



BASIS OVERVIEW

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Bangladesh Association of Software and Information Services (BASIS) is the national trade body for Software & IT Enabled Service industry of Bangladesh. Established in 1997, the association has been working with a vision of developing vibrant software & IT service industry in the country.

BASIS started its journey with only 18 charter members. Today the membership stands 1171. Members of BASIS account for the lion share of the total software & IT services revenue of the country.

BASIS tries to pursue the following broad goals through its regular programs and activities:

- Domestic market development by creating awareness
- International market development through networking and business linkage
- Capacity building of the member companies
- Member service development and delivery in different operational and business support areas
- Advocacy for business friendly and enabling government policies for the development of software and IT enabled service industry
- Social contribution, as responsible citizen group, towards the long term national vision

BASIS has already gained modest success in attaining the above mentioned goals. For domestic market creation, BASIS has wide range of programs and activities. Every year BASIS organizes BASIS SoftExpo, the biggest software and ITES exposition in the country. During the recent years, SoftExpo has become the yearly mega market place where software & IT service companies in the country project their products and services to potential IT users, both at corporate/organizational and individual level. For development of market in government sector BASIS has been working closely with different concerned Ministries and agencies of government. With regard to export market development, BASIS regularly takes initiatives for creating exposure for member companies to international markets with the help of different government and development agencies working in the export development area.

BASIS has led numerous industry development initiatives such as workshops, industry seminars and conferences, and industry research studies. These activities are aimed at not only to support the One Bangladesh Vision, but also to catalyze industry growth.

- Established in 1997 with 17 members
- 1171 members (as of March 2019)



ORGANIZATION STRUCTURE AND GOVERNANCE

BASIS is run by a nine member Board of Directors (elected by direct voting of the members). The Board of Directors has the overall responsibility for running the affairs of BASIS and setting policy guidelines for its secretariat. Aside from the elected board of directors, there are 17 Standing Committees comprising of members who are experts in relevant areas.



BASIS has a strong secretariat. The secretariat is well staffed to deliver different member services and to carry out programs & activities in different areas as specified within the broad goals of the association. Currently, the employee size of BASIS Secretariat is 20.