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Exploring Freelancing as a Path to Self-Employment of National University Graduates: Challenges and Prospects

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Executive Summary

This study investigates the potential of freelancing to solve the high unemployment rate among graduates from the National University (NU) in Bangladesh. The study utilizes a multi-method approach, including key informant interviews, case studies, focus group discussions, SWOT and PESTLE analysis, and a secondary literature review. Data analysis was conducted using SPSS-22, and a thematic examination was performed to establish associations between variables. The secondary data revealed that seventy two percent of respondents believed freelancing could alleviate the nation's unemployment problem, while about sixty nine percent of NU graduates viewed freelancing as a tool for self-employment.

Freelancing offered numerous benefits, including economic growth, independent work opportunities, skill development, and societal recognition. The study identified a positive outlook for freelancing regarding the political, economic, social, technological, legal, and environmental factors. The supportive legal factors were tax exemptions, innovative ID technologies, and eco-friendly options. However, freelancers face several challenges, including building local connections, income variability, societal perceptions, technology requirements, contract disputes, and the toll of extended screen time. Overcoming these obstacles requires collaboration among policymakers, buyers, and freelancers.

The study highlighted potential constraints in NU's infrastructure, expertise, curriculum, and funding but emphasized that motivation from NU authorities and college principals could address these issues. The work ethic and commitment of NU

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students in embracing freelancing were considered crucial. The findings aim to guide NU authorities, decision-makers, and college administrators in supporting students in the freelancing field, ultimately addressing unemployment concerns.

Key Words: Gig, Marketplace, PESTLE, SWOT, and Unemployment

1. Introduction

The introduction of this study discusses the rising unemployment rate in Bangladesh, particularly among National University (NU) graduates. Despite the constitutional provision for the "right to work," NU graduates face a high unemployment rate of 65.77%, attributed to both inner incapability and adverse external situations. In this context, self-employment through freelancing emerges as a potential solution. Freelancing, classified as "digital labor" or "gig work," offers individuals the opportunity to work independently on project-based assignments with flexible hours and global clients.

The article highlights the increasing demand for freelancing in Bangladesh and its potential to address the unemployment issue. While the country ranks third globally in freelancing supply, there are challenges faced by independent contractors, including low payment rates and limited payment gateways like PayPal. However, alternatives like Payoneer and bKash are used by some freelancers.

The study aims to explore the extent to which freelancing contributes to self-employment among NU graduates and the factors influencing their decision to pursue freelancing as a career option. The research investigates the current state of self-employment through freelancing among NU graduates, identifies challenges they face, and proposes potential solutions to improve their freelance careers. The findings of this study can provide valuable insights into the role of freelancing in creating self-employment opportunities for NU graduates and improving their employment prospects in Bangladesh.

The rationale for this article is to address the persistent challenge of unemployment in Bangladesh, particularly among recent graduates from National University (NU). Unemployment rates among NU graduates have reached alarming levels, making them a significant concern for the country's future. Considering the Sustainable Development Goals (SDGs), which set targets for youth skills development and self-employment, freelancing emerges as a potential solution to tackle unemployment and meet SDG goals.

The Fourth Industrial Revolution (4IR) demands specific skills that align with the attributes required for successful freelancing. Given the transitional period from a Least Developed Country (LDC) to a developing country, Bangladesh faces critical unemployment issues, making it essential to explore the impact of freelancing in increasing self-employment opportunities for NU graduates.

Freelancing presents an alternative employment option that can benefit graduates with limited access to formal job opportunities. It offers flexibility, the ability to work from home, and opportunities to gain work experience and new skills. As freelancing gains popularity in Bangladesh, understanding its potential to create self-employment opportunities and the factors influencing graduates' decisions to pursue freelancing is vital.

The study aims to fill the knowledge gap regarding freelancing's impact on self-employment among NU graduates. The findings can inform policymakers and stakeholders in developing programs that support freelancing to address unemployment and promote self-employment. By providing valuable insights, this article aims to contribute to the development of a more inclusive and dynamic virtual job market in Bangladesh.

Exploring the role of freelancing on NU graduates in self-employment was the primary purpose of this study. In satisfying this aim, it engaged to-

A. demonstrate the present scenario of freelancing in Bangladesh.

B. discover the impact of freelancing on NU graduates' employment.

C. enquire about the challenges faced by freelancers' graduates from NU.

D. exploring the prospects before NU graduated freelancers regarding future activities.

The study focused solely on NU graduates involved in freelancing, limiting the representation of the entire freelancing population in the country. The sample size was relatively small, comprising only sixty participants, three case studies, and one focus group discussion. Limited access to data and a lack of previous related studies might have impacted the comprehensiveness of the findings. Although multiple data collection methods were employed, there may still be inherent limitations in the research design. Time constraints posed challenges in data collection, potentially affecting the depth and scope of the study. Relying on voluntary participation could have introduced selection bias and limited the availability of participants. There might have been difficulties in finding adequate newspaper writings or study reports for guidance. The researchers made diligent efforts to contact NU graduates involved in freelancing despite challenges. Various data collection methods, including interviews, case studies, FGD, KII, and content analysis, were used to gather diverse perspectives. The study sought information from key stakeholders such as college principals, BASIS and BFDS representatives, and a registered organization. Guidance from experienced advisors and expert group members, along with the use of digital tools and established rules, aimed to mitigate limitations. The absence of significant cultural or personal issues in the study contributed to a smoother research process.

2. Literature Review

Freelancing refers to "Working as independent contractors rather than being employed by someone else hired by other companies on a part-time or short-term basis" (Clouse, 2021). Here people are free to determine their own schedules and decide which projects to work on thanks to this working paradigm. Freelancing is the phrase used to describe the practice of working with several clients and accepting different projects without committing to a single employer or being hired by a company that permits working from home.

Freelancing had been sublimely opted for twice as a long-term career in the USA from 2014 to 2019, contributing approximately 5% of their total GDP (Ozimek, n. d.). According to Clayton (2023), between 2021 and 2022, wages for independent contractors rose by 3% annually in the US. The US Independence Workforce Report claimed that 60 million Americans

(39% of the workforce), are independent contractors in 2022, adding $1.35 trillion to the US economy.

O'Neill (2021) states that only 2.8% of Japanese are jobless. In contrast, about two-thirds of NU graduates are jobless in Bangladesh due to a flawed education system and scarcity of vacancies (Ahmmed, 2021, BIDS 2021).

There are about seventy-three areas of this digital work (freelancers.gov.bd). According to the Oxford Internet Institute (OII), a concern of the University of Oxford-UK, 60% of our freelancers work in the creative and multimedia industries, and the second-highest number of freelancers, 16%, are engaged in software development. In the clerical and data entry sectors, as well as writing and translation about 9% of people work. 0.2% work in the professional services industry, and just 6% support sales and marketing. However, Harry (2022) enlisted only four areas (e. g. content writing, digital marketing, graphics design, and web design & development) that are suitable for Bangladeshi freelancers. Over here, doing these activities are selected as freelancing in this study.

By quoting the Chairman of the Bangladesh Freelancer Development Society (BFDS) Islam reported that, according to calculations made by online marketplaces (websites for offering and receiving outsourcing labor), there are currently about 10,50,000 freelancers working in Bangladesh, 37% of them regularly accept and finish work from international clients. However, the Bangladesh Association of Software and Information Services (BASIS) said that other groups gathered information on freelancers from the major freelancing websites worldwide. Other than this, many independent contractors deal directly with clients (Afrin, 2021). Alam (2021), and Tabassum (2000) enlisted the top sites from where most Bangladeshi freelancers receive their work: 99designs, Designhill, Elance, Fiverr, Freelancer, Guru, oDesk, PeoplePerHour, SimplyHired, Toptal, Truelancer, and Upwork among available 253 online marketplaces.

Alam (2021) and Rahman (n. d.) enlisted some platforms reliable for freelancing learning. Such as Advance IT Center, BITM (BASIS Institute of Technology & Management), Creative IT Institute, Daffodil International Professional Training Institute, Digital AGency BD, DUSRA Soft, Freepik zero to Hero, Instructory, ITSORS, Learn with Shohagh, Prime IT, SoftNetBD, UY Lab, and Xvect Intern.

The Daily Star (Sep 2021) mentioned psycho-socioeconomic difficulties as challenges before the freelancer. That report claimed that, despite the growth of freelancing, Bangladesh has lower freelancer hourly wages than many other nations in the world. After the Philippines, India, and Pakistan, Bangladesh was the eighth-fastest-growing freelancing market in the world, according to the 2019 Global Gig-Economy Index. According to a story from Japan's Nikkei Asia in July of 2020, workers from developing nations use online marketplaces at a lesser rate than workers from industrialized economies, according to sources at the University of Oxford. US-based freelancers make the most money at $30 per hour. On the other hand, Bangladesh, the second-largest source of freelancers in the world, pays less per hour than $10, less than India, Pakistan, and the Philippines.

Bangladesh targeted to upend unemployment through freelancing by increasing its earnings from $1.1b to $5.0b in 2025. NU graduates may one of the parts of the gain. To ensure the gain, the government lured 100% tax exemption from freelancers amid 2018 - 2024, along with 10% cashback on remittances for the IT companies registered with BASIS that export software and software services earned in the legal channel (Oaisharjo & Afssar, 2020). According to Star Business Report on January 30, 2022, Bangladesh Bank circulated that the non-member of BASIS will get a 4% incentive on remittance by freelancing, but they need a Smart ID. That is why, the state has started registering individual freelancers via the freelancers.gov.bd website in collaboration with the ICT division and Bangladesh Freelancer Development Society (BFDS). Until now, about 41,000 freelancers are registered with them, targeted at about 1,30,000.

Rahaman (2020) alleged that the biggest issue for freelancers in Bangladesh is that most of the credit and debit cards issued in our territory are not widely recognized and accepted by freelancing marketplaces. As a result, Bangladesh, for example, had issues with the freelance marketplace's payment system. Due to the intense competition in the market, many bright freelancers who had been promised jobs were unable to register.

Additionally, the government offers no comprehensive skill development training program for new freelancers. Besides freelancers must have strong verbal and written communication skills in English. This language proficiency is a loophole of our young people. Additionally, uninterrupted power and high-speed internet are not offered in most Bangladeshi localities, and independent contractors lack social acceptance. In contrast, the top freelancing nation’s offer a favorable freelancer environment, high demand, supportive policies, and easy access to payment solutions. The top freelancing countries include the United States, the United Kingdom, Brazil, Pakistan, Ukraine, the Philippines, and India, which are ahead of Bangladesh for these opportunities.

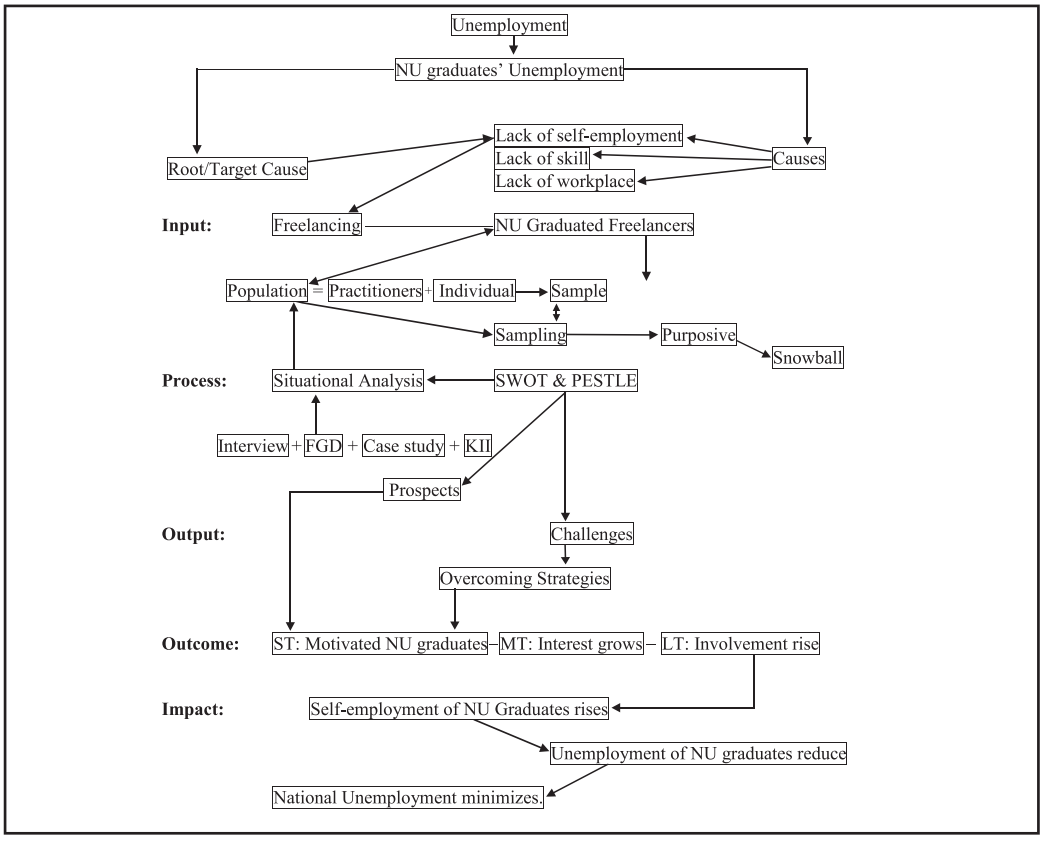
The existing literature lacks empirical or exploratory studies specifically focusing on Bangladeshi freelancers, especially those who are NU graduates. Limited research has been conducted on the impact of freelancing on unemployment in Bangladesh or the challenges faced by NU graduates, who have a high rate of unemployment. There is a need for comprehensive information on key aspects such as earnings, satisfaction, social standing, and livelihood management of Bangladeshi freelancers.

This study aims to address these literature gaps by examining the experiences, challenges, opportunities, income patterns, and satisfaction levels of NU graduates engaged in freelancing. It also aims to explore the correlation between their educational background and freelancing pursuits. By filling this gap, the research will provide valuable insights for policymakers, educational institutions, and freelancers to develop effective strategies, support systems, and policies to enhance the freelancing ecosystem and empower NU graduates in the field of freelancing.

2.1 Conceptual Framework

Over here (Chart 1), unemployment is our main concern, especially the worklessness of NU graduates. This situation has different causes: lack of skills among graduates, shortage of workplaces, and lack of self-employment. Then we selected the last cause as the root because only 1.5% of NU graduates are self-employed. After consulting the literature, we are satisfied that freelancing can be a robust solution for this issue. For our study, we choose freelancers who have passed from colleges affiliated with NU as a population. Sixty-Seven individuals (Sixty for Interviews, Four for FGD, and three for Case Study) were purposively assigned as a sample through snowballing. Besides, we also studied a principal of a government college, a BASIS representative, a BFDS representative, and an organization having BASIS membership.

After getting data from the samples, we analyzed the actual situation through cross SWOT & PESTLE analysis. These data came from interviews, FGD, KIIs, and case studies. From this, we explored ground reality: prospects, challenges, and their overcoming strategies. As a result, in the short term, well will get motivated NU graduates, then they will be interested in freelancing, and at last, involved in freelancing. Finally, a self-employed NU graduate group



will be created by reducing unemployment, ultimately minimizing the national unemployment scenario will be changed.

Chart1:ConceptualFramework

3. Methodology

This study utilized a mixed-methods approach, combining quantitative and qualitative analysis, to investigate the challenges and opportunities of freelancing among NU graduates in four sectors. Purposive sampling was used to select participants, with 60 NU graduates selected for individual interviews, four participating in a Focus Group Discussion (FGD), and three separate case studies on three graduates. Key Informant Interviews (KII) were conducted with stakeholders, including college principals, representatives from the Bangladesh Freelancer Development Society (BFDS), and members of the Bangladesh Association of Software and Information Services (BASIS). A Focus Group Discussion (FGD) was conducted to generate new findings on potential changes within the target group of NU graduates and their impact on freelancing. Sample selection was done using methods such as social media searching, snowball sampling, and contacting relevant associations. Case studies examined the topic from multiple perspectives, demonstrating how subjectivity and objectivity interacted in real-world situations. Interview guidelines, FGD checklists, case study guidelines, and KII guidelines were developed to ensure consistency and structure during data collection. Secondary data was gathered through a comprehensive review of documents, and thematic analysis was conducted using SPSS-22 software. A cross-sectional analysis was performed using SWOT and PESTLE frameworks, facilitating the identification and discussion of vital qualitative data points. The findings were presented in graphical, chart, and tabular formats. Overall, this mixed-methods approach provided valuable insights into the challenges and opportunities of freelancing among NU graduates, providing valuable insights for the research report.

4. Major Findings & Discussion

Objective-1: State of freelancing in Bangladesh

The investigation uncovers some significant observations regarding the freelancing environment among the participants. Significantly, 45% of participants depend on freelancing as their primary source of income, highlighting its importance as a method of generating revenue. Furthermore, an equivalent proportion (45%) of freelancers sustain a blend of stable and variable income, demonstrating a varied strategy for earning. Roughly half of the individuals surveyed indicate that they are able to maintain their livelihood at an "average" level, which is the highest percentage in terms of financial stability. Approximately 40% of the freelancing population consists of individuals who graduated in 2019, indicating a significant representation of recent graduates in this profession.

Moreover, a notable 20% of members are currently registered in educational institutions, indicating a keenness for freelancing alongside their academic pursuits. Public college freelancers make up 55% of the total, while private college freelancers make up 45%, demonstrating inclusivity across diverse educational backgrounds. Approximately half of freelancers achieve financial self-sufficiency, indicating a level of success and consistency. Freelancers indicate equal satisfaction with their wages, suggesting a generally favorable opinion of the cash they receive from freelancing. Approximately 30% of individuals have completed a training program lasting between 1 and 3 months, during which they have acquired

essential skills necessary for their freelancing work. The participants possess an average of 2-3 years of freelancing experience, demonstrating their proficiency in the area. Social connections and internet platforms, such as relatives, Facebook, friends, and YouTube, serve as valuable sources of inspiration and information for freelancers. When it comes to monetary satisfaction and societal recognition, 40% of freelancers have a neutral opinion.

In comparison, a large majority (85%) believe that society appreciates their labor, indicating a good perception of freelancing as a valid professional option. The findings offer a thorough perspective on freelancing, encompassing revenue streams, income stability, educational attainment, financial independence, training background, and sources of motivation. The insights provided are significant for policymakers, educators, and industry stakeholders. These insights can help in developing policies and support mechanisms that promote the growth and success of freelancers. This, in turn, contributes to the advancement of the freelancing ecosystem in Bangladesh and abroad.

Objective-2: Impact of freelancing on NU self-employment

The study reveals that the field of study does not significantly impact the length of unemployment students experience during their transition to the job market. Graduates face similar challenges regardless of their academic discipline, and the potential for income generation through freelance work is consistent across various fields of study. This suggests that the type of academic discipline chosen by students is independent of their freelancing income and opportunities.

Similarly, the distinction between public and private colleges shows minimal influence on student unemployment levels. Students face comparable unemployment rates regardless of whether they attend public or private institutions, indicating that the type of college has little effect on employment outcomes. Moreover, the likelihood of engaging in freelance work is relatively equal across different academic disciplines, making freelancing a viable option for students from diverse fields.

The study also finds that the income ratio has negligible effects on individuals' satisfaction with their freelancing income. However, more extended periods of unemployment tend to diminish income satisfaction, underscoring the importance of timely employment and income generation. Furthermore, the type of college attended does not significantly impact freelancing income levels, suggesting that the kind of institution does not notably influence income potential.

Training duration also has a minimal impact on an individual's ability to earn through freelancing. The study highlights that employment status among students is more closely related to the type of college attended, pointing to the role of college type in shaping employment opportunities. Overall, the study provides valuable insights into how academic background, college type, training duration, and unemployment length influence freelancers' experiences and outcomes. These findings can guide policymakers, educators, and students in making informed decisions and developing strategies to enhance employment prospects and income generation in the freelancing sector.

Objective- 3: Barriers before freelancers graduated from NU

The study emphasizes the significant obstacles encountered by self-employed individuals in the freelancing industry. Roughly 15% of freelance workers work at night, typically while seated at a desk, and face challenges in effectively managing their time, resulting in a detrimental effect on their work-life balance. Moreover, almost 30% of freelancers perceive themselves as needing to be more appreciated in comparison to individuals in conventional employment, encountering a lower social standing and fierce competition in the market. Significant obstacles within the freelance sector accompany this perspective.

When it comes to IT support, one-fourth of freelancers indicate a requirement for more investment in various IT devices and request more help from clients or buyers to acquire the essential equipment for their work. Income volatility is a significant concern, as half of the freelancers receive irregular income, resulting in financial insecurity. Furthermore, a substantial portion of the participants, namely 20%, express concerns regarding the potential loss of clients, emphasizing the importance of implementing solid strategies for both acquiring and retaining clients.

Concerns persist regarding protection against contract failure, as just 15% of respondents felt sufficiently safeguarded against disputes or contract concerns. This indicates weaknesses in the legal system that governs freelancing. Northwestern University students encounter many obstacles that impede their success in freelancing, including difficulties relating to the curriculum, language barriers, insufficient infrastructure, and a need for more specialized experience.

Political affiliation can occasionally influence the procedures involved in starting a business or building relationships within the local community. However, freelancers typically do not have a clear-cut political perspective. Freelancers face a multitude of obstacles, encompassing political, economic, social, technological, legal, and environmental challenges. These limitations include challenges related to networking and political connections, fluctuating income, societal attitudes, technology requirements, contract safeguards, and the consequences of prolonged screen time and sedentary labor. To tackle these difficulties, policymakers, buyers, and freelancers themselves must collaborate and establish a more conducive atmosphere for freelancing.

Objective- 4: Prospect before freelancers graduated from NU

The study also reveals several optimistic trends and critical factors shaping the future of freelancing. A notable portion of independent contractors (15%) anticipates opportunities for tax exemptions until 2024 and believes that the necessity of maintaining a physical office may diminish over time. Furthermore, 10% of freelancers are optimistic about the future availability of environmentally friendly and health-conscious furniture and equipment.

Skill development is a significant motivation for many freelancers, with approximately 45% viewing freelancing as a means to enhance their skills. Furthermore, 20% recognize the supportive role of social networking, applications, and handy information in their work, appreciating the benefits of app development in their freelancing careers. There is a strong

positive correlation (Pearson correlation: 0.913) between experience and income, indicating that NU students who gain experience are more likely to succeed in freelancing compared to those from other educational backgrounds.

With support from NU and college administrations, overcoming barriers such as curriculum-related issues, language barriers, inadequate infrastructure, and a lack of specialized expertise can be effectively addressed. Such efforts can create a more conducive environment for freelancing success. Additionally, one-fourth of freelancers feel they are treated equally, and 10% believe that freelancing has enhanced their sense of global citizenship, reflecting inclusivity and global connectedness in the industry.

Freelancing is seen as a viable path to job opportunities, with 75% of freelancers believing it leads to career growth and 30% noting an increased client willingness to pay higher rates for quality work. The sector is gaining recognition and support from politicians, who now prioritize ICT and acknowledge freelancing as a critical driver of economic growth. Technological advancements, legal considerations like tax exemptions, and a focus on ecological sustainability further contribute to a positive outlook for freelancing. Overall, the future of freelancing is promising, driven by favorable political, economic, social, technological, and legal factors that support skill development, job prospects, higher payments, and greater societal recognition.

5. Conclusion

This study explores the landscape of freelancing among National University (NU) graduates in Bangladesh, highlighting its implications for self-employment and economic empowerment. The findings underscore freelancing's role as a significant income source for a substantial number of NU graduates, with diverse specializations attracting freelancers. Despite variations in income levels and challenges in livelihood management, freelancers generally experience a degree of social recognition for their contributions. The study finds that factors such as field of study, type of college, and departmental specialization have minimal impact on unemployment rates or income generation potential for freelancers. However, freelancing work experience is associated with higher income satisfaction. This suggests that freelancing enables NU graduates to leverage their skills effectively and make meaningful contributions to the workforce.

Challenges faced by NU freelancers include curriculum limitations, language barriers, infrastructure deficiencies, and gaps in specialized expertise. Additionally, issues such as income fluctuation, client retention difficulties, the need for multiple IT devices, and limited contract protection pose significant obstacles. Addressing these barriers necessitates collaborative efforts from policymakers, clients, and freelancers to create a supportive environment conducive to growth and success. Despite these challenges, the future of freelancing in Bangladesh appears promising. Anticipated benefits include potential tax exemptions, the flexibility of remote work, and advancements in technology and equipment that promote environmentally friendly and health-conscious practices.

Freelancers are increasingly recognizing the value of skill development, leveraging social networks, and engaging in application development, reflecting a solid commitment

to professional growth. The study also highlights the growing recognition of freelancing as a critical driver of economic growth and job creation. Policymakers and politicians are beginning to acknowledge freelancing's positive impact, while clients are showing a greater willingness to invest in high-quality work. This, coupled with favorable political climates, economic opportunities, societal acceptance, technological advancements, and evolving legal frameworks, contributes to an optimistic outlook for the freelance sector in Bangladesh.

Overall, freelancing presents valuable opportunities for self-employment and economic empowerment for NU graduates. By addressing existing challenges and fostering an enabling environment through targeted policy interventions, infrastructure investments, and specialized training programs, stakeholders can unlock the full potential of freelancing as a catalyst for individual success and broader economic development.

6. Policy Implications

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The study also highlights the growing recognition of freelancing as a critical driver of economic growth and job creation. Policymakers and politicians are beginning to acknowledge: Firstly, enhancing access to technology and necessary resources is crucial. The NU authorities

and college principals should work towards providing greater access to technology, especially for freelancers facing infrastructure-related challenges. This can be achieved by establishing technology hubs or centers within colleges where freelancers can access high-quality equipment and software. Secondly, improving training and skill development is essential to equipping freelancers with the necessary expertise. Comprehensive training programs tailored to the needs of freelancers, including content writing, digital marketing, graphics design, and web design and development, should be integrated into the compulsory English course and the ICT course. Collaborating with industry experts and experienced freelancers to offer practical training and mentoring opportunities within the college can further enhance their skills. Additionally, promoting lifelong learning initiatives will help freelancers stay updated with emerging trends and technologies. Addressing curriculum and language-related barriers is equally essential. Collaborating with educational institutions to update curricula to align with freelancing market demands can ensure graduates possess the relevant skills. Providing language and communication courses to improve English proficiency is crucial, as effective communication is vital for engaging with international clients.

Creating a supportive policy environment is another crucial aspect. Introducing policies that protect freelancers' rights and offer legal recourse in case of contract failures or disputes will provide them with greater security. Offering tax exemptions or incentives for freelancers can encourage self-employment and contribute to economic growth. Moreover, fostering an environment that recognizes freelancing as a legitimate and valuable career path will help combat societal perceptions that undermine their work.

To facilitate collaboration and networking, it is critical to organize networking events and platforms where freelancers can connect with potential clients, share experiences, and collaborate on projects. Encouraging the formation of freelancers' associations and supporting their efforts to advocate for their rights and interests will strengthen the freelance community.

Promoting entrepreneurship and job opportunities for freelancers is equally beneficial. Providing entrepreneurship training and support for those interested in starting their businesses can foster innovation. Offering incentives and support services and encouraging the creation of startups and small companies will diversify the freelance market. Additionally, fostering collaborations between freelancers and established companies can create more job opportunities.

Lastly, a continuous monitoring and evaluation mechanism should be established to assess the effectiveness of policies and initiatives targeting freelancers. Collecting data on the freelancing landscape will inform evidence-based policymaking and ensure that interventions are targeted and yield positive results. Implementing these policy implications will play a pivotal role in nurturing a thriving freelance ecosystem in Bangladesh and enabling graduates from the National University to excel in the dynamic world of freelancing

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