SOLDIERS' EXPOSURE TO SOCIAL MEDIA AND ITS IMPACT ON ORGANIZATIONAL SECURITY OF BANGLADESH ARMY

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Introduction

21st Century has observed many revolutionary changes in global texture. People have experienced notable progress in science and technology, particularly in information and communication technology. Internet offered the platform to connect people around the globe. The entire globe becomes a single digital village using different platforms over internet. Platforms providing people to people connection are generally known as Social Media. Social media got a boost after the invention of different smart electronic gadgets. People could remain connected with social media anywhere with mobile connection. Thus, social media has become an important part of our social life. With 'Digital Bangladesh' an initiative by Bangladesh Government. Use of internet is increasing day by day. As per Bangladesh Telecommunication Regulatory Commission (BTRC), the total number of internet subscribers has reached 66.96 million at the end of October, 2016. A good number of these internet users use social media. Now-a-days, people starting from youngster to mid-ages pass a considerable time in social media.

Being part of the society, members of the Bangladesh Army are also exposed to different types of social media. Army is a secured organization and members are cantonment centric. The installations are also well secured and soldiers lead secured professional as well as personal life. Social media likely to open a different horizon to the secured life of the soldiers. Again, social media provides an easy medium for our adversaries to identify, monitor, target and gain information related to nation's security (TS Bains: 2015). Social media may pose threat to national interests. In

November 2015, BTRC had to block few social media on security ground. Social media was used to spread terrorism and anti-government sentiment among the people.

In days to come, soldiers are likely to be more exposed and involved in social media and open to outer world. However, besides positively using social media, soldiers may misuse the platform knowingly or unknowingly. Commenting/sharing sensitive/operational information, sharing photographs of training/commanders/installations, sharing locations/ maps and linking with terrorist/anti-government organization are likely to pose threat to the organizational security. Therefore, it becomes pertinent to analyse the trends of using social media by the members of Bangladesh Army and critically examine if it has got negative impacts on the organizational security with a view to suggesting measures to reduce those impacts.

The study will try to analyse the soldiers' use of social media in Bangladesh Army and define its impact on organizational security of Bangladesh Army. In doing so, at first the details analysis of the use of social media and related security aspects will be done. Next, the impacts will be found out. Then, case studies will be done which will reflect the stance of other countries. At last related recommendations will be put forwarded.

Analysis of the Use of Social Media by the Soldiers of Bangladesh Army

Defining Social Media and Security

Term 'Social Media' is interchangeably used with 'Social Networking'. It is being defined differently in various studies. The Defence Advanced Research Projects Agency of the US Department of Defence agency expressed "Social Media" referring to "blogs, social networking sites, and media sharing technology (such as YouTube)". The US Air Force described Social Media as "tools and platforms people use to publish, converse and

NDC JOURNAL

Security Through Kno**w**ledge

share content online. The tools include blogs, wikis, podcasts and sites to share photos and bookmarks". Whereas, in Military Security means the security of Men, Material and Information.

Social Media Picture - Worldwide and Bangladesh

People around the world use social media to communicate each other. It's part of the social touch. Besides communicating, social medias are trying to deliver different services which include creating marketplace and advertisements of products/services. People are using social media for communicating, information collection and sharing, or taking available services. Social media has become an ingredient of our daily life. We are social' is an organization which conducts study on different perspectives of social media. As per the study of 'we are social' 2.789 Billion (37%) of the people around the world are using social media. In Bangladesh, 26 million (16%) people are using social media. BTRC indicates that, about 80 percent internet users of Bangladesh are on social networking website.

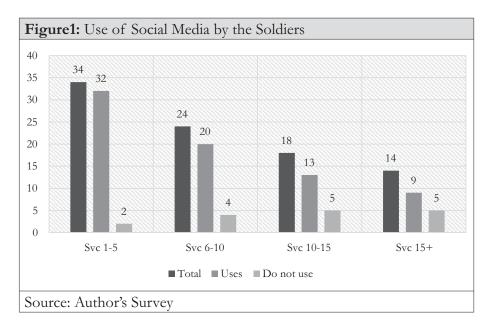
Social Media Users in Bangladesh

Bangladesh is a developing country where more than fifty percent of its total population is young (Bangladesh Statistical Bureau, 2013). Social medias are new in Bangladeshi culture, it is indispensable to see the youth interpersonal relationships through social medias as youth are the top most users in Bangladesh (Habib: 2012). In a study among young people of Bangladesh by 'Org-Quest Research Limited', 41% opined that they liked to spend leisure time through social media. (Hasan: 2017). Though it is not the first choice, still a good number of young people, particularly in town depend on social media for entertainment and news/information.

Social Media users in Bangladesh Army

Members of the Armed Forces are well within the society. Their working place and nature of job may be different but the social bonding, emotional reflections and socio-cultural behaviour are well reflected by the society. Thus, the soldiers of Bangladesh Army are likely to be exposed to social media. Taking 90 soldiers of different ranks it is found that, 74 (82%) soldiers use internet. All the internet users use social media.

However, considering the service length/age the users vary. Young soldiers are more oriented with technology, especially smart mobile phones-which are the main carrier of social media. A detail of the study is given below:



Soldiers' Exposure to Social Media

Reasons for Using: Soldiers use social media in different occasions, reasons and places. There are three main broad reasons for using social media; social communications, seeking knowledge/information and entertainment.

• Social Communication: Social communication takes place for communicating with family members, friends and people around. This type of communication takes place in the form of sharing photo, projecting personal view, comments and likes.

NDC JOURNAL

Security Through Knowledge

- Seeking knowledge and Information: Seeking knowledge may take the form of communicating different knowledge sharing groups, information sharing pages, newspapers and news sites.
- Entertainment: Social media may be used for personal entertainment. This may take in the form of enjoying videos of entertainment, movies, sports and pornography. In a study by Org-Quest Research Limited, it is found that 41% young people in Bangladesh spend leisure time in social media.

Table 1: Purpose of using Social Media				
Total Soldiers	Internet Users	Social Media Users	Use	Number
90	74 (82%)	74 100% out of internet users	Social Communication Knowledge and	74 (100%) 32 (43%)
			information Watching Videos (on Facebook /	15(20%)
Source: A	Author's Su	rvey	YouTube)	

Soldiers' Knowledge on Security Features

• **Profile and Privacy Settings:** Soldiers are not well aware of profile and privacy settings. Profile may be open to all or limited by setting the privacy setting. During study it is found that, many of the soldiers provided information regarding Bangladesh Army as their serving organization/workplace. Facebook has four types of Privacy Setting; only me, Lists, Friends, and Public. Soldiers have very shallow knowledge on privacy setting of their profile. They keep their privacy open to all. Thus, everyone can access their page and can see what is inside. In the study it is found that, all soldiers have open ended privacy setting.

- Unknown Digital Friends: In social media there are many fake accounts who pretend to be a person and tries to make relationship to make benefit out of it. In real life these people do not exist. As on 17 April 2017, there are 3 crore facebook users in Bangladesh and many of these are fake accounts. These are security threats to the country. Upon the request of Bangladesh government, facebook had to suspend nine lakhs facebook accounts. In Bangladesh Army, soldiers also have such friends which is a security concern.
- Geo-Tagging/Check in-Location Related Information: Geotagging/checking in is one of the important features of social media. It tags the location at which someone is operating the social media. At this moment, our soldiers do not have knowledge of this feature, use as well as security concerns.
- Sharing and Liking: Social media provides users option for liking and sharing contents. It may be informative pages or may be someone's personal comment. Cases found about some soldiers' liking/sharing anti-government pages, which had to be dealt officially.
- Knowledge on Official Secret Act (1923): During study it was found that out of 90 soldiers, only one soldier had knowledge on Official Secret Act (1923).

Analysis of the Threats to Organizational Security of Bangladesh Army

Social Media, National Security and Armed Forces

In recent development in social media and its reach to the mass people found that it can be closely linked with national security. World has observed the rise of people in Arab countries which took place in close link with social media. Social media may arise as a threat during conflict as well as peacetime. Any issue to national security is closely linked with Armed Forces.



Organizational Security of Bangladesh Army

- **Bangladesh Army and Security:** Bangladesh Army is the largest uniformed service of the Bangladesh Armed Forces. The primary mission of the Army is to provide necessary forces and capabilities in support of Bangladesh's security and defence strategies including defence of the nation's territorial integrity against external attack. To maintain the organizational security, Bangladesh Army mainly maintains the physical security for the installations and the men. At the same time, arrangement on information security is also done by securing the organizational cyber domains.
- Threats to Organizational Security of Bangladesh Army: Social media being the world wide platform allows all including soldiers of Bangladesh Army to share their feeling, thoughts, and information. But, in the process, the shared information/feelings/thoughts may seriously affect the organizational security as well as the values. At the same time, while connecting to the social media, soldiers may fall into the prey of different anti state actors. In both way the organizational security is threatened.
- **Privacy Setting:** Soldiers are not well aware of regarding security aspects through displaying their information. As security setting is not clear to them, the profile remains open to all. Thereby, everybody can see the photographs, posts, likes of the individual soldier.
- **Displaying Information:** It is found that, the soldiers generally put information regarding his profession and try to confirm it uploading profile pictures with uniform. In this way a soldier will be identified easily and will be a target for the intelligence collection group of the enemy. Many soldiers provide information in the 'works at' part of the profile as 'Soldiers at Bangladesh Army'.

- Sharing Confidential Information: Sharing confidential information may take place by the soldiers. Soldiers with special duties, responsibilities may share sensitive information which in turn may be detrimental for the overall security of the organization. Placing such sensitive information into personal social media exposure is likely to bring security threat.
- Sharing Operational Activities (Operational Security): At present operational activities are going on in Chittagong Hill Tracts (CHT). After reaching CHT, soldiers post first photograph with the hills and scenic beauty. In operational area posing operational activities may anytime create serious security threats for the overall security and future operations. Again, in CHT different vested groups are found very active in social media.
- **Geo-tagging and Sharing Locations:** Sharing location can be of grave security breaches. Public Affairs of United States Army, considers geo-tagging as equivalent of adding a 10-digit grid coordinate. Soldiers have very less knowledge regarding geo-tagging. During study it was found that, no soldier has the knowledge on geo-tagging and sharing location.
- Linking with different Terrorist/Threatening Organizations: Social media is exploited by terrorist organizations as a tool for ideological radicalization, recruitment, communication and training. Facebook and You Tube channels are often used by terrorist for recruiting and increasing the number of sympathizers. It is found that Al Quaeda collects about 90% intelligence from social media. Soldiers with limited
- **Rumours/Manifestation:** Social media have revolutionized speed of spreading information. Some vested group may spread wrong information through social media to capitalize the emotion of the

organizations.

knowledge on security aspect is likely to fall into the prey of these

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troops. This argument is also supported by respondent. Ramu incident in 2012 started from such a rumour.

- Hiding Identity and Making Illicit Relationship: Social Media gives an opportunity to mix up with other people. While connecting with other people, there may be intimate and unhealthy relationship. In few cases, married soldiers were found making extra marital relationship through social media hiding their identity.
- Shallow Knowledge on Official Secret Act -1923: Government office has its own rules and regulations. Armed Forces have different secret documents for the interest of the nation. In today's information age, every soldier has the capability of breaching the security through social media.

Other Threats from Social Media

- Pages Identify as from Armed Forces: Social media is open to all. People can create page and express themselves. In the facebook, there are pages with identifies linked with Bangladesh Army. These pages pretend to be serving in Bangladesh Army or officially linked with Bangladesh Army. These pages may ruin the reputation of Bangladesh Army just by posting against the country and people. Many of our soldiers unknowingly are following and liking these pages.
- Pages Directly Threatening the Image of Bangladesh Army: There are pages which are posing direct threats to the Army. The pages are related to CHT and operated by various vested groups which are acting against the military deployment in CHT. The individual or groups are mainly looking for a situation that Army leaves CHT and they can use the situation for their personal benefit. These pages always conduct hate campaign against Bangladesh Government and Bangladesh Army in CHT.

Modalities of Reducing Security Threat and Improving Organizational Security

- **Case Studies of Different Countries:** Social media effected countries differently in the realm of security. Thus, countries acted differently on the social media issues. Few countries acted proactively whereas others acted in reactive manner.
- Case-1 (US Army): US Army considers the online interactions of the soldiers are the reflection of the U.S. Army as well as their professionalism. Since 2015, US Army started operating against threats emanating from social media while used by the members of the Army. In April 2016, Public Affairs Department of US Army published Social Media Handbook to guide the soldiers and their family members.
- **Case-2 (UK):** The British Army created a special brigade of facebook warriors, skilled in psychological operations and use of social media to engage in unconventional warfare in the information age. The 77th Brigade was created in 2015 to meet the challenges of modern conflict and warfare. (Macaskill: 2015).
- **Case-3 (Indian Army):** India started working on social media in 2013. Thus many instructions came at that time. In 2016, Indian Army has promulgated a policy on using social media. After months of discussions and consultations, 'Policy on usage of social media in Indian Army' was published. It covers the entire spectrum of usage and lays out many Dos and Don'ts. (Gokhale: 2016). Indian Army has different practices in the service regarding the use of social media by the Soldiers. These are given below:
 - Use of social media is discouraged and is monitored.
 - Adherence to strict policies regarding content sharing.
 - Every Brigade has a Cyber Security Officer who looks after the social media also.

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- Annual information technology audit is conducted up to unit level.
- Undeclared exercise conducted to simulate cyber attack on a Corps / Division to judge the response capability.
- "Mobile Deposit Box" is practiced at Brigade Headquarters and above.
- Entrance to AHQ with mobile phones fitted with camera is strictly prohibited.
- No power point presentation for operational briefing.

Response of Bangladesh

- **Government of Bangladesh:** With the pursuance of digitization in Bangladesh, government has laid down its policy related to use of social media by government offices across the country.
- **Government Office:** Government has provided necessary guideline for using social media by government offices. How the account will function and what can be published all are directed by the directive. To make a digital Bangladesh, government has also emphasised on security aspect.
- Legal Aspects: In 2006, government enacted Information and Communication Technology Act (ICT Act-2006) with maximum punishment of 10 years' jail term and a fine of Taka 1 crore. The government has later promulgated the ICT (amendment) ordinance. At present Government is working on the Act to make it more pragmatic. At the same time, government is working on Digital Security Act, to ensure proper use of digital.
- **Bangladesh Army:** Bangladesh Army positively considers the right of the members on using internet and social media. At the same time, Army has to keep the men and information secured. Army has formulated policy covering use of internet, mobile and connection

procedures through social media. On 25 July 2017, Bangladesh Army declared its official facebook page to allow Army personnel to connect and inform officially.

- Approach to Strengthen Organizational Security: An integrated approach is always needed to make it a sustainable one.
- Peoples' Connectivity and Information Technology: Bangladesh Government maintains the initiative of 'Digital Bangladesh'. In doing so, people are encouraged to use internet and related connectivity. Thus, there is a need to maintain such approach to support the government programme.
- Legal Framework: The approach should be within the legal binding of Bangladesh. At the same time, the Official Secret Act must be taken into consideration.
- Organizational Control and Accountability: Organizational approach is needed to make the people accountable. There should be organizational control on the people as well as organizational monitoring. Information security procedures should be followed.
- **Training and Motivation:** Training and motivation should be a regular part of the mitigation of the problem. Practical training need to be imparted basing on the gaps and weaknesses.
- Individual Responsibility: Approach should address all individuals. If the individuals can be made responsible, the overall aim will automatically be achieved.
- **Gradual Approach:** The approach should be gradual towards the attainment of the objective. It should start with limited practical training and then after continue with the control and monitoring.



Protection of Operational Information and Plans

- Maintaining Operational Security: Operational security means protection of classified and sensitive operational information. Operational security is a major concern for the Divisions/Formation Headquarters planning the operations. Restriction on using social media during operational activities need to be integrated within the overall plan. Using map image and Power Point for operational plan may be discontinued. Access to operational headquarters need to be controlled.
- Avoiding Geo-Tagging/Locations: During field exercise operational plans are tested on ground. Thus using location based applications of social media may get connected with actual operational plan. Thus, geo-tagging and related applications must be avoided during any operational training and exercise.

Protecting Image of the Organization

- **Pages Directly Threatening the Image:** There are pages which directly posting information and image against Army directly. These pages are threatening the image of Bangladesh Army by defaming the operational activities in CHT. These pages need to be stopped.
- **Pages Indirectly Posing Threat:** The pages which pretend to be from Bangladesh Army posting different images regularly to attract their followers. People including soldiers believe them to be officially linked with Bangladesh Army. There lies the problem. In case of any negative posting may threaten the image of Bangladesh Army. These pages also need to be stopped.
- Stopping Soldiers' Misconduct through Social Media: Sometimes it is found that, soldiers' behave very irresponsible while posting in social media. Such activities in social media may turn the image of the organization down. Thus, the activities of the soldiers in social media

need to be monitored at different levels. Any violation of official instruction in this regards need to be dealt.

Individual Protection

- **Protection of Profile and Privacy:** Individually the soldiers need to be responsible for securing own profile. Thus, profile and privacy setting need to be understood by the soldiers. For the overall organizational protection can be achieved if all members understand the security threats and can guard against it.
- Protection of Links to Scam/Hack/Cyber Crime and Terrorist Organization: Soldiers may fall into the prey of scammers/hackers/ cyber criminals organizations through social media. At the same time terrorist organizations may target the soldier for the recruitment. Thus, soldiers need to be careful while making friends and linking with groups in Social Media.

Capacity Building

- **Training the Soldiers:** The overall security knowledge of the soldiers are not good. Soldiers need to be trained on the security/privacy setting of social media platforms. Through a small package soldiers can be trained on this. Once trained, they will be responsible for their own profiles and use of social media. Alongside, soldiers should be made aware of the Official Secret Act.
- **Conducting Regular Motivation:** Motivation is very much an organizational culture in Bangladesh Army. Thus, soldiers can be motivated through this programme. Soldiers should be motivated regularly to guard themselves against any threat from social media.
- Forming Outfit to Deal with Social Media: Like different countries, Bangladesh Army may also set up an outfit to deal with social media. It is generally done by the operational Armies where image is a concern. This outfit may have separate monitoring tiers at various levels.



Organizational Security - Actions at Different Levels

- Army Level Actions: To avoid the security threats from social media, there are responsibilities and restrictions at organizational as well as individual level. AHQ has to provide necessary guideline for using social media. It may include:
 - Account Creation Guideline: AHQ may circulate account creation guideline for the members of the Army where rank, official identity and photographs cannot be used. It should also include guideline for privacy setting which should not be visible to everyone. Anyone creating/having social media account, should notify the Headquarters so that future monitoring is possible.
 - Guideline for Making Friends and Joining Groups: In social media platforms, nobody to make friends with unknown people and should not join any group which may pose security threats. All must maintain the Army values while liking, sharing, posting, and commenting in social media.
 - **Guideline for Sharing/Liking etc:** AHQ need to provide necessary guideline on sharing, liking, commenting, geo-tagging.
 - Understanding Official Secret Act: All members are to read, understand and sign the Official Secret Act every month. Any disregard/ignorance to the act will be taken into charge. No sharing of official information/document/photograph in social media.
 - **Controlling Access of Electronic Gadgets:** Considering the operational security, use of mobile and other related electronic gadgets at AHQ and Division Headquarters may be restricted.
 - **Stopping Malicious Pages:** AHQ should take appropriate actions to stop the pages directly threatening the image of Bangladesh Army. At the same time, necessary steps to be taken to stop look-a like /unofficial facebook pages to stop future misuse by those.
 - **Creating New Outfit:** AHQ may create an outfit to monitor the security aspects emanating through social media. It may be grouped with any signal organization or intelligence organization.

- **Guideline for Initial Awareness Training:** AHQ may guide the formations to conduct training on social media. The training will target the soldiers to educate them on security aspects. Modalities for such training is discussed in subsequent paragraphs.
- Formation and Unit Level Actions: Formation and units are to monitor the implementation aspects of the policies laid down by AHQ. Formations will conduct the initial awareness training for the soldiers as guided by AHQ. Formations and units will monitor those accounts periodically. At the same time, there should be regular training and motivation to aware and guide the soldiers.
- Individual Actions and Responsibilities: Individuals will be responsible for reporting his account and any misuse. Individuals to receive initial awareness training which will guide him for subsequent profile and privacy setting and use of social media. No duplication of account by the soldiers and no hiding of own identity. Soldiers should behave responsibly in the social media.

Training Modalities

The need for training and awareness to lessen the vulnerability of social networking media and social engineering among the soldiers was echoed in both the literature and by all respondents interviewed. The training should inform soldiers on how to limit the attack surface presented on social media. The techniques to limit information should be rooted in policy specific to soldiers' use of social media. In addition, training should make soldiers aware of social media's capacity to target him. The training could be scenario-based and personalized to give its impact more weight. The training will reduce the overall vulnerability by creating a barrier to exploitable personal information of the soldiers.

Recommendations

The paper finally recommends the following measures to be adopted at different levels to enhance the organizational security in regards to social media.

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• AHQ Level

- AHQ to formulate and promulgate necessary policy for all the member covering account creation, profiling, privacy setting, making friends, posting, sharing and commenting in social media.
- AHQ to restrict use of mobile phones and other electronic gadgets at AHQ and Division Headquarters.
- AHQ to take appropriate steps to stop the pages in social media which are directly threatening the image of Bangladesh Army. At the same time, necessary steps to be taken to stop look-a like / unofficial facebook pages to stop future misuse by those.
- AHQ to create an outfit to look after the security aspects in social media.
- Formation and Unit Level: Formation and units will conduct awareness training to the soldiers covering security settings of social media and Official Secret Act. Then after, formations will conduct routine monitoring and motivation for the soldiers.
- Individual Level: Individuals will be responsible for his account and related use/misuse. Any breach of security will be dealt severely. Soldiers also need to behave responsibly in the social media.

Conclusion

Social media is becoming very popular social communication tool in our society. The members of the Armed Forces are also part of this social communication system. Members of Bangladesh Army are exposed to social media in daily life. Social media, being an open tool can be used by potential threats for intelligence collection where soldiers are likely to be primary targets. Therefore, the study is very important to identify the exposure and potential threats of the social media to the soldiers.

The social media has a mix range of different platforms. In last few years the platforms became very popular in the society. People are using social media for communicating, information collection and sharing, or taking available services. Social media has becomes an ingredient of our daily life. In Bangladesh, about 16% people are using social media, whereas the percentage among soldiers is 82%. Maximum of soldiers use facebook as the platform. Though, the social media penetration is higher in the Army. During the study, it was found that soldiers have very limited knowledge on the profile, privacy and security settings of the platforms. Maximum soldiers do not have knowledge on security setting and privacy setting in facebook. The profile of the soldier remains open to be viewed by all. Few soldiers have unknown virtual friends. At the same time soldiers do not have knowledge on Official Secret Act. Soldiers with limited knowledge on security and legal aspects – may become an easy target to the threats. This is the major concern for the organizational security.

In peacetime, threat intelligence organizations try to collect information through social media where the soldiers with minimum security knowledge can be the vulnerability. It is found that, soldiers' identities remain open. Soldiers also post different photographs in social media including photographs of training and exercise. Operational security is very important which need to be well secured, which is not well understood by the soldiers. With the easy access to social media soldiers need to bring under Official Secret Act and they should be trained on security awareness and security features of social media. They should also be guided on handling secured documents. Soldiers also need to be careful while posting disgraceful photos/comments etc. Individual's unbecoming behaviour in social media may defame the image of Bangladesh Army. Besides, the use of social media by the soldiers, there is a concern about the pages which pretend to be officially linked with Bangladesh Army. These pages are followed by many people including members of Bangladesh Army. These pages may defame the organization by putting something detrimental to the image of the organization. There are few pages directly trying to defame Bangladesh Army. These pages mainly operate to uphold the Jumma land in CHT. These pages must be stopped.

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Different countries adopted different social media policies for their Armed Forces. There had been proactive and reactive actions by the countries. Bangladesh Army has also circulated its media policy. All the policies have considered the technological development and peoples' right to information. While maintaining the government's policy, Bangladesh Army has to maintain its organizational security.

AHQ need to promulgate appropriate guideline to the use of social media and enhance overall security system. There has to be routine monitoring system for all members of Bangladesh Army including civilians working within. AHQ should have regular monitoring over social media regarding any outsider defaming the organization. With effective training, soldiers can be educated on social media who will guard himself against individual security threats. Side by side, organizational monitoring and control will ensure the overall security.

During the study, it was found that, there are civilians who work besides military personnel in different outfits of Bangladesh Army. They also contain information related to security. Many of them work in the area of IT, logistics and office assistant. In the process of the study it is found that the civilian employees of Bangladesh Army also need to be brought under proper supervision.

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Lieutenant Colonel Mohammed Khurshid Alam, psc, G, Arty was born in Mymensingh in 1976. He was commissioned in the Regiment of Artillery on 12th June 1997 with 36th Bangladesh Military Academy Long Course. He has served in four different Artillery units in various capacities. He has served in Artillery Brigade Headquarters as Staff Captain. He has served twice in United Nations Mission in Ivory Coast (ONUCI) as contingent member. He is a graduate from Defense Services Command and Staff College, Mirpur. He earned Master of Science (MSc) Degree from National University and Masters in Defence Studies (MDS) from Bangladesh University of Professionals. Presently, Lieutenant Colonel Khurshid Alam underwent Armed Forces War Course-2017 at National Defence College, Mirpur.