



EFFECTIVENESS OF TRAINING IN MOBILINK

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The Faculty of
Management Sciences
Bahria Institute of Management & Computer Sciences, Karachi

In Partial Fulfillment
of the Requirements for the
Degree Master in Business Administration

By

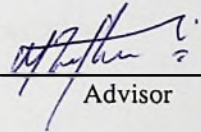
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RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis hereto attached, entitled, "Effectiveness of Training in Mobilink", prepared and submitted by Mian Abdul Rauf Khokher, in partial fulfillment of the requirements for the degree MASTER IN BUSINESS ADMINSTRATION, is hereby recommended for appropriate action.

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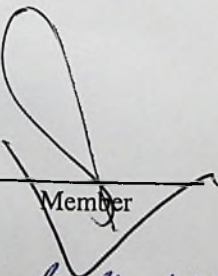
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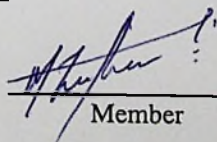
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ABSTRACT

Every organization needs to have well-trained and experienced people to perform the activities that have to be in line with the organizational vision. So it is necessary to raise skill levels and increase the versatility and adaptability of employees. Inadequate job performance or a decline in productivity or changes resulting out of job redesigning or a technological break-through require some type of training efforts. As jobs become more complex, the importance of employees' grooming also increases. In a rapidly changing society, employees' training and development is not only an activity that is desirable but it is an important tool for which an organization must commit resources if it is to maintain a viable and knowledgeable workforce.

Mobilink originally belongs to ORASCOM Group of companies of Egypt and started its operations in 1994. Today, Mobilink is considered Pakistan's favorite cellular service with more than 33 million subscribers. Mobilink, having approximately 4,600 employees, maintains market leadership with over 9,000 cell sites providing network coverage in more than 350 cities and international roaming in over 140 countries. The subscribers' base and the financial turnover are ever on the rise since its inception.

Mobilink management is well aware of the significance to continually enhance competences of its workforce for attaining the organizational goals while maintaining its leadership in the competitive world. The corporation has a dedicated and well structured HR department for designing and implementing the ever needed training modules to enhance soft and technical skills of the employees. A substantial amount of budget is allocated annually for training expenses. HR department aims to create a work environment where employees can realize their true potential while feeling pride to be employee of choice not only because of company's progressive work culture and competitive compensation and benefits systems but also because of unrivalled learning and growth opportunities. Mobilink hires trainers of national and international repute and also encourages its employees to compete for training abroad. The employees desirous of higher education are financially sponsored. The organization grooms its employees and

looks forward to their ideas, commitment and passion to take Mobilink to new heights. It is through the consistent and effective training that the employees are dedicated, devoted, motivated and highly skilled because of which Mobilink is competing and making telecom history in the industry.

Recently, VimpelCom Ltd has acquired 51% shares of Mobilink with its headquarter in Amsterdam (Netherlands). It is one of the world's largest integrated telecommunications services operators offering a wide range of wireless, fixed and broadband services in Asia, Europe, America and Central African Republics. VimpelCom's operations around the globe cover territory with a total population of approximately 864 million people and over 199 million mobile subscribers on a combined basis.

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