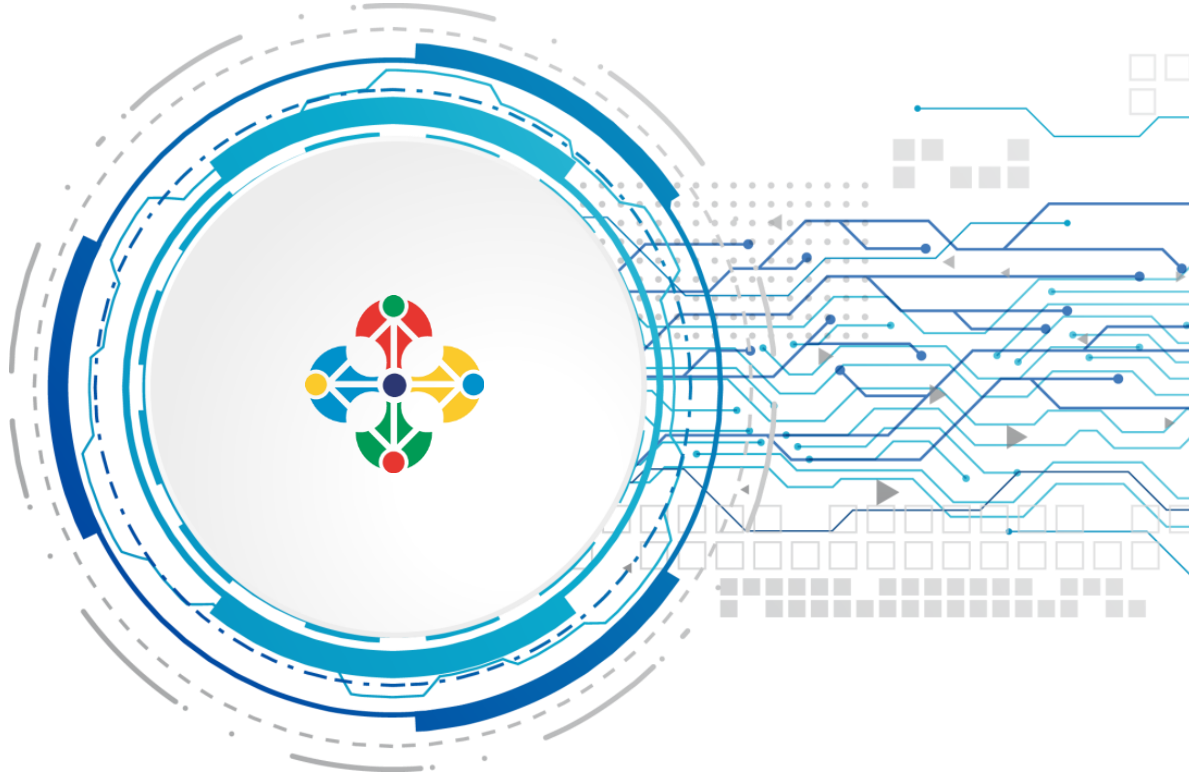
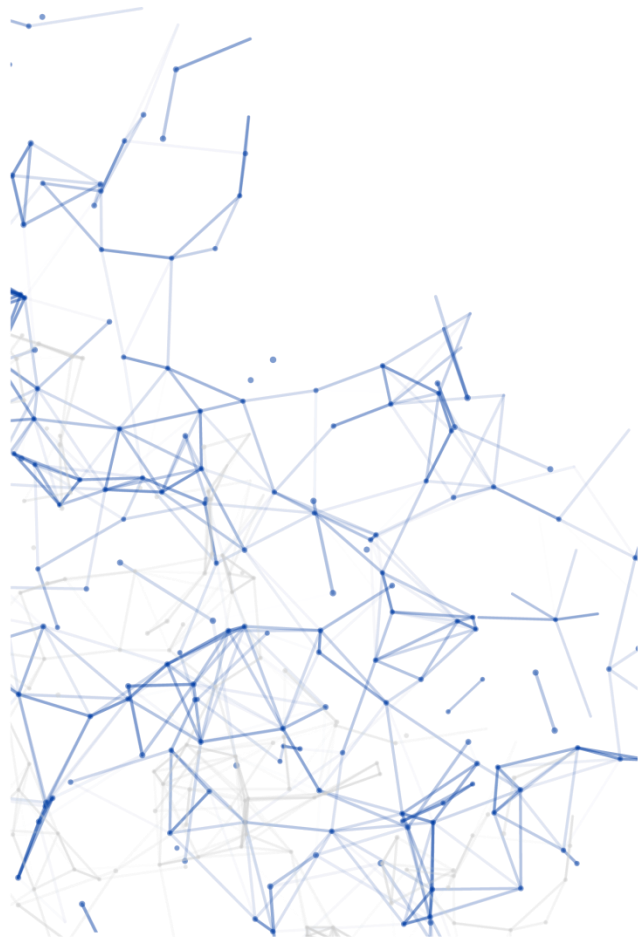




shurjoEMU



payPOINT





Company Profile

Haque Tower (Level 9)
Ja-28/8/D, Mohakhali Dhaka

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1.0 About shurjoMukhi Solutions

1.1 Formation and membership

shurjoMukhi Solutions is one of the leading IT solution providers in Bangladesh. The company is dedicated to modernise public and private sector service delivery through the use of Information and Communication Technology (ICT) in Bangladesh. Since its inception in 2022, it has been tirelessly working to transform the Internet-based Service Delivery. Being an active member of BASIS and e-CAB, our MD & CEO is in the working committee of e-commerce development in Bangladesh and among other things, he is also working to draft an e commerce policy on behalf of Bangladesh Government.

1.2 Our valuable clients

- Bangladesh Ansar and VDP
- Bangladesh Army
- Robi Axiata Limited
- Dhaka Stock Exchange
- Dhaka WASA
- Ministry of Information and Communication Technology
- Bangladesh International School & College (BISC)
- BLAST
- Bangladesh Red Crescent Society
- Prime Insurance Company Limited
- Central Depository of Bangladesh
- Daily Ittefaq

1.3 Our Partners

• Grameenphone • Robi • Banglalink • Airtel • Teletalk • BPL • Edison Group	• BRAC Bank Ltd • Trust Bank Ltd • T-Cash
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2.0 Our Projects and In-house Products

2.1 Cash Management Decision Support System with Over Draft Facility (CMDSS+OD)

CMDSS+OD, a DFID funded project, is basically a business intelligence web portal and mobile app for Banks and MFS service providers. It enables MFSs and others in the value-chain to have better visibility of an agent's cash position and support them with overdraft facilities in the time of need via mobile application. This multilevel user app is equipped with a dashboard containing relevant analytics that allows every party in the value chain to communicate and manage cash management issues. The project will serve at least 10,000 SMEs and facilitate BDT 220 million micro-loans by December 2018.

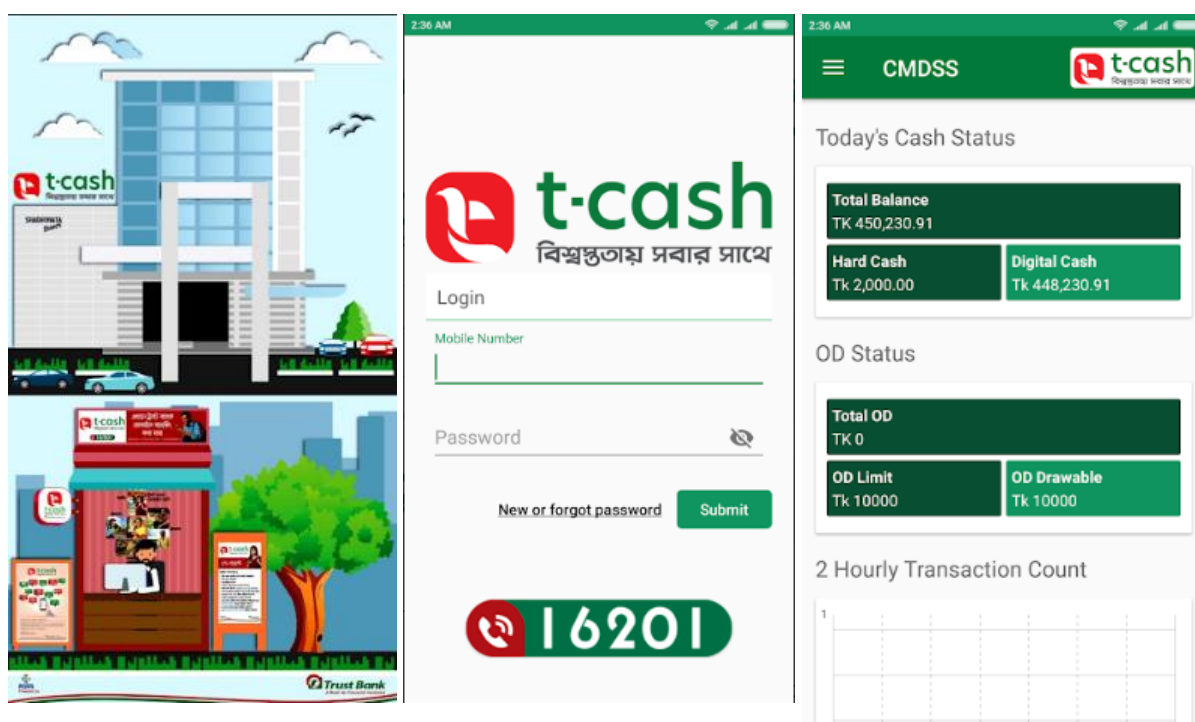


Illustration 2.3: CMDSS app screenshots

2.2 Bangladesh Ansar and VDP Recruitment System (AVRS)

AVRS is an online payment based application system introduced to general applicants for a hassle free application for various job and training circular. This system stores, displays various recruitment related circulars and offers application functionality. The system is equipped with



a dashboard with real time analytics, online payment gateway and customer support mechanism.



shurjoMukhi ERP

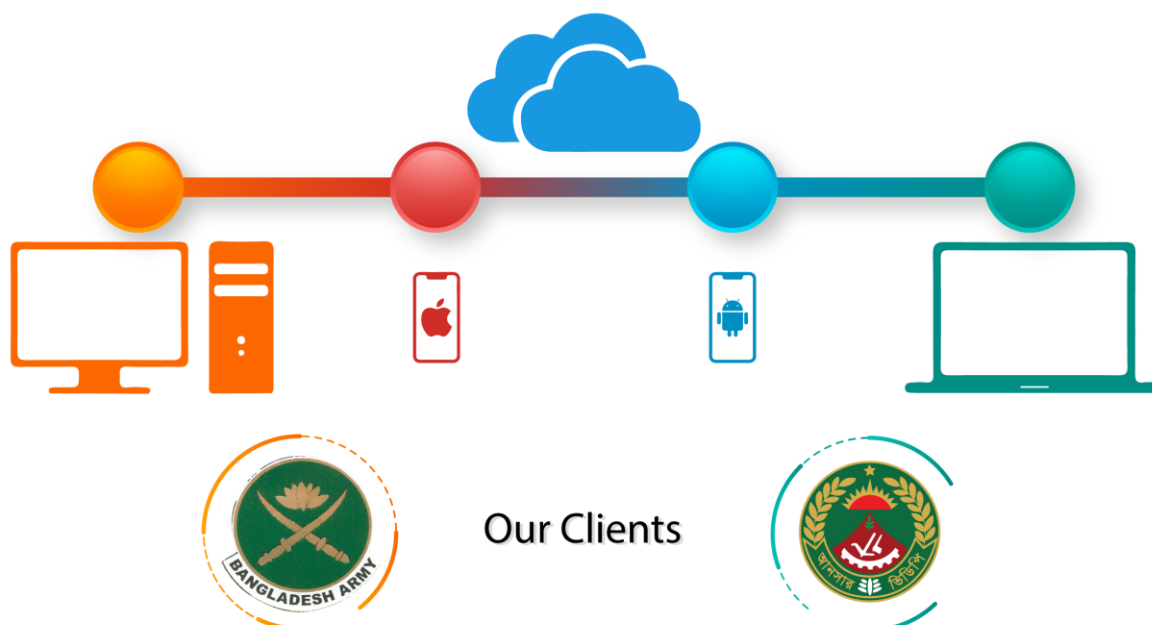
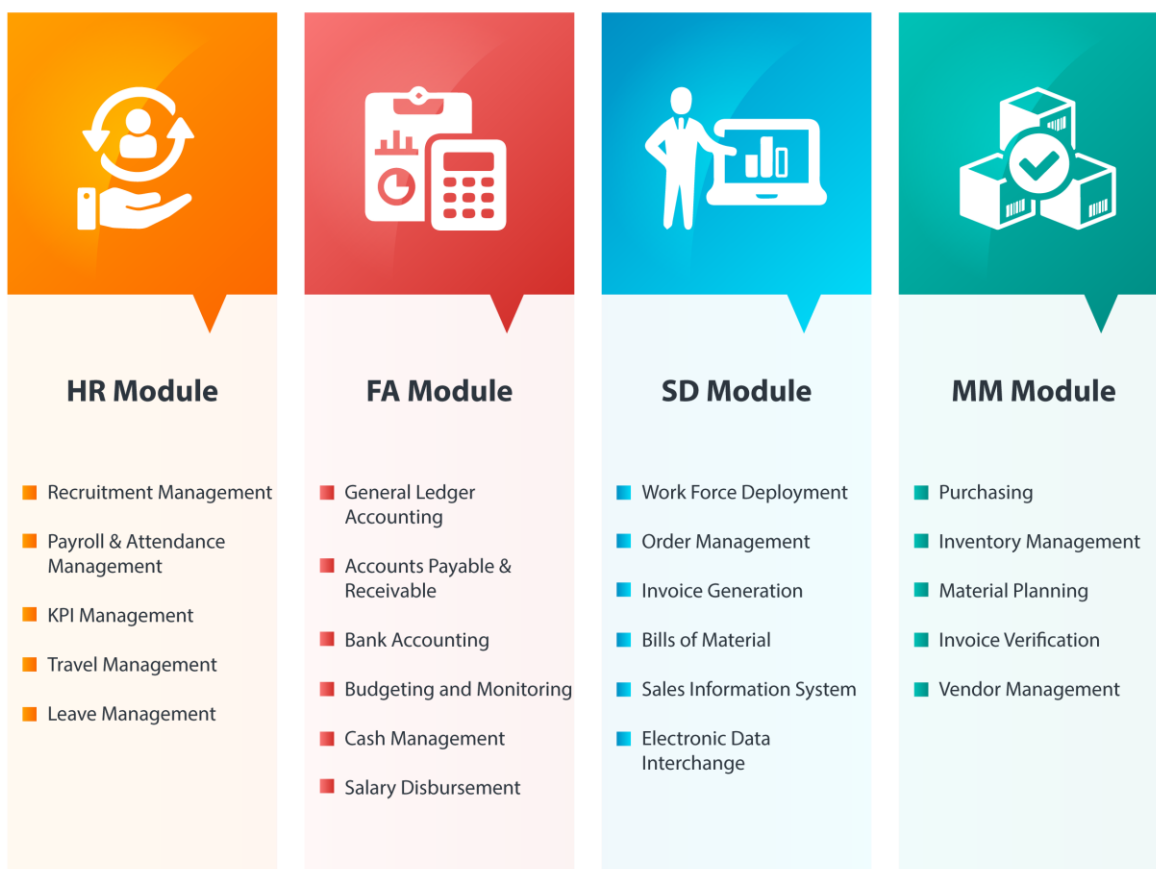




Illustration 2.4: ERP Modules of shurjoMukhi Solutions

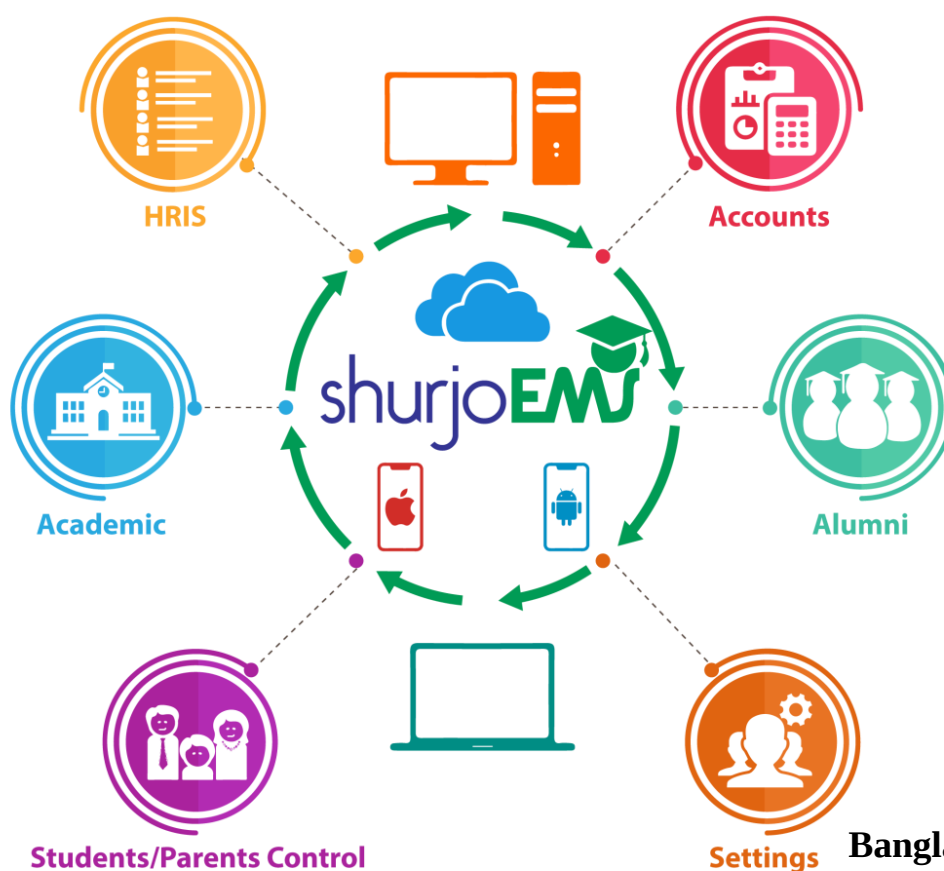
2.3 Join Bangladesh Army Recruitment Platform

The Join Bangladesh Army project, a vital module of its HRIS system, is an integrated user friendly online platform to facilitate complete application process including alternative payment options for applicant as well as build a robust Content Management System (CMS), Customer Relationship Management (CRM) system and Business Intelligence (BI) dashboard for authority.



2.4 shurjoEMS (Education Management System)

ShurjoEMS is a powerful, fully Cloud based School Management System that is easy to use, fast to implement and effective to mobilize the school management system in a great way. Integrated e-payment system in shurjoEMS directly facilitates convenience for parents and in turns helps to improve quality of life. Currently, Bangladesh International School & College (BISC) is using the system and showing noticeable improvements in promoting transparency, displaying superior management efficiency and ensuring real time information dissemination.



2.5

**Public
Litigation
Repository**

Illustration 2.6: shurjoEMS modules

**Bangladesh
Interest
(BD-PIL)**

This is an easy to search database of Public Interest Litigation (PIL) filed before the Supreme Court of Bangladesh. The selected cases concern legal protection of fundamental rights under the Constitution of Bangladesh, in particular in relation to individuals and communities living in poverty or facing discrimination, and enforcement of constitutional and legal duties by state and public authorities. This system is developed in partnership with Bangladesh Legal Aid and Services Trust (BLAST) for UK Government funded Access to Justice for the Marginalised through Community Legal Services (CLS) project.



2.6 In House Products

shurjoMukhi Solutions owned products and platforms are built by a very competent Technical Team. The Team is also in charge of enhancing and maintaining the platforms.

2.6.1 Hatekhorī (হাতেখড়ি)

Hatekhorī (হাতেখড়ি) is an engaging learning Android application which facilitates Bengali alphabet, number and conjunct learning in a fun filled way. This edutainment app aims to enhance learning capacity and improve soft skills at an early stage of life. Moreover, this systematic learning app activates better engagement between parents and children.



হাতেখড়ি (Bangla Alphabet), which is an App to learn to read and write Bangla Alphabet with animation, interactivity and audio, is here to help children learn Bengali Bornomala. This Android App is the best answer to the question, "How to learn Bengali alphabet easily?". It is a self-motivated Bengali learning and reading platform. Anyone, either children or adults, can learn the Bengali alphabet with their correct pronunciation and begin to learn reading and writing Bangla in a fun and interactive way through the Hatekhorī classic Android App.

Users can learn not only Bengali letters but words and their spellings, sentence making and also can practice handwriting using their fingers as a pen. The Hatekhorī Classic Android App



is especially suited for pre-school children, just beginning to learn the language and for adults, who wish to learn as well. Also, you don't need any kind of internet connection or mobile internet to use this app. You can use it offline. Best preschool learning app for toddlers, also good for any early childhood education stage.



Illustration 1.4.7.1: Hatekhori Bangla Alphabet app screenshot



হাতেখড়ি যুক্তাক্ষর (Conjunct), Learning Conjuncts is not difficult anymore. Discover the fun and interactive way of learning bangla conjuncts using this app. হাতেখড়ি যুক্তাক্ষর (Hatekhori Conjuncts) is the only app which is only focused on teaching juktakkhor, fola and ref. Conjuncts are integral part of bangla language and by using this app anyone can learn bangla conjuncts very easily.



Illustration 1.4.7.1: Hatekhori Conjunct app screenshot



হাতেখড়ি সংখ্যা (Hatekhori Bangla Number) is a free kids Bangla Number (বাংলা সংখ্যা), 123 numbers learning app. Hatekhori Shonkha provides a well designed graphical contents for the enjoyable reading experience.



Illustration 1.4.7.1: Hatekhori Bangla Number app screenshot

With an average 1,500 daily downloads, “Hatekhori” app has a user base of 1.15 Million which signifies that this is one of the most popular learning apps in Bengali speaking communities all over the world.

Google Play store link for হাতেখড়ি (Bangla Alphabet): <https://bit.ly/2HwKVkj>

Google Play store link for হাতেখড়ি যুক্তাক্ষর (Conjunct): <https://bit.ly/2B8KYAX>

Google Play store link for হাতেখড়ি সংখ্যা (Hatekhori Number): <https://bit.ly/2OKHTzd>

Award and Reorganization:

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Hatekhori has won accolades in its role as a key digital education learning app in Bangladesh:

Awards Name	Year
Second Runner Up at the Event Safe Net for Kids by Facebook and Unicef	2018
Android App to learn Bangla which is the most downloaded App on Google Play in this category	2015





2.6.2 Universal Meter Reader App

shurjoMukhi Solutions built the Universal Meter Reader App after winning a competitive grant from the Innovation Fund of the Ministry of ICT, Bangladesh. Using the App, a Meter Inspector of any Utility Company takes a photo of the meter reading and types the reading as text. The App sends the information back to the Billing System of the Utility Company once the information is submitted by the inspector.

The Universal Meter Reader App won the Runner Up position in this year's National Mobile Apps Contest in the Government and Participation category.

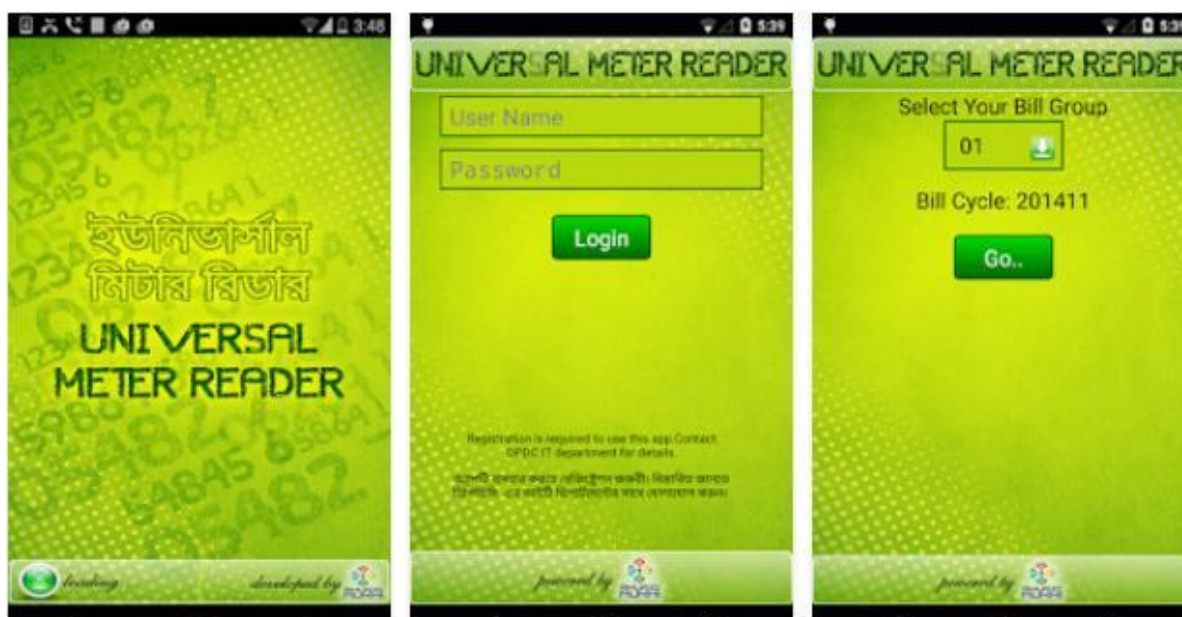


Illustration 1.4.7.2: Universal Meter Reader app screenshot

Google Play Store Universal Meter Reader App Link: <https://goo.gl/MQsSPD>



2.6.3 মোবাইলে মুক্তিযুদ্ধ (Liberation War on Mobile)

This App is one of the best app for learning history of liberation war of Bangladesh. The App aims to teach the youth of the country about the great Liberation War of Bangladesh. The App is designed to teach war history in an interesting and engaging way by involving users in various contests, and providing check in options at historically important places. This app also includes pictures, audio and video of the then events. This app has an intrinsic motivation for its users to learn history of liberation war and test his/her knowledge by attending the quiz.

This app has a ranking and scoring system which will give the user the motivation to learn the true history of liberation war. This App development is financed by ICT Division.

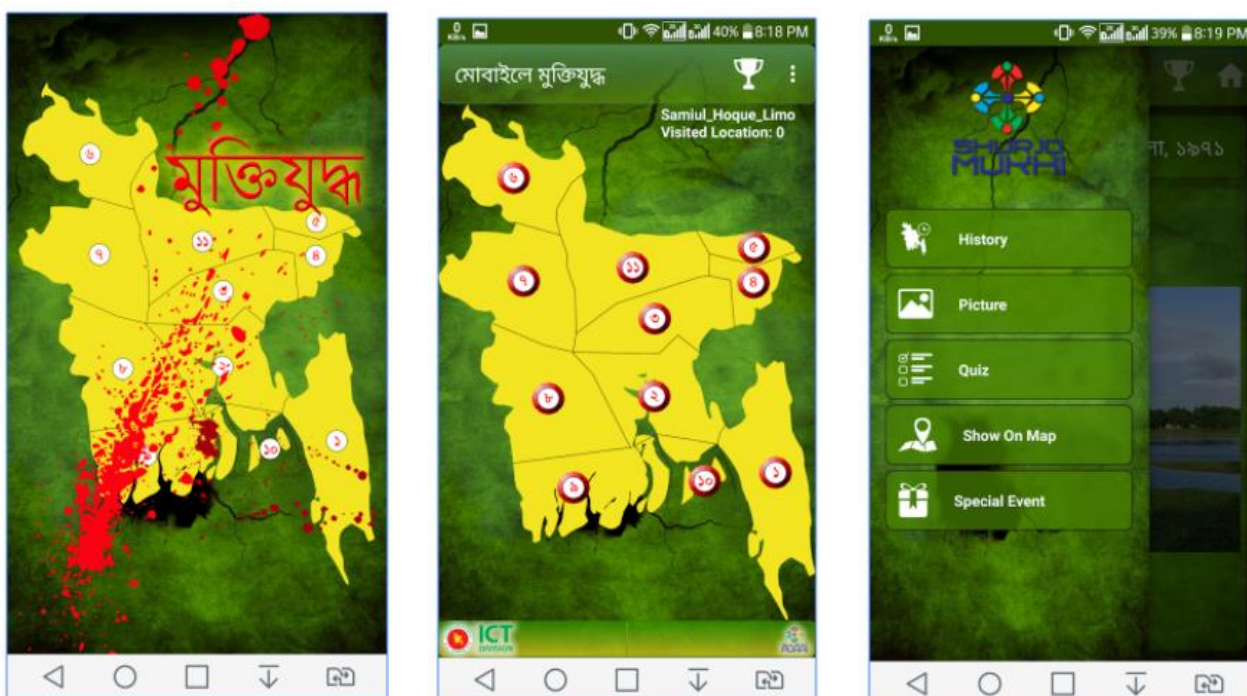


Illustration 1.4.7.3: Liberation War 1971 on Mobile app screenshot

Google Play store Link of Liberation War on Mobile App <https://bit.ly/2Q0pNGZ>

Thank You
