

# CORPORATE PROFILE

## OF

### PRITI Research & Consultancy Limited



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**PRITI**  
Research & Consultancy Limited

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## Background of PRITI

PRITI Research & Consultancy Limited is a Market, Social & Business Research & Consultancy Company situated at Kazipara, Mirpur in Dhaka-1216, Bangladesh. PRITI is the abbreviation of Participatory Research & Innovative Technical Initiatives. PRITI is a result of combined efforts where young energetic, highly experienced and national leading sector specialists are engaged. PRITI follows the “PARTICIPATORY METHODS” for conducting all types of research works where both parties (PRITI Research & Consultancy Limited and Clients) work together for data reliability, validity, authenticity & overall better results. PRITI has several types of research products & consulting service items for corporate house, product manufacturers, importers, traders, and distributors as well as the service base companies such as National & International NGOs, Donor Agencies, Development Partners, International aids, Govt. Agencies and many more. PRITI believes that any types of research findings can change your vision/future.

## Our Strength

- Participatory Research Methods
- Nation-wide Coverage Capacity
- Well Experienced Resources
- Subjects & Sectors Wise Expert Panel
- Young, Energetic & Research Backgrounder Entrepreneur
- Application of Corporate Anthropological Tools & Techniques

## Following MOTTO

### “PARTICIPATORY RESEARCH FOR DEVELOPMENT”

**Participatory:** Here Participatory to the conducting Research works/studies/projects with participation of both parties (PRITI Research & Consultancy Limited and the Study Partners/Clients) for the study accuracy, data reliability & validity. PRITI has opened a new window for the study partners/clients to make sure their participation (minimum 15% of total activities) in the execution process so that the research ethics & transparency are maintained properly.

**Research:** Here Research refers to conduct all types of Research, studies & projects for which PRITI is legally allowed to conduct.

**Development:** Here Development refers to the betterment & improvement of business/program by applying the study output & recommendations.

## Mission & Vision of PRITI

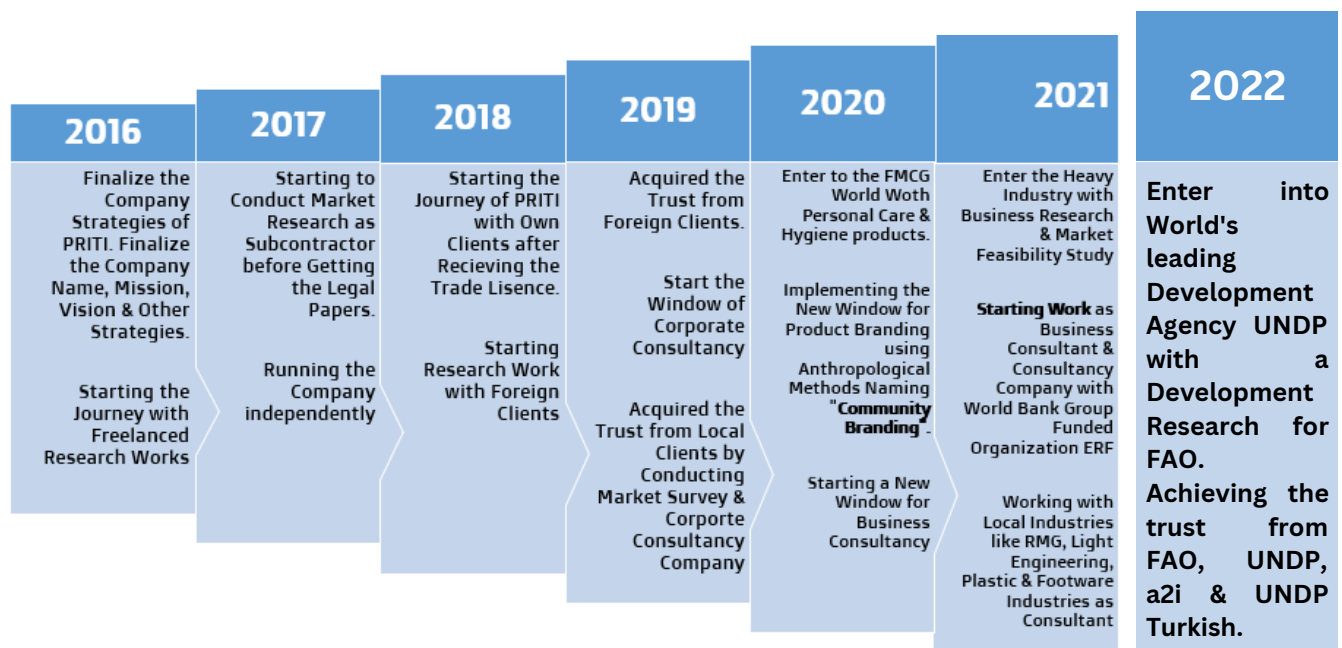
### Mission

- To cooperate the business groups, national and multi-national companies, development agencies & entrepreneurs to explore the existing scenario of their relevant fields in the decision-making process or in the implementation initiatives.
- Try to make understand the clients about consumers/beneficiaries' behaviors, needs, requirements and feedback on their specific products/services
- Try to reduce the distances between the product manufacturers/importers & end-level consumer.
- Try to change our honorable clients' business strategies, decision making process, way of success & their current position in the market by applying methods, tools & techniques of corporate anthropological research.
- Pointing the weakness of companies, demand of consumers & business strategies of mid-term beneficiaries through research
- Try to connect all types of stakeholders in a chain management system for development of any business/project/program

### Vision

- To establish the application of Business and corporate anthropological research in Bangladesh Market.
- Creating an observation point of consumers culture
- Trying to create a global standard research platform

## Journey of PRITI Research & Consultancy Limited



## Services & Products of PRITI

### Market Research Services

Market Feasibility Study	Brand/Branding	Consumer Feedback	Business Strategies
<ul style="list-style-type: none"> <li>• Market Feasibility</li> <li>• Product Test</li> <li>• Baseline Mapping</li> <li>• Business Route Mapping</li> <li>• Market Condition</li> <li>• Consumer Culture</li> <li>• Consumer buying behavior</li> <li>• Business Policy</li> <li>• Business Profiling</li> <li>• Feasibility Study &amp; Report for Investment/ Bank Loan</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Penetration</li> <li>• Consumers' Brand Preference</li> <li>• Brand Shifting Journey</li> <li>• Brand Loyalty</li> <li>• Brand Promotion</li> <li>• Branding methods analysis</li> <li>• Media Research</li> <li>• Customer Journey Mapping</li> <li>• Brand Evaluation</li> <li>• Community Branding</li> </ul>	<ul style="list-style-type: none"> <li>• Product Test</li> <li>• Brand Comparisons</li> <li>• Brand Positioning</li> <li>• Brand Loyalty</li> <li>• Promotional Activity</li> <li>• Media Research</li> <li>• NPS</li> <li>• Journey Mapping</li> <li>• HCD</li> <li>• Product Usability</li> <li>• Customers' Satisfactions &amp; Dissatisfactions</li> </ul>	<ul style="list-style-type: none"> <li>• Value Chain Analysis</li> <li>• Supply-Chain Management</li> <li>• Business Growth Policy</li> <li>• Marketing Policy</li> <li>• Products vs Consumers' culture strategies</li> <li>• Audit Services</li> <li>• HR Development</li> <li>• Productivity Growth Strategies</li> </ul>

### Social & Development Research Services

Baseline Study	Midline Study	Endline Study	Impact Assessment Study
<ul style="list-style-type: none"> <li>• Feasibility Study</li> <li>• Baseline Mapping</li> <li>• Business Policy Making</li> <li>• Baseline Research for Infrastructural Development</li> <li>• Feasibility Study for all types of Project Implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Medline Study</li> <li>• Middle Evaluation</li> <li>• Project Tracking Study</li> <li>• Project Diversion Feasibility Study</li> <li>• Project Risk Factors Analysis</li> <li>• Project Schedule Delay Impact Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• End-line Study</li> <li>• Project Evaluation</li> <li>• Beneficiary Feedback study</li> <li>• Project Outcomes Analysis</li> <li>• Beneficiary Engagement Study</li> <li>• Consumers' Feedback on Project Implementation Process</li> </ul>	<ul style="list-style-type: none"> <li>• Impact Assessment study</li> <li>• Project impact study</li> <li>• Project Beneficiary Feedback study</li> <li>• Project Outcomes &amp; Benefit Analysis</li> <li>• Comparative Analysis on Pre project &amp; Post Project period</li> </ul>

## Research Event Arrangement & Support

Recruitment	Research Event	Research Support	Research logistics
<ul style="list-style-type: none"> <li>• I D I Recruitment</li> <li>• K I I Recruitment</li> <li>• F G D / M G D / S G D Recruitment</li> <li>• Observation recruitment</li> <li>• Recruitment for Ethnography</li> <li>• Recruitment for C J M</li> <li>• Any other Recruitment</li> </ul>	<ul style="list-style-type: none"> <li>• C L T Arrangement</li> <li>• Conference Arrangement</li> <li>• H H visit arrangement</li> <li>• Live F G D / M G D / S G D conduction</li> <li>• Remote Program &amp; live telecasting</li> <li>• P R A &amp; R R A</li> <li>• All types of Product Test</li> </ul>	<ul style="list-style-type: none"> <li>• Qualitative data collection</li> <li>• Quantitative sessions</li> <li>• On sight Assessment</li> <li>• Documentation</li> <li>• Academic Research Report</li> <li>• Project Profile</li> <li>• Feasibility Report for Investment</li> </ul>	<ul style="list-style-type: none"> <li>• Transport Service for across Bangladesh</li> <li>• Technological &amp; Methodological Support</li> <li>• Data Analysis Support</li> <li>• TAB Rent</li> <li>• IT Service</li> <li>• Industrial Compliance, Audit &amp; Training Service</li> </ul>

## Applying Research Methodology

### Quantitative Research

- Face to Face (F2F) Interview (CAPI & PAPI)
- Over phone Interview (CATI)
- Interview through Social Media (WAPI)
- Interview through Video Conference
- Email Survey

### Qualitative Research

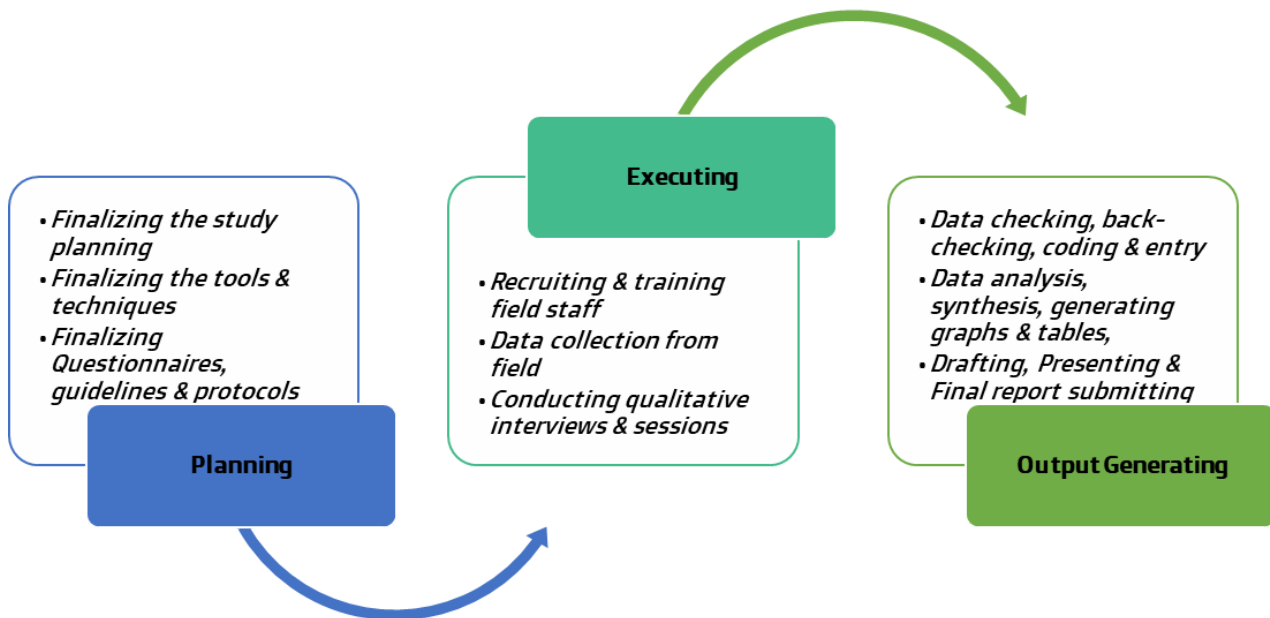
- In-depth Interview (IDI)
- Key Informant Interview (KII)
- Focused Group Discussion (FGD)
- Mini Group Discussion (MGD)
- Small Group Discussion (SDG)
- Customer Journey Mapping (CJM)
- Ethnography
- Photo voice Interview
- Mystery Shopping
- Case Study
- Participant Observation
- Participatory Rural Appraisal (PRA)
- Rapid Rural Appraisal (RRA)
- Human Centered Design (HCD)
- Life Story

## Document Research

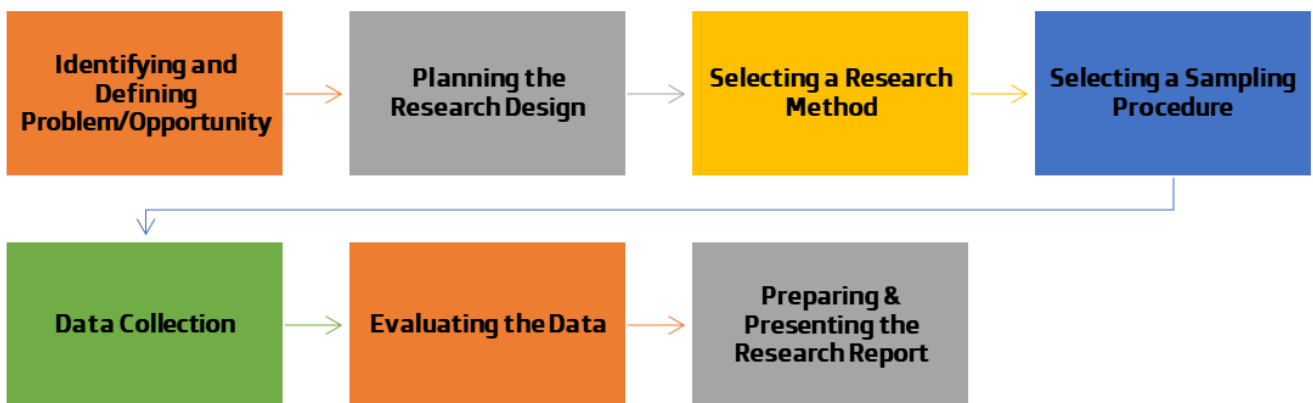
- Content Analysis
- Document Review
- Research with Secondary data
- Documentation
- Govt. & Non-Govt. data review
- Data collection from secondary sources

## Research Project Implementation Process

### Model-1



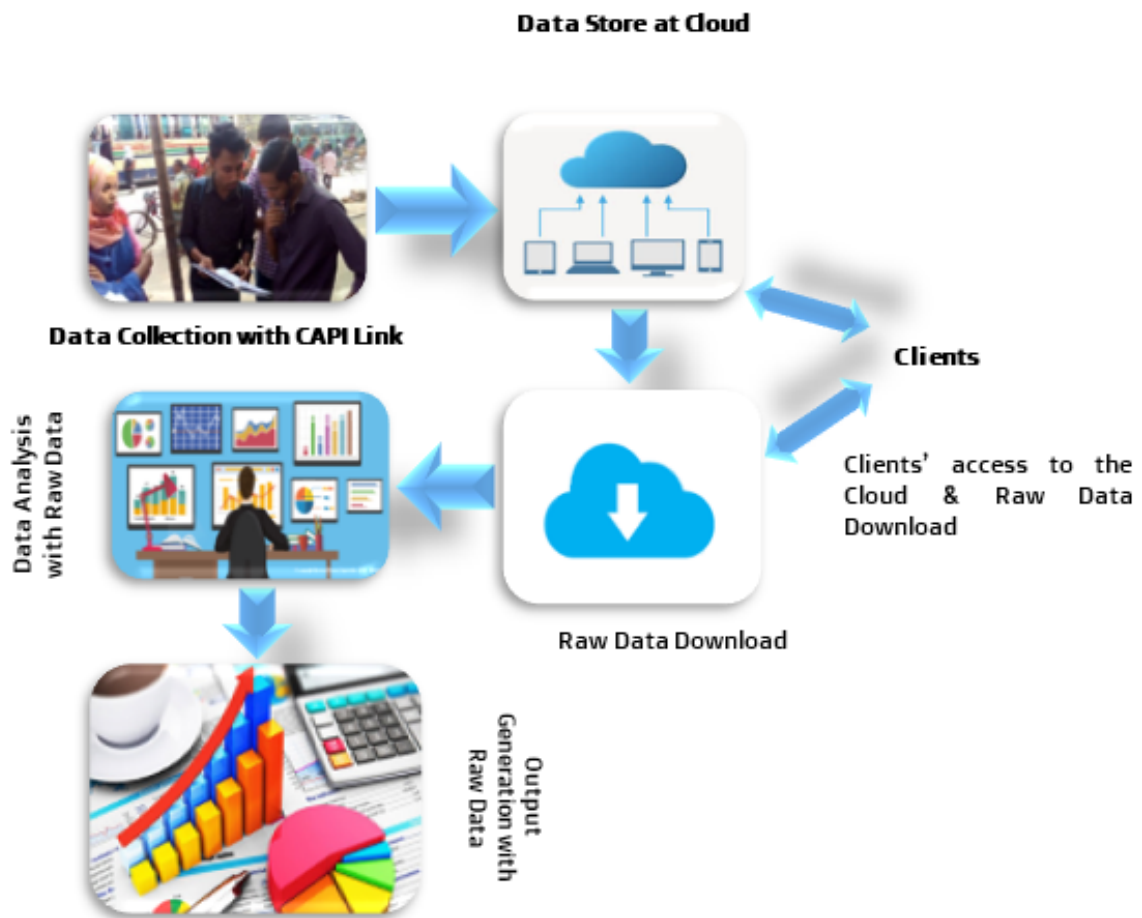
### Model-2



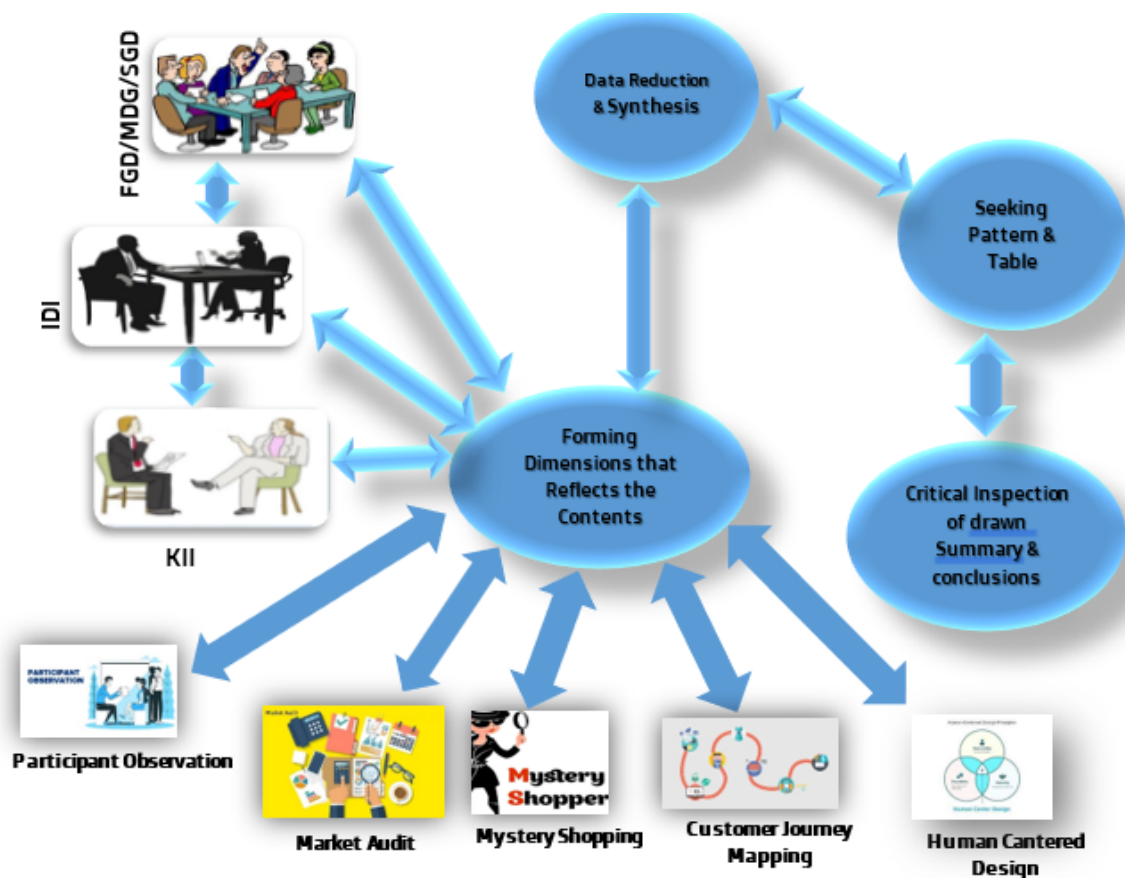


## Primary Data Collection Process & Tools

### For Quantitative Survey



### For Qualitative Interview & Sessions





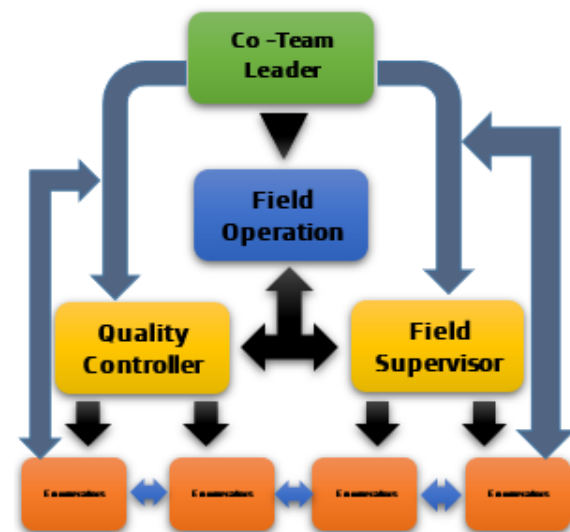
## Capabilities of Geographical Coverage

PRITI Research & Consultancy Limited has capacity to conduct the study with nation-wide sample size. We can reach up to 86000+ villages under 4571 Union of 495 Upazila of 64 Districts covering 8 divisions. PRITI has zonal coordinator for field operation in each & every divisional cities & important district towns. The zonal coordinators are directly connected with field operation wings. For any a nation-wide study, the zonal coordinators & field supervisors are invited to Dhaka for a central briefing. The coordinators & supervisors brief the field enumerators as their concern rezones. The responsible persons of PRITI attends at the local briefing session. The side map & its signs hows the PRITI strength of Geographical Coverage across the country.



## Project Execution Hierarchy Field Operations

PRITI maintains the quality control mechanism as a standard manner but strictly for every sector. At the field operation level, the co-team leader will be engaged contracted with every persons of the field staff. The field operation (both of quantitative & qualitative data collection) will be conducted by the direct supervision of Co-team Leader. The Field Operation Coordinator, Quality Controller, Field Supervisor & Enumerators will be connected with the co-team leader directly. The Team leader & co-team leader also will be connected with the field force during operation period. The team leader & co-team leader will visit the field & conduct qualitative interviews as well. The respondents' visiting cards (if there is any) are collected during interview conduction for respondent's accuracy. The quality control mechanism of field operation for this study will be as side diagram;



## Post Data Collections Works

PAfter completion of the field operation, there are a lot of works as post-data collection works. Basically, at this stage the collected data is checked, back-checked by visiting physically & over phone and coding here. The data reliability & validity is also checked here by the direction of team leader & co-team leader. From this section, the collected data has been ready for entry. The quality control mechanism of this part is presented through following diagram;



## Output Generation

Basically, this part is completed by the key responsible persons of the project. The team leader & co-team leader will be responsible for generating the output of this study. The team leader & Co-team leader will analyze the data after completing data entry. Update version of SPSS/MS Excel will be used for data analysis. The co-team leader will design presentation & draft report with the concern time frame. The research output generating will be as following diagram;



## Quality Control Mechanism

### Study Design, Setup & Preparation

- Recruit well experienced research persons
- Making a separate team for this study
- Generating a dynamic CAPI link for quantitative data collection
- Generating quantitative questionnaire & qualitative guidelines for field operation with close collaboration of Clients
- Conducting a central training session with the presence of concern persons from Clients.

### Field Operation & Data Collection Stage

- Conducting quantitative interview with CAPI link
- Live Monitoring of Quantitative interviews
- Day end Day data checking after FW completion
- Taking Still photo against each interview
- Taking Audio recording against each interview
- Try to take minimum 5% videography against total interview.
- Taking PAPI back up for data security
- Collecting Respondents Consent on Research Participation
- Collect Qualitative Insights regarding research subject
- Conducting Participant Observation to explore the background of the industry
- Any further information requested by the clients

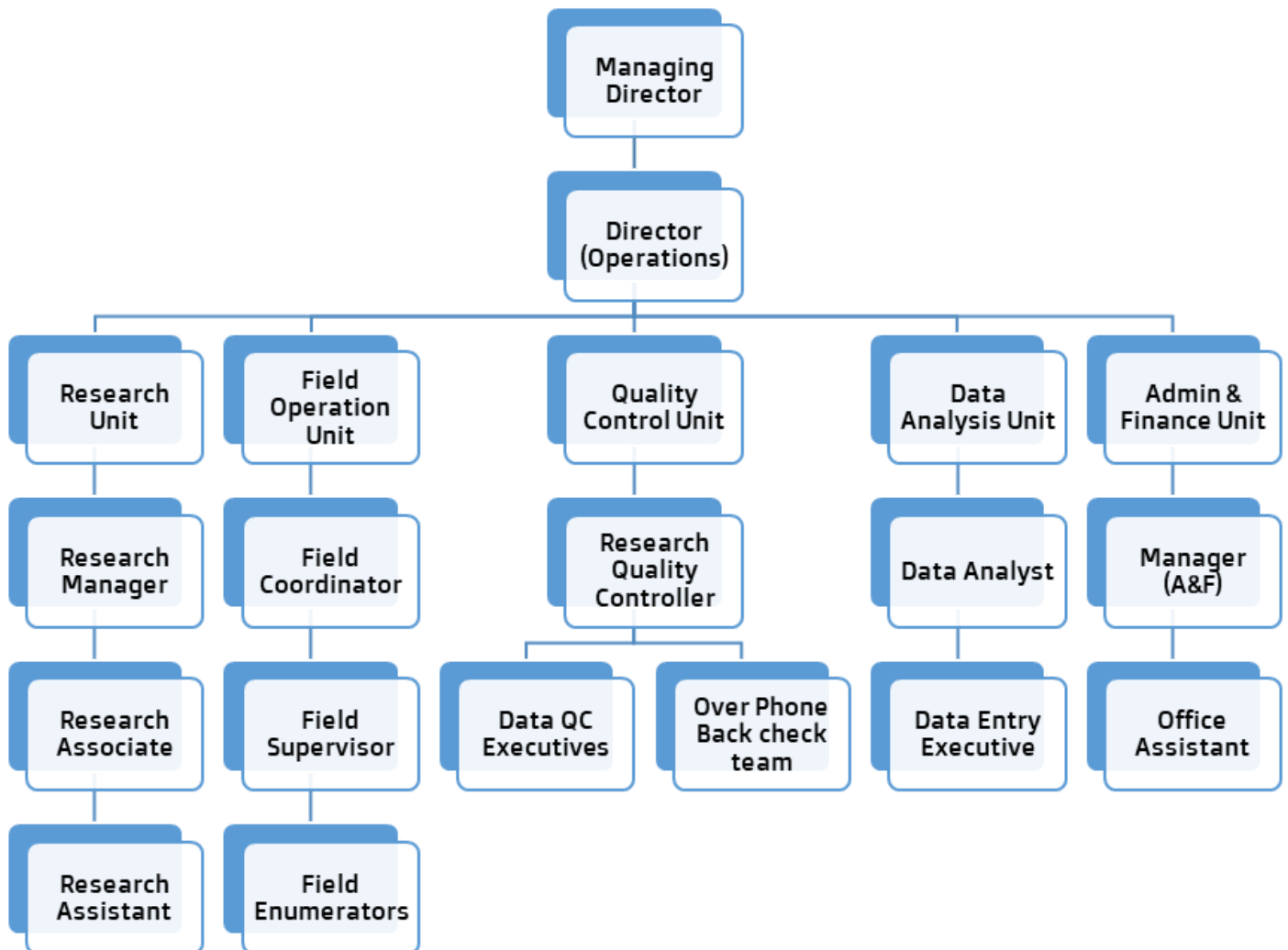
### Data Checking & Analysis Stage

- Download the raw data from CAPI link
- Checking the data quality & logic
- About 100% Data Checking for ensuring reliability & validity
- Data entry in the prescribed data entry forms/Template
- Coding the Open-ended outcomes
- Analyze the raw data with SPSS software
- Generating the tabulation & graphical presentation.

## Reporting & Presentation Stage

- Making a Power Point Presentation with graphical data & tabulation
- Writing the report as per client’s instructions
- Taking approval on draft report from the clients
- Providing the hard copy final report with lather bindings & soft copy with CD
- Delivery all trypes of research instruments along with QC documents

## Company Organogram



## Key Persons of PRITI Research & Consultancy Limited

### Naemur Rahman

Managing Director

Lead Consultant, Research & Project Management

#### PRITI Research & Consultancy Limited

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### Specialization Sectors

#### Audit & Training

- |                             |                                      |
|-----------------------------|--------------------------------------|
| ✓ Internal Training         | ✓ Internal Sales Audit               |
| ✓ Management Training       | ✓ Industrial Audit                   |
| ✓ Service Start-up Training | ✓ Outlet & Showroom Audit            |
| ✓ Preparing Training Manual | ✓ Preparing Audit Checklist & Report |

#### Market Research & Consultancy

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| ✓ Corporate Consultancy          | ✓ Community Branding              |
| ✓ Project Design & Profiling     | ✓ Business Management Consultancy |
| ✓ Value Chain Analysis           | ✓ Branding & Brand Promotion      |
| ✓ Consumer Behavior Test         | ✓ Concept Test                    |
| ✓ Business Insight & Development | ✓ Market Feasibility Study        |
| ✓ Consumer & Product Test        | ✓ Customer Feedback               |

#### Social & Development Research

- |  |                                |
|--|--------------------------------|
| ✓ Project Feasibility Study  | ✓ Project Impact Assessment    |
| ✓ Project End-Line Study   | ✓ ESQ CAP Assessment           |
| ✓ Child Protection & Child Marriage  | ✓ WASH                         |
| ✓ Child Education & their rights   | ✓ Gender & Women Rights        |
| ✓ Disaster Risk Reduction (DRR)  | ✓ Climate Change               |
| ✓ Ethnic Minorities in Bangladesh  | ✓ People with Disabilities     |
| ✓ Agriculture & <del>Agro</del> -Business with <del>Agro</del> Value Chain | ✓ Health & Infectious Diseases |

#### Research Tools & Methodologies

- |   |  |
|---|--|
| ✓ Qualitative & Quantitative Research Methods | ✓ Designing Research Tools & Techniques  |
| ✓ Research Design, Planning & Execution       | ✓ Project Monitoring & Evaluation        |
| ✓ Field Operation & Project Management        | ✓ Data Analysis & Graphical Presentation |
| ✓ Data Quality & Checking                     | ✓ SPSS                                   |
| ✓ CAPI, PAPI, CATI & WAPI                     | ✓ Report Writing & Presentation          |

### Covering Industries with Research Project

- |                               |   |
|-------------------------------|---|
| ✎ Project Feasibility Study   | ✎ RMG   |
| ✎ Project Impact Assessment   | ✎ Light Engineering Sectors in Bangladesh             |
| ✎ Project End-line Evaluation | ✎ Plastic, Footwear & Lather Industries in Bangladesh |
| ✎ Telco & Mobile Phone        | ✎ Renewable Energy & Solar Panel                      |

- ✚ Commercial Vehicle
- ✚ Agriculture & Aggro-Machineries
- ✚ Electric & Electronics Products
- ✚ Medical, Health & Health care
- ✚ Media & Mass Communication
- ✚ FMCG Industries
- ✚ Personal Care Products
- ✚ WASH
- ✚ Environment & Climate Change
- ✚ People with Disabilities (PWDs)
- ✚ Child Protection, Child Marriage and Child related issues
- ✚ Construction & Real Estate
- ✚ Mega Projects in Bangladesh
- ✚ Health Equipment & Test Machineries
- ✚ Two Wheelers & Automobile Industries
- ✚ IT & E-Commerce
- ✚ Industrial Products
- ✚ Poultry, Fish & Cattle Feed Industries
- ✚ Marine Vehicle & its Passengers
- ✚ Hotel & Restaurant Industries
- ✚ Public Transport Sector
- ✚ Media Evaluation
- ✚ Education Sector
- ✚ E-Vehicle Industries
- ✚ Motorcycle Components & Spare Parts
- ✚ Economic Zone in Bangladesh
- ✚ Power, Energy & Electrical Accessories
- ✚ Hospital Management

### Working Experiences with

- ✚ World Bank Funded Project
- ✚ Readymade Garments Industries in Bangladesh
- ✚ GSMA
- ✚ GoB
- ✚ Google
- ✚ Altai Consulting
- ✚ ISUZU
- ✚ Honda
- ✚ Light Engineering Industries in Bangladesh as well as many more Sectors.

### Work Experiences

- ❑ Working as Managing Director & Lead Consultant at PRITI Research & Consultancy Limited, East Kazipara, Kafrul, Mirpur, Dhaka-1216, Since 01 January 2018 to till date.
- ❑ Working as Researcher at Innovative Research & Consultancy (IRC) Limited, Banani, Dhaka-1213, Bangladesh, Since 01 December 2016 to 31 December 2017
- ❑ Field Monitoring Coordinator (Ethno-Linguistic Survey of Bangladesh), International Mother Language Institute, Ministry of Education, Capten Sayed Monsul Ali Soroni, Shegunbagicha, Dhaka-1000, Since 23 May 2015 to 30 November 2016.
- ❑ Research Associate, QUERY; a house of research & consulting associates, South Badda, Gulshan-1, Dhaka-1212, Since 22 September 2013 to 12 May 2015
- ❑ Research Assistant, Development Research Associates (DRA), 3/6 Lalmatia, Apartment C-1, Block-A, Dhaka-1207, Since 15 Jun 2010 to 20 July 2013

### Educational Qualification

- ✓ M. Phil Researcher in Climate Change & Infectious Diseases in Department of Anthropology, University of Dhaka.
- ✓ Masters of Social Sciences (MSS) in Anthropology, with advanced thesis, University of Dhaka.
- ✓ Bachelor of Social Sciences (BSS) in Anthropology with advance research monograph, University of Dhaka

### Language Efficiency

- ↳ Professional English Efficiency for Verbal & Written Communication
- ↳ Bangla as Mother tongue
- ↳ Arabic as reading & writing efficiency

### Computer Skill

- ↳ Advanced Operating System along with Basic Knowledge on Hardware
- ↳ Advanced Skill on MS Office Program
- ↳ Statistical Analysis Skill in SPSS, STATA, MS Excel
- ↳ Advanced Searching Skill in Google/any Search Engine
- ↳ Basic Efficiency on AI & Photoshop
- ↳ Advanced Efficiency on Graphical Presentation & Visualization

### Nahida Sultana

Director (Operations) & Co Lead Researcher

#### PRITI Research & Consultancy Limited

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### Career Objectives

To obtain a challenging position in the development field that would be enable me to contribute to an organization by utilizing my knowledge and experience.

### Career Summary

More than 8 years of experience in the field of Development, NGO, Market & Social Research, Market Feasibility Study, Consumer Test, Business Design, Product Quality Evaluation and Product Sales Marketing by following different Research Methods, Tools and Techniques including Survey, Interview, Focus Group Discussion, Observation, In-depth Interview, Customer Journey Mapping, Mobile Survey etc.

### Special Qualification

An excellent communicative and rapport build up skill within very short time with anyone. Good experience to face hard and vulnerable situation. Nice ability to make relationship with others within short time. Special quality is to make and maintain a well relationship among friends and colleagues.

### Receiving Training

- ↳ Receiving 2 days training on conducting quantitative interview (F2F interview) at PRITI, Dhaka University, Dhaka, 2018
- ↳ Receiving 2 days training on conducting qualitative interview (In-depth Interview) at IRC, Banani, Dhaka, 2018
- ↳ Receiving 2 days training on conducting qualitative interview (Key Informant Interview) at IRC, Banani, Dhaka, 2017
- ↳ Receiving 3 days training on conducting Quantitative interview (F2F Interview) at DRA, Lalmatia, Dhaka, 2016
- ↳ Receiving 3 days training on conducting quantitative interview (F2F interview) at Query, Gulshan-1, Dhaka, 2015



### Job Experiences

- ✦ Promoted as Researcher & Company Director at PRITI Research & Consultancy Limited at July 2019 & working till now at same position.
- ✦ Join as Senior Research Associate at PRITI Consultancy, Since October 2017 to till date. I am responsible to coordinate the field, conducting qualitative interview, checking the data quality, reliability & validity.
- ✦ Working as a Qualitative Interviewer (D.I) at IRC (Survey on Ceramic & Sanitaryware Market) in January 2018. Conducted 10 Key Informant Interview (K.I) at contract basis
- ✦ Working as a Qualitative Interviewer (D.I) at IRC (Survey on Edible Oil Market) in December 2017 Conducted 15 In-depth Interview at contract basis
- ✦ Working as Research Associate at Development Research Associate (DRA), Since March 2016 to November 2016.
- ✦ Working as Execution Coordinator at Query since Jun 2013 to January 2016 Working at different ad-hoc projects & studies at contract basis.
- ✦ Office Executive at the office of The Daily Banglar Dak, Darussalam Arcadia, Palton-Dhaka-2012. 2 months experiences

### Educational Qualifications

- ✓ MSS in Sociology, From Eden Mohila College Under University of Dhaka
- ✓ BSS in Sociology, From Eden Mohila College

### Language Proficiency

- ✓ Bangla as Native Language
- ✓ English as working proficiency with both verbal & written communication

## Other Team Members of PRITI

- Have a pool of sector specialist (International & National level leading Researchers & Specialists)
- 5 Senior Researcher
- 3 Full time Research Assistant
- 3 members in Data Analysis Team
- 3 Members in QC Team
- 7 Divisional Supervisor
- Have a pool of interviewers across the country (as much as required)
- Have a pool of qualitative moderators
- Have a pool of contract-based project staffs
- Have a pool of Transcriber & Interpreter

## Office Staffs of PRITI

- 1 Account & Finance Officer
- 1 HR Executive
- 1 Quality Control Executive
- 2 Office Assistant

## Office & Logistics

- Well decorated office at Kazipara (Besides Kazipara Bus stand) with 20 people accommodations
- Having Symphony branded (SYMTAB 50) tablet total 20 pieces (for conducting CAPI Interview)
- High configured Computers (13 Desktop & 2 Laptop)
- Scanners (total 2 pieces)
- Printers (total 2 pieces)
- Audio Recorder device (total 10 pieces)
- Have enlisted vendors for providing services (transport, logistics, computers accessories, programming & IT support and much more)

## Some of our Clients & Partners



## Contact US

-  : House No. 567, Bhai-Bhai Mansion, Kazipara Bus Stand, Begum Rokeya Avenue, Kafrul, Mirpur, Dhaka-1216
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-  : <https://www.youtube.com/channel/UC12D9rsWp1cm-3NUc1BLhnA>

**Thank You**