

On-site Education of Practical Languages for Area Studies

Report in 2012

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Graduate School of Asian and African Areas Studies

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On My research theme and Language Training

The 4 billion people at the base of the economic pyramid (BOP)-all those with incomes below \$3,000 in local purchasing power- live in relative poverty. Most people in BOP (about 3 billion people) live in Asian countries. The new business model, “BOP business” is now widely noticed because of their idea to use the creative vibrancy of business to tackle such kind of social problems from poverty and pollution to inadequate health care and lack of education. “BOP business” gives both of people in BOP and companies a lot of benefits by selling unique products and technology to improve their health and education.

Many Japanese companies which are trying to start BOP business are interested in Asian countries as host country, especially India, Bangladesh because of its accessibility and potentiality. There are some companies that already started these new business models in Bangladesh to contribute improvement of people’s life in rural area. However, there is no research that compares each company’s activities. The objectives of this research, therefore, are to compare several “BOP business” activities in Bangladesh, and to suggest new ideal their business model. I’d like to achieve the objectives of this research in 3 steps as below:

1. To compare the several BOP business model in Bangladesh
2. To clarify social and economic BOP business impact of on local people
3. To suggest ideal BOP business model by analyzing data

As the first step to start my research, it was essential to understand their local language-Bengali. Therefore, I spent about 2 month in Odisha, India and 3 weeks in Bangladesh to learn basic and practical Bengali from 16th of July to 16th October. One of my friends who originally came from Kolkata gave me Bengali private lesson every single day and I learned writing and speaking of Bengali. During stay in Bangladesh, I learned Bengali a lot in my daily life. I always carried small dictionary when I went out and I looked up a word in the dictionary when I didn’t understand the word. It was wonderful experience to learn Bengali in two countries – India and Bangladesh because I could not only improve language but also learn different backgrounds and culture of these countries where people speak same language.

