninterrupted power supply is still a major problem for the country. Freelancing work, like complex coding for software development, requires a high level of concentration, which is often shattered by the frequent power cuts.

A lack of quality internet services, along with higher broadband prices, is a major problem for freelancers in rural areas. In spite of having broadband connections in some areas, freelancers often find it too slow to suit their work.

The lack of an easy payment system – especially for receiving payments from foreign clients – is another problem for this fast-growing industry.

Right now freelancers are using Payoneer, Skill, Payza, Neteller, Zoom as online payment methods in Bangladesh. But in the developed world, PayPal is the most used for online money transactions. But PayPal service has not been launched in Bangladesh yet, so freelancers have to face various problems with the payment method to receive the money earned and pay in different cases, additional money is spent. However, the Bangladesh government and PayPal have discussed this and work is underway.

### **Government Initiatives in the Freelancing Sector:**

After the announcement of Digital Bangladesh's Roadmap 'in 2008, the government undertook three development programs - 'My Village – My City, Good Governance and the Power of Youth'. The implementation of the digital revolution has become more 'dynamic'. According to this roadmap, the government has already taken various initiatives.

This includes government training opportunities. Initiatives have been taken to train 40,000 trainees across the country through the Learning and earning Project under the Ministry of ICT. In addition, the government has recently adopted a plan to recognize five lakh freelancers. Meanwhile, the ICT Department and the Bangladesh Freelancer Development Society have created a database of freelancers.

### **Conclusion:**

Bangladesh can claim to be a key destination for global IT investment and outsourcing considering the huge presence of youth, a growing English-speaking population, and low costs. The outsourcing firms evaluate outsourcing destinations based on a number of factors specially the quality of services and the costing.

The government now focuses on turning unemployed young people into tech-savvy workers and engages them in IT-based freelancing. In this way, the government of Bangladesh can attain its goal of translating the vision of Digital

Bangladesh into a reality by focusing on human capital development for the global digital economy.

Let's finish with the free willing thought of Rocco Baldassarre on freedom in working and deciding our own choice with it –

**“I didn't want an unsatisfying career. And I didn't want to commit to one place – either one company or one location. I wanted to make my own decisions.” –**

Rocco Baldassarre · CEO at Zebra Advertisement



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