



University of Liberal Arts Bangladesh (ULAB)

Department of Media Studies and Journalism

Internship Report

Submitted by:

Most. Shanzida Khanom

ID: 183012005

Course Code: MSJ 11498

Submitted to:

Dilshad Hossain Dodul

Senior Lecturer

Host Organization: Skills Development Program, BRAC



FALL 2022

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STUDENT DETAILS

Name	Most. Shanzida Khanom
ID	183012005
Department	Media Studies and Journalism
Major Concentration	Communication for Development
Career Objective	I want to become a professional in development sector where I can use my knowledge skills in improving quality of poor and disadvantaged people

INTERNSHIP DETAILS

Host Organization	Skills Development Program, BRAC
Address	Kaderia tower 8 th floor, Mohakhali, Dhaka 1212
My Working Section	Communication Unit
Supervisor	Md. Mahamud Ullah Hridoy
Designation	Specialist, Social Media and Digital Marketing.
Start Date	October 01, 2022
End Date	December 31, 2022
Hours per Week	40+ hours
The Total Working Period	Approximately 12 weeks.

ACKNOWLEDGEMENT

First and foremost, I extend my very profound gratitude to my father for his love, encouragement and keep faith on me when I lost my all hope, without whom I would not be where I am today. I am thankful to my mother for the confidence she always tried to raise in me. I am also expressing my gratitude and appreciation to my university, my department, and all of my faculty members who have supported me as I worked toward my degree. Over the past four years, I have grown significantly in both knowledge and experience. My major concentration is "Communication for Development," so the internship course (MSJ 11498) is crucial for me to get firsthand knowledge of the real world.

I would be in debt to my supervisor Md Mahamud Ullah Hridoy. It was my first working experience at communication unit in a NGO which was a dream for me. My supervisor always gave helped me to do better in workplace. Also he advised me all the time how I can do better these would be help me in my future. Also I am thankful to Farah Lutfa Rahman, Communication specialist of SDP and Kazi Tasnim, Graphics designer of SDP for giving me an opportunity to explore the whole communication unit.

Without the assistance and backing of my two respectable faculties, none of my dreams could ever come true. My utmost gratitude goes to my teacher Dilshad Hossain Dodul ma'am for her supervision and kind guidance throughout the internship. She has always made me understand what life is about and how to find that little ray of happiness in difficult situations. I want to express my thanks to Kazi Mahmudur Rahman sir, Nandita Tabassum Khan miss, Aminul Islam , and Mohammad Shazzad Hossain sir for their great support and blessings in my academic life.

At last, I am grateful for having friends like Taranna, and my all mates from C4D who never lost faith in my capabilities. Finally, I would like to thank the people who are not mentioned here, my university, juniors and seniors to make my four years long journey so precious and memorable



MSJ041

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Most. Shanzida Khanom

ULAB ID: 183012005

Signature *Shanzida*



MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name: Most. Shanzida Khanom ID No: 183012005
Major: Communication for Development Year: 2022
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INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Skills Development Program, BRAC

Internship /Project Report

Topic: _____

Semester (Tick one): ☐ Spring 2022 ☐ Summer 2022 ☒ Fall 2022 –

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write Remarks
(If Not Approved/Pretrial/Full Rewrite): _____

Signature: _____ Date: _____

Name: Dilshad Hossain Dodul Title: Senior Lecturer

E-mail: dilshad.hossain@ulab.edu.bd Phone: +880 1722-962443

INTRODUCTION

As a student of media studies and journalism, I have always been fascinated to work in a recognized NGO at communication unit. The Ngo's communications is interconnected with traditional and digital media, each with its own complexity and culture that embraces quick-moving globalization that is constantly changing and evolving. By being a curious mind student I always looked forward to work in somewhere that helps me to develop a clear idea about communication for development and how it is changing continuously so that I can have a concept what would be the future opportunities of this sector and which kind of skills would be required for that. Hence I have decided to do my internship in BRAC because it is a number one NGO of the world and if we talk about some pioneer NGO for Bangladesh development then BRAC would be one of them.

Fortunately on that time Skills Development Program gave circular for hiring intern in communication unit. I have applied and selected through an interview session. Happiness and curiosity both grabbed me. I was eagerly waiting to see what is waiting for the next.

I was so fortunate so that I really got a chance to explore the sector exactly in that way what I wanted. Mostly I work for BRAC ISD and Career Hub program where communication is little bit different from traditional method. In the Traditional way NGO use door to door communication whereas target audience is a specific community people. But in these two program they focused unbar youth who are underprivileged, drop out or did not get proper chance to enhance their skills but use social media to engage them and use digital marketing to reach youth. The combination of technology and audio-visual communications methods give them pleasant exposure. Even many youth response from many remotes area.

As a result of working with an efficient team, it enrich my practical knowledge. It increase my knowledge for making digital content, specially give a wider knowledge about copywriting and content writing. By handling the query I really gained a proper knowledge about that community. Even I suggested operational team some idea about what exactly our target audiences need and I gave these suggestion by observing our target audiences behavior. It also give me a clear vision that in future, usage of technology and digital content would play a significant role for communication.

Expectation

During an internship, we get the opportunity to practice our academic knowledge and skills in the practical field. My expectation from this internship was to dip my toes into the developmental communication and gain insight into how the developmental communication work, what is the future of this sector. In my internship organization, I was assigned work that went beyond my expectation. Going into the internship I had the following expectations-

- To gain professional skills
- To effectively network with people in the industry
- To enhance my interpersonal skill
- To know how an organization works
- To know how to deal with target audience
- To be a good team player
- To increase my strategic management skills
- To apply my academic knowledge
- To apply critical thinking in the professional line
- To get the ability to think emphatically
- To build the ability to manage situations well under pressure
- To get the ability to work with different types of people
- To get the ability to think and work strategically
- To get the ability to write different kinds of proposals
- To gain a proper understanding how digital media is working for communication sector
- To get a proper idea what kind of skills will be required to continue in developmental communication sector in future.

HOST ORGANIZATION

BRAC Institute of Skills Development (BRAC ISD) envisages to provide demand based skill training in both urban and rural areas and ensure suitable employment opportunities for youth including disadvantaged groups in domestic and overseas markets. Under SDP there are approximately 27 program run. I was involved with two program.

BRAC Skills Development Program (SDP) started in 2015 as an initiative to transform the large human capital of our country into skilled workers. It aims to empower youths through skills development and decent employment so that a competent workforce can lead our nation forward. In line with this mission, SDP initiated **BRAC Institute of Skills Development (BRAC ISD)** which started its journey and now has 10 technical training institutes in 6 different districts of Bangladesh which provides technical training on a total of 16 occupations to Bangladeshi youth who are 18 years of age and above and help them to find a job in the country and overseas.

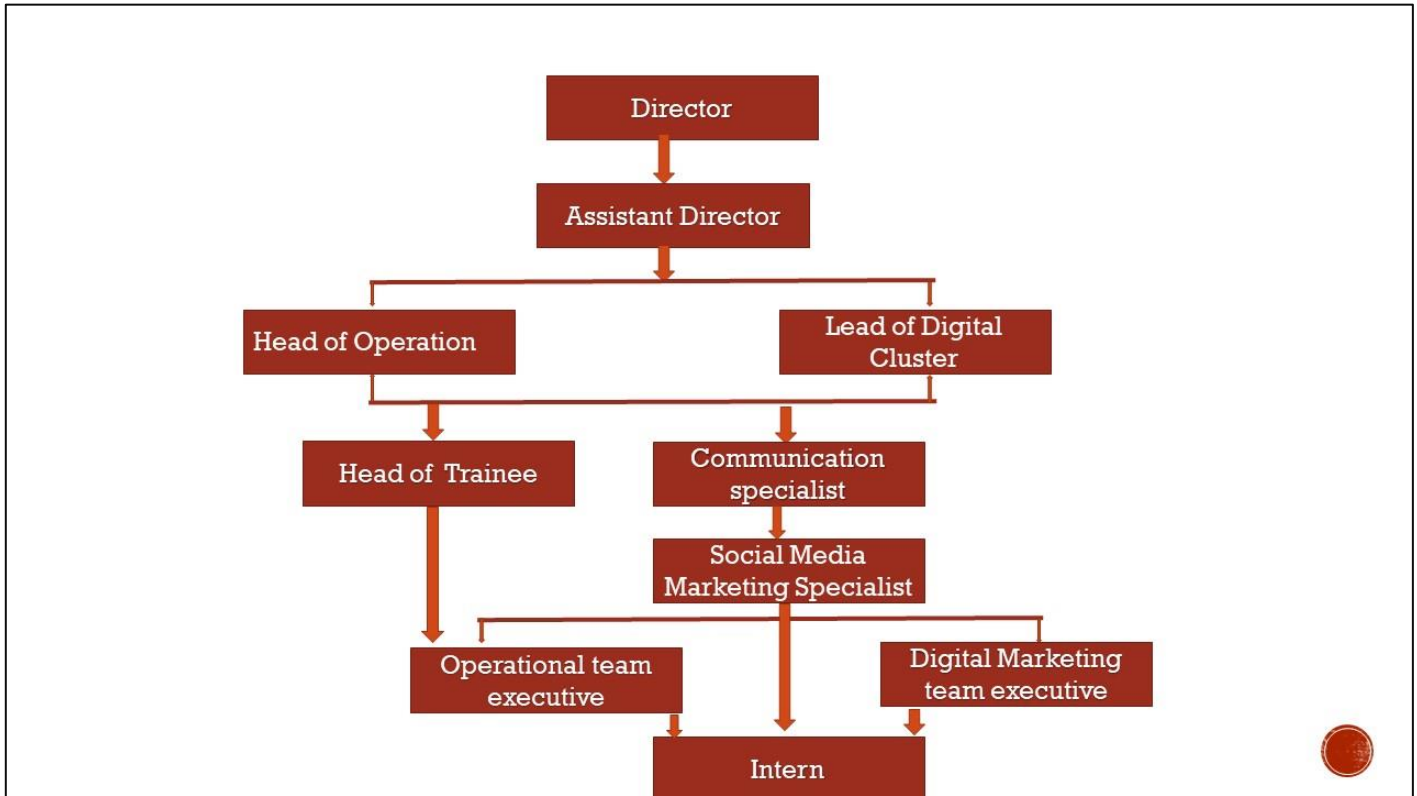
Website link: <https://bisdonline.brac.net/>

Career Hub powered by BRAC is another program of SDP that is a pilot program started two years ago. It aims to help fresh graduates and unemployed youth to link them with employee. Aligning with their goal they provide service to youth so that the unemployed youth can prove themselves in interview board.

Website link: <https://careerhub.brac.net/>



ORGANOGRAM OF THE ORGANIZATION:



TASK

I was hired for specially query management through Front-End, Back-End communication Process. But as it was my internship my supervisor wanted me to explore other sides. So along with my assigned duty I has to performed many others task. My task during internship period are given bellow-

- I had to manage Front-End & Back-End communication for social media query management.
- Give feedback to agency for digital content so that they can improve the design, captions and the content serve the promotional purpose.
- Update FAQ sheet answers
- Conduct short research on Instagram trend analysis
- Writing TOR for the agency.
- Editing photos for Facebook posts.
- Taken TOT session of agency.
- Sorted data of digital marketing leads
- Proof reading of many communication materials and tool kits
- Give support for making video script for Career Hub
- Give support for making presentation slide
- Compiled yearly data for digital marketing team
- Analyzed yearly conversion rate of courses.
- Monitor the query management after delivering the agency.
- Taken follow up session for them.
- Attended various meeting that is related to communication unit and digital marketing team.

PROJECT DESCRIPTION

PROJECT 1

Project Name: *Front-End & Back-End communication for social media query management.*

Project Brief:

BRAC ISD and Career HUB powered by BRAC promote their services via social media. For this reason they used Facebook pages, groups, Instagram ID and LinkedIn. These particular initiatives make these projects different from others. BRAC were used to communicate with their target audiences via interpersonal communication but now they are engaging social media platforms to reach target audiences and it helps to bring bigger exposure for their initiatives. I was involved in communication with the target audience and also linking them with the services. For this reason I have to manage query and involve Front-End communication and Back-End communication.

Front-End Communication:

Front-End Communication means communicating with audiences via social media. When participants or audiences asked any questions about services and asked for any suggestion via comments, inbox chat on social media platforms then assigned representative reply to them. This is the process of front end communication.

Back-End Communication:

Back-End Communication means internal communication. When a participant complains about any issues or asks anything which is conquered to reveal then the representative has to discuss that with authority or link the participants with the concerned person.

Both front-end and Back-end communication are designed to provide a better service to the target audiences and engage them with the initiatives.

My Responsibility & Task:

My responsibility and task was to manage the whole process. I was involved with front-end communication and back-end communication.

For front-end communication I was involved with query management on social media platforms. At the same time for back-end communication I had to communicate with center leads (BRAC ISD and Career Hub services were also given from many districts of Bangladesh). I had to communicate with the operational team and sometimes I had to communicate with the digital media team who designed the whole social media promotional campaign.

In past one and half month I was assign for managing both communication regularly and ensure best service to the audience. Each day I got minimum of 80 queries for both BRAC ISD and Career Hub social media platforms.

Some Examples of Front-End communication:

Examples of BRAC ISD Front-End communication:

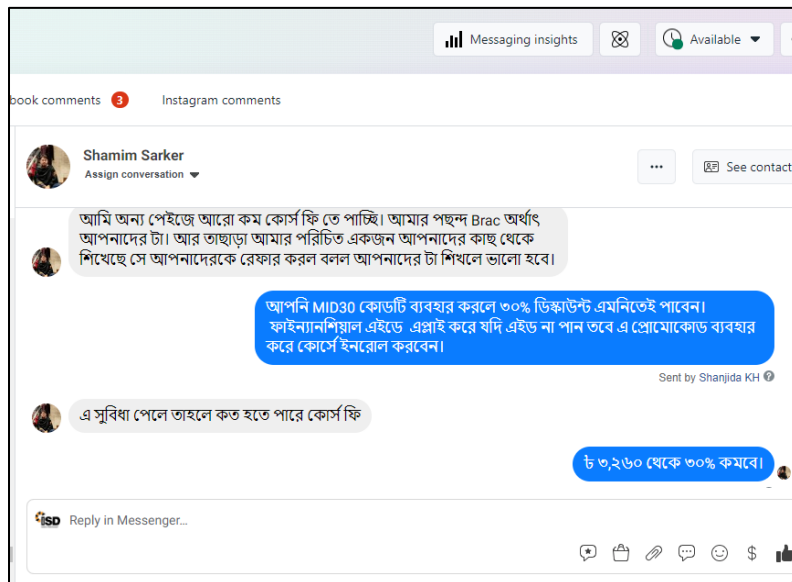


Image 1.1: Giving service through inbox reply, BRAC ISD

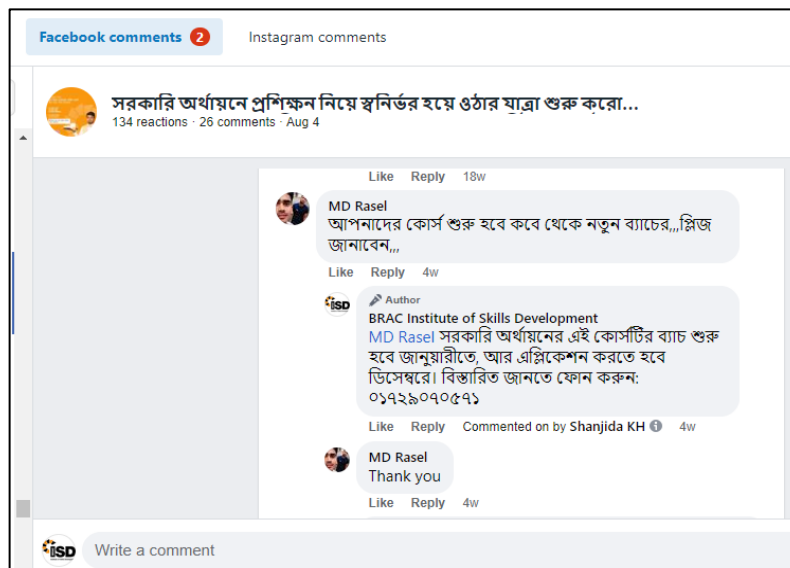


Image 1.2: Giving service through comments reply, BRAC ISD

Examples of Career Hub Front-End communication:

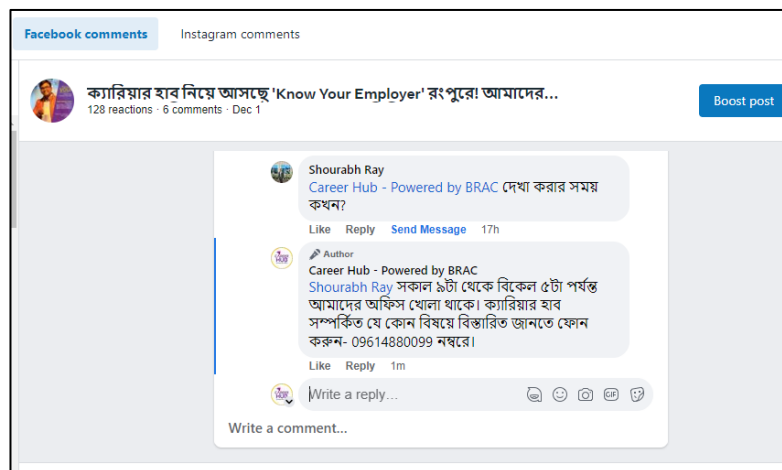


Image 1.3: Giving service through comments reply, Career Hub

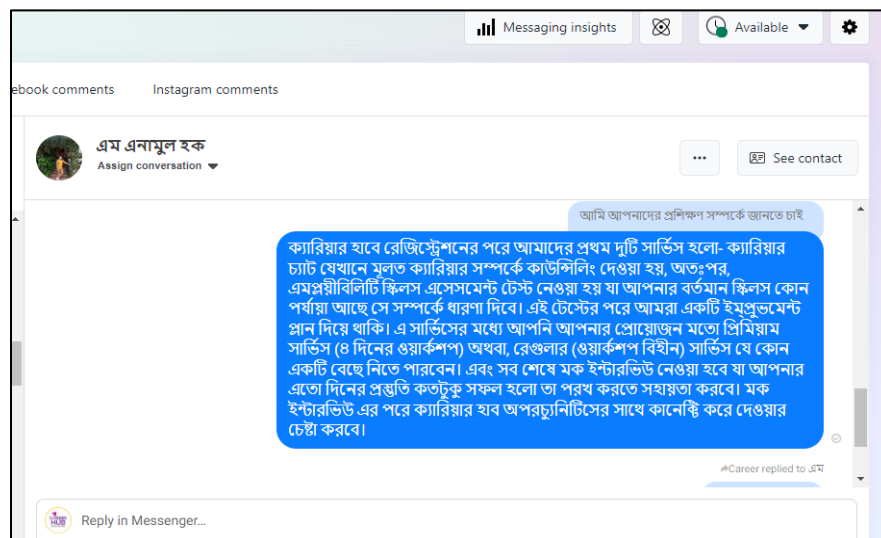


Image 1.4 : Giving service through inbox reply, Career Hub

Some examples of Back-End communication:

Examples of BRAC ISD Back-End communication:

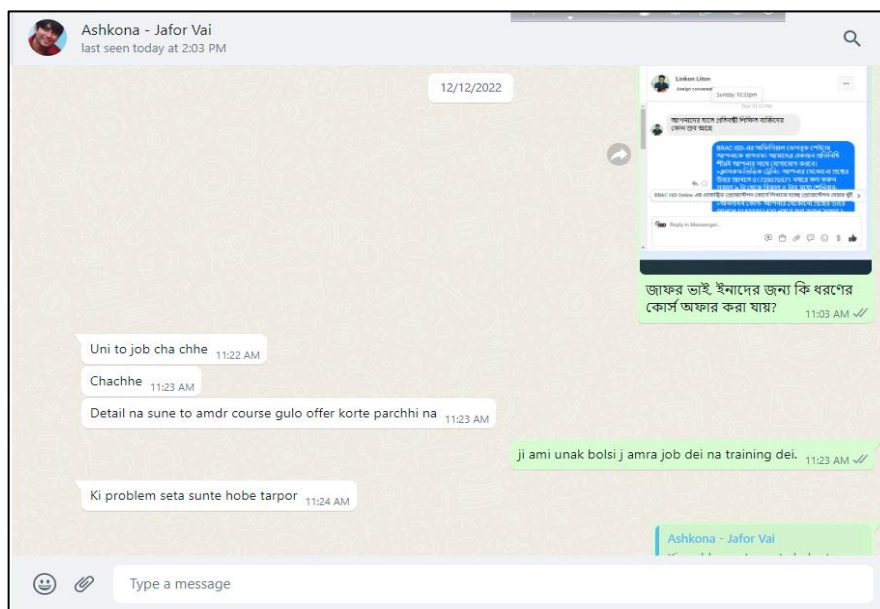


Image 1.5: Communicating with Dhaka center lead of BRAC ISD

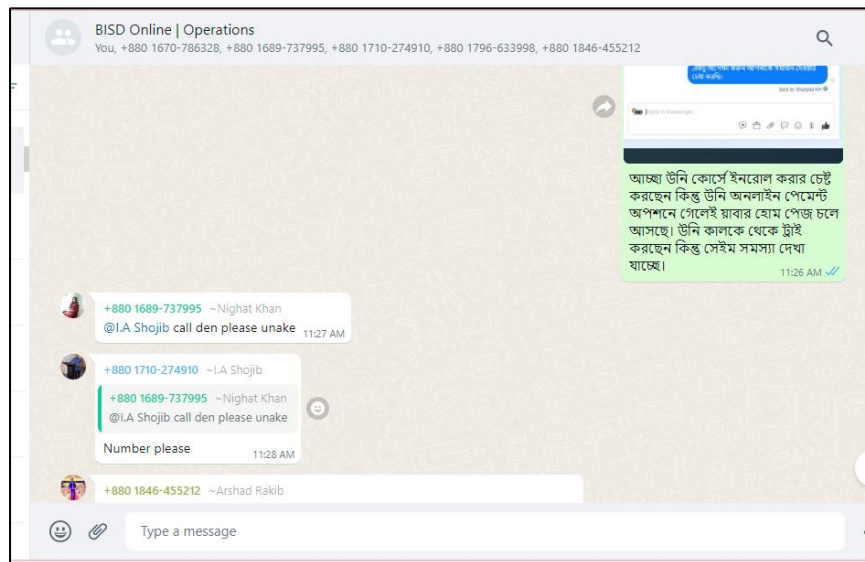


Image 1.6: Communicating with online operational team of BRAC ISD

Examples of Career Hub Back-End communication:

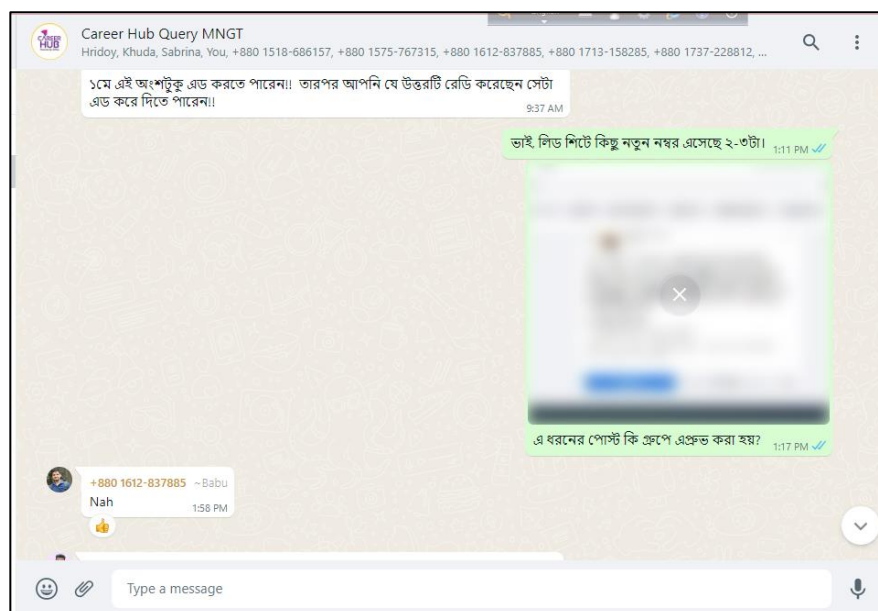


Image 1.7: Communicating with Career Hub operational team.

Challenges:

- The first and foremost challenge was to increase the Bangla typing speed within a short time.
- Another big challenge was understanding the query from audiences. At Most times there were a lot of spelling mistakes or they could not be clear about our services. For this reason they asked questions vaguely.
- I had to understand both BRAC ISD and Career Hub within a short time because it was necessary to give the service to the audiences. It was also quite challenging.

Mistakes:

- At the first stage some Bangla spelling mistakes happened.
- In the starting point, for back-end communication, sometimes I had referred BRAC ISD audience's problems to Career Hub. After that my supervisor correct it and give me some tricks to recognise these things quickly.

Learning Out-comes:

This work helped me a lot to improve my interpersonal and group communication. The audiences were from different backgrounds. Eventually I have learned how to communicate strategically with different socio-economical people.

Offline courses audiences were more disadvantaged people. Communication with them helps me understand their perspectives and help me to understand the way of the communicate.

After these projects I am confident that I have learned the technique of how to communicate and engage community people to a developmental campaign.

PROJECT 2

Project Name: *Giving feedback on Digital content.*

Project Brief:

BRAC ISD and Career Hub promote their course and services by using social media. For this reason they need many digital posters, statics and motion graphics contents. These contents were made by agency. But from the head office we had to check these content's copy and caption go with our content guide line or not, alongside we also checked the quality of content, is it attractive or not and we did not approved all kind words especially those words which give fake hope or exaggerate the service because it could be harmful for BRAC reputation. Based on these thing we provided feedback of the content.

My Responsibility and Task:

My responsibility was writing the feedback. At the first stage my supervisor give the feedback I just took note and then wrote these feedback on a PPT file then sent via email. But after one month when I understood their program and had a proper knowledge about content guideline then these whole task was managed by me. After giving feedback my supervisor just checked and sent them.

In every weeks, I had to prepare at least one feedback PPT of the content so that next week we have proper content to use on social media posts. The content was for BRAC ISD offline courses and Career Hub program. Also there were some successful story based video for BRAC ISD offline. Till now I had prepared 17+ content feedback PPT

Some content feedback PPT's screenshot given below.

Content feedback of BRAC ISD –

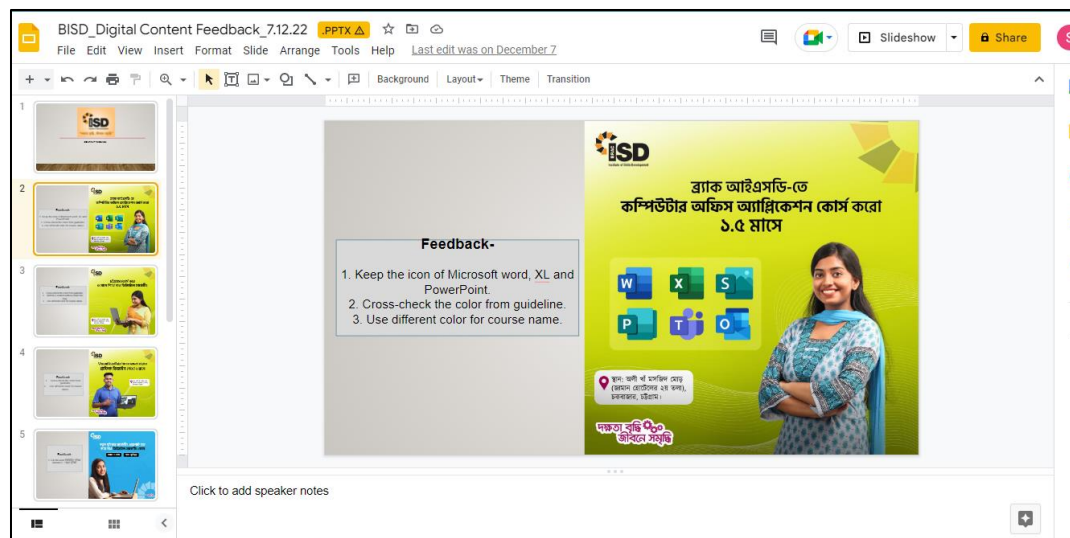


Image 2.1: Picture of content feedback for Chittagong offline course

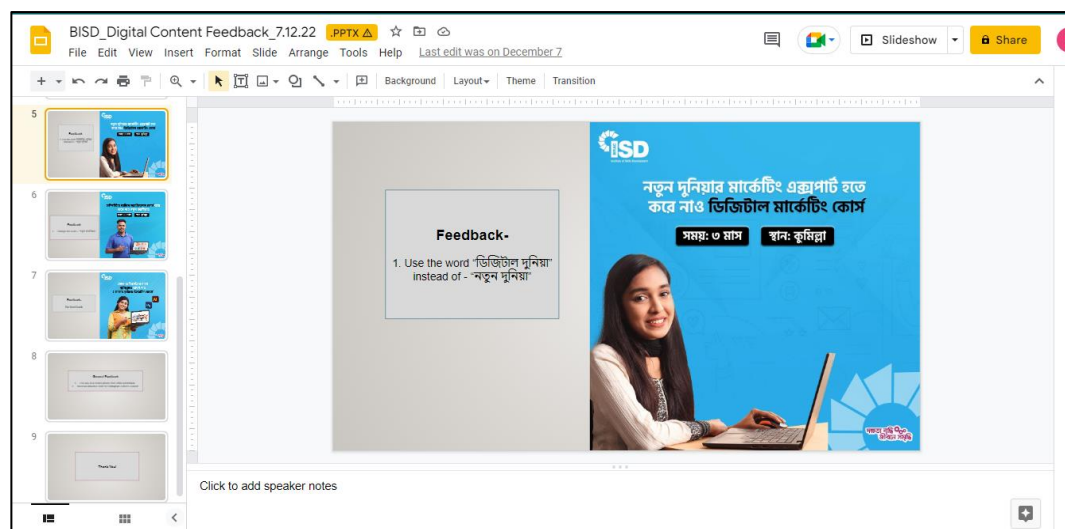


Image 2.2: Picture of content feedback for Comilla offline course

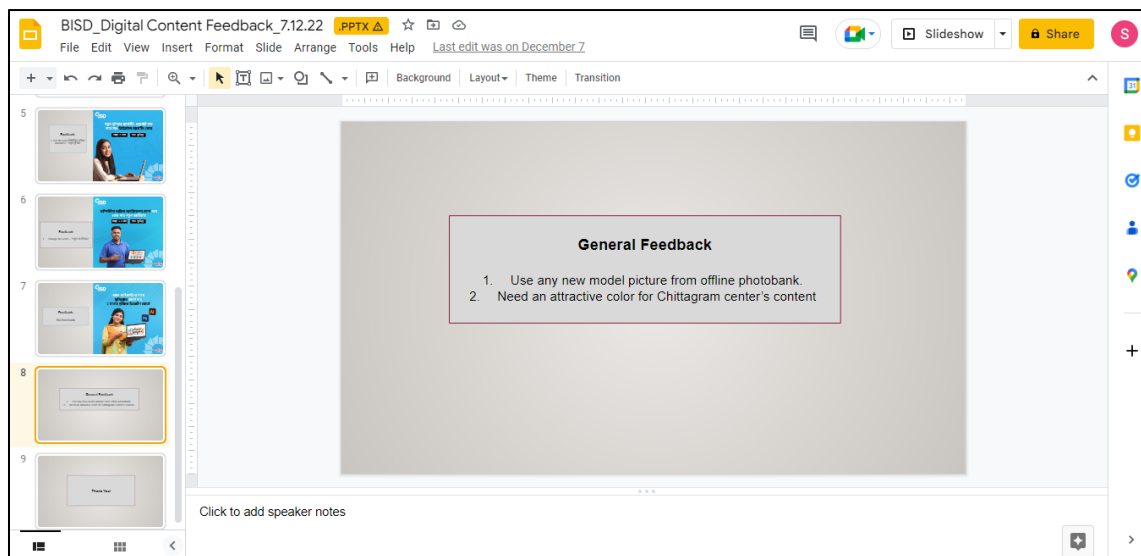


Image 2.3: General feedback for all the content.

Content Feedback for Video-

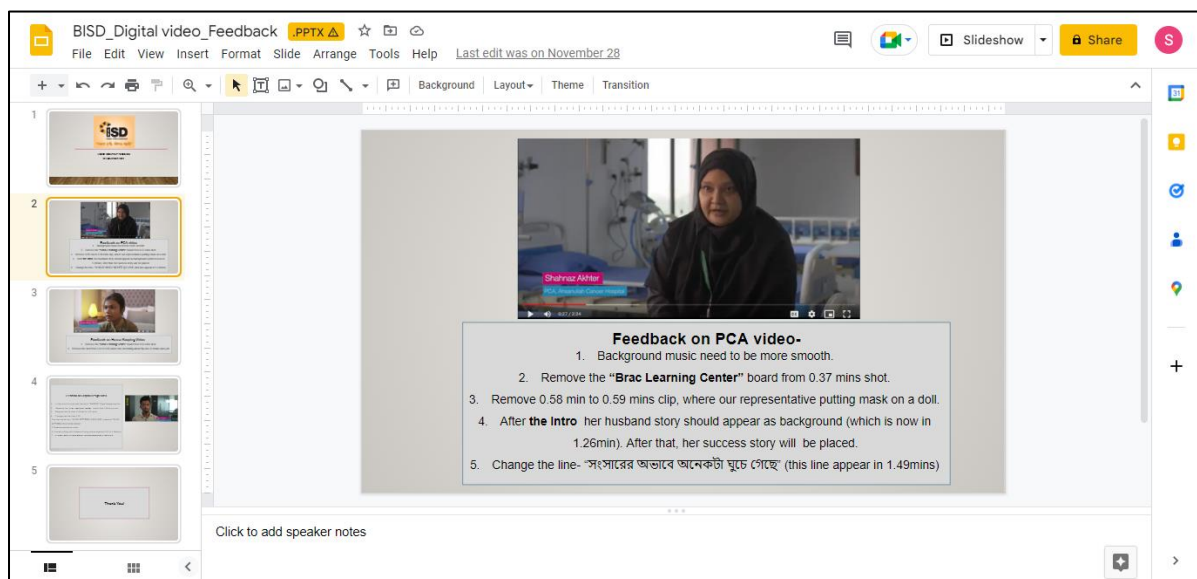


Image 2.4: Feedback on success story of BRAC ISD offline course students.

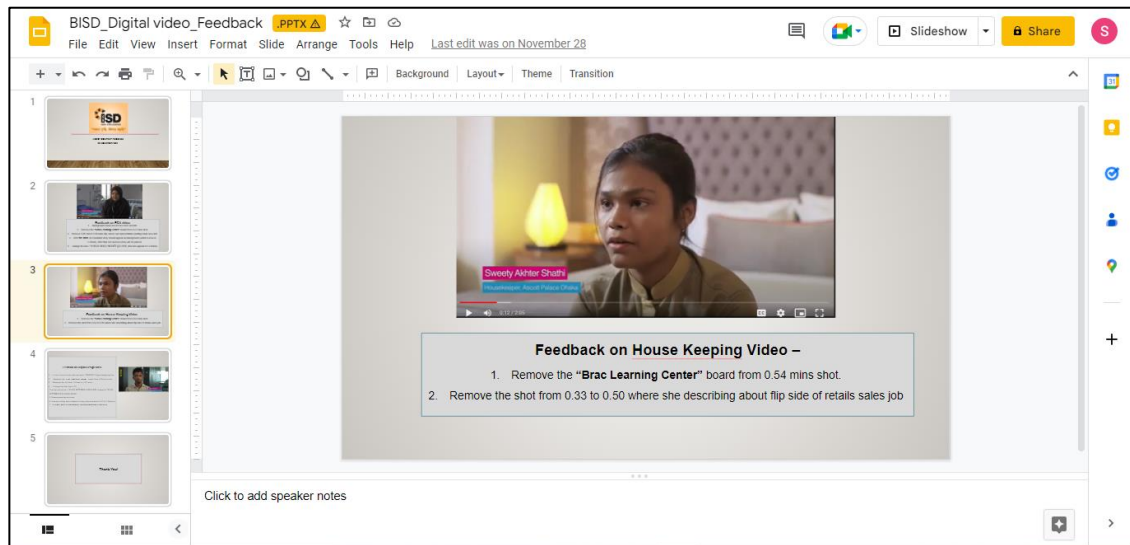


Image 2.5: Feedback on success story of BRAC ISD offline course students.

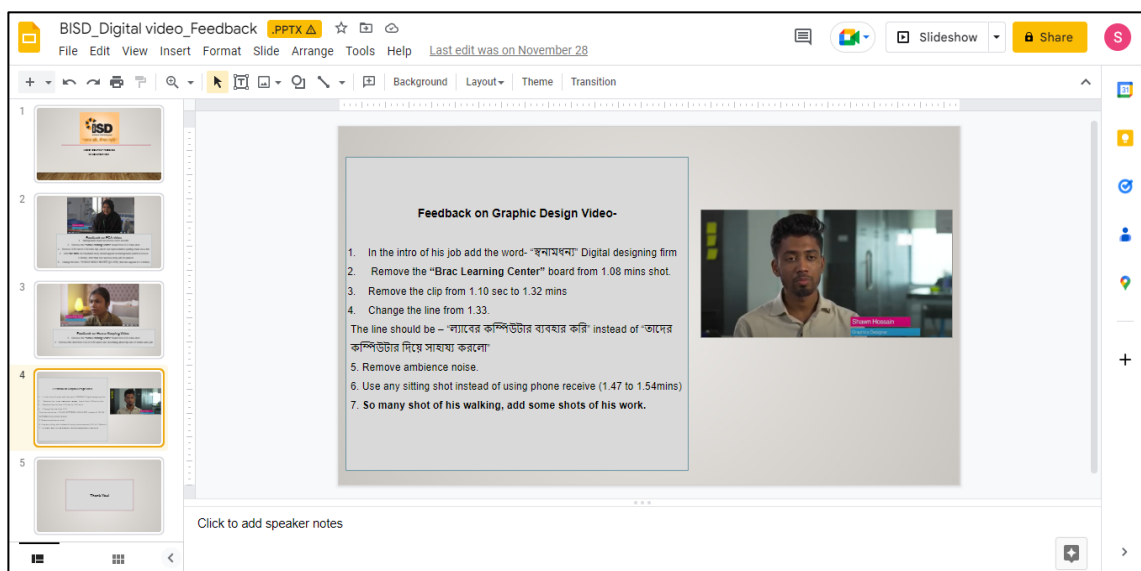


Image 2.6: Feedback on success story of BRAC ISD offline course students.

After giving these feedback agencies edited the videos and after the edited version there were also need some changes. For this reason, I had prepared another feedback PPT on these videos.

Feedback on edited video-

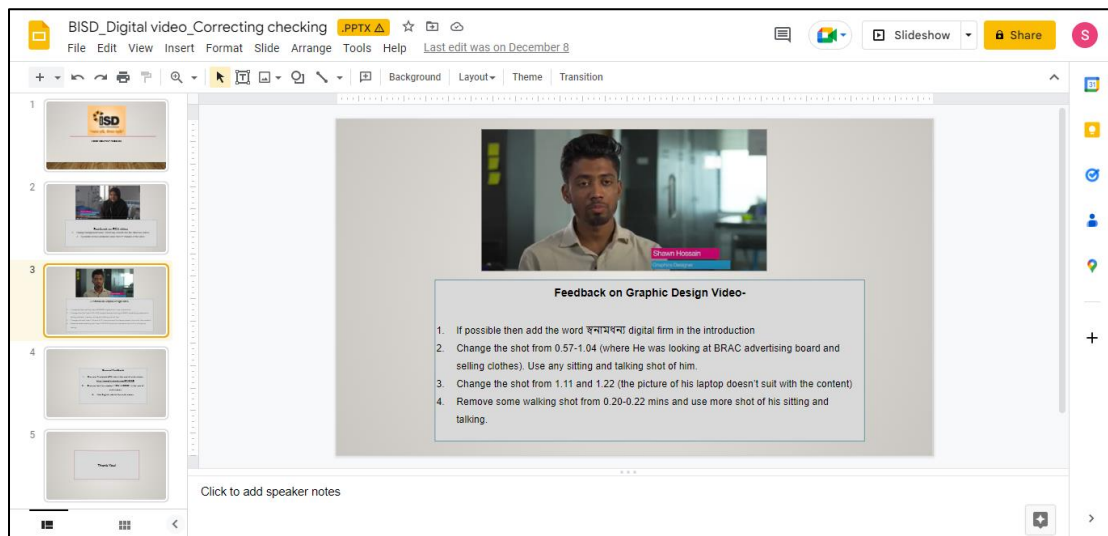


Image 2.7: feedback on edited version.

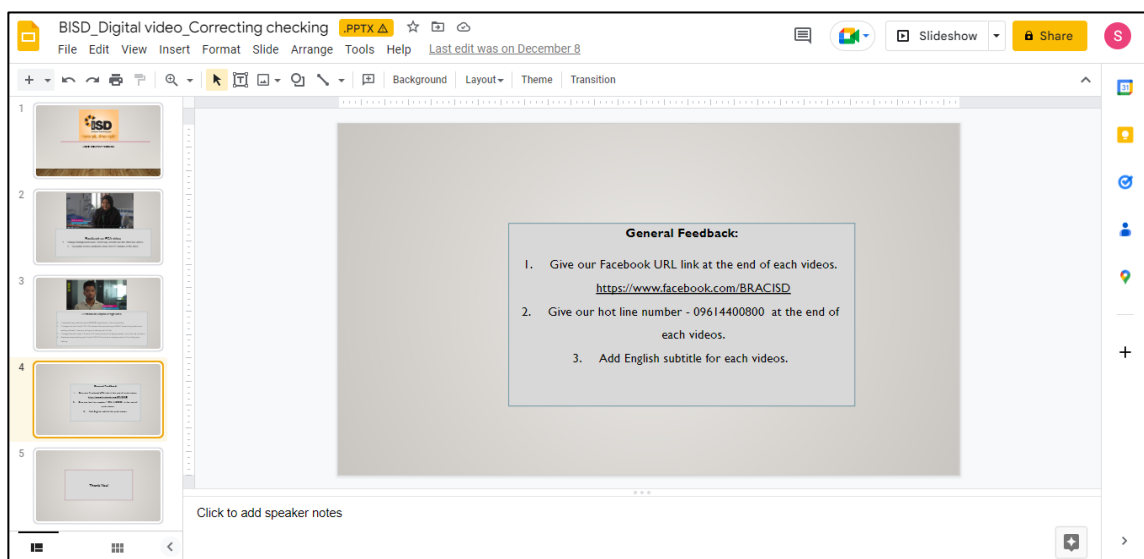


Image 2.8: feedback on edited version.



Some of those edited content according to feedback already goes to social media page-

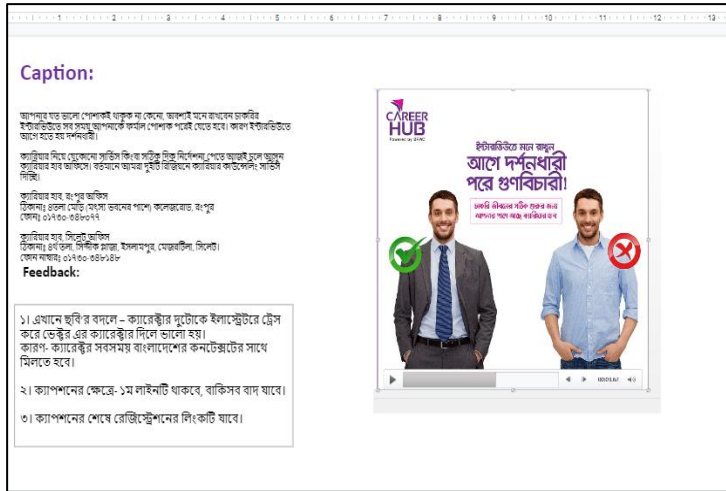


Image 2.11: before feedback the content and feedback of it



Image 2.12: After feedback

Link of the post:

<https://www.facebook.com/careerhub.brac/videos/524077522913486?idorvanity=231228718524596>

N.B: Many contents that I gave feedback will appear in the social media in January month. For maintain the content calendar they finish review of the content one month ago.

- Another mistake was I always wrote the feedback in a sentence but after noticing that I was strictly instructed to write feedback in bullet point.

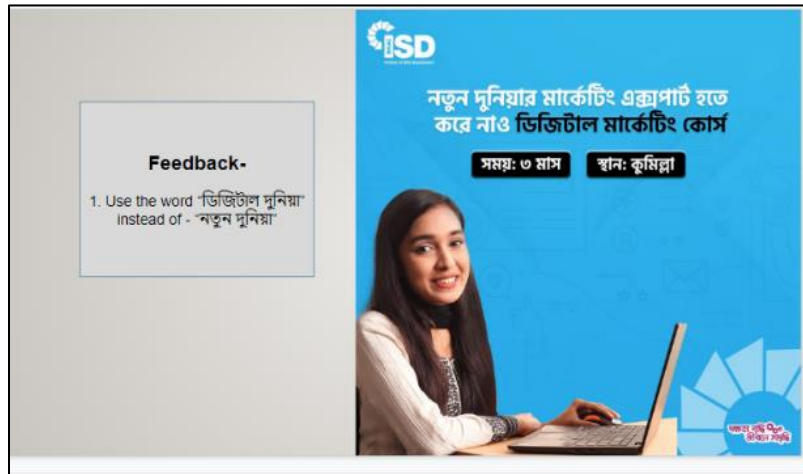


Image 2.14: Feedback wrote in the bullet point.

Learning outcomes:

This projects helped me many ways. Continuously doing the task develop a good sense about digital content design, color guideline and know about the importance of content size.

Alongside on the content I always had to emphasize on Cop and Caption. Which kind of key words are using on them and is aligning or not; it was one of the major thing to measure. This checking helped me to develop knowledge about copy writing.

Lastly this content feedback teach me how to catch target audience attention and which kind of words should use in which context. The most valuable thing I have learnt that without exaggeration how promotion could be done so that participants get the authentic information.

PROJECT 3

Project Name: *Instagram Trend Analysis*

Project Brief:

BRAC ISD has a separate Instagram ID to promote their skills development courses. they offer different kind of training so that youth can promote their skills and not only enhancing skills their only goal but also link their students with job market is the ultimate goal of their project. They were running promotional campaign through Facebook from the beginning but after COVID-19 they also opened Instagram ID as this platform became popular among youth during that time. But their Instagram id was not getting much exposure according to their expectations. For this reason, we needed to analyze Instagram trends.

My Responsibility and Task:

I was assigned to conduct a short research for Instagram Trend analysis. The main objective of this research was to find out the scope of what kind of steps we need to take for getting a bigger exposure for Instagram ID. So that our target audience gets engaged with our platforms. I divided the findings into four segments. the segments brief are given below-

First I described what is the present popular Instagram trend and compared them with BRAC ISD Instagram account.

Secondly I focused on caption, copy, Hashtag and key words. I tried to describe how these elements can do better because it helps the post to reach a bigger audience.

Thirdly I suggested making reels and dynamic contents. I emphasized to add trendy music. also mentioned that they can also select music from Instagram suggestions because Instagram suggest music according to niche.

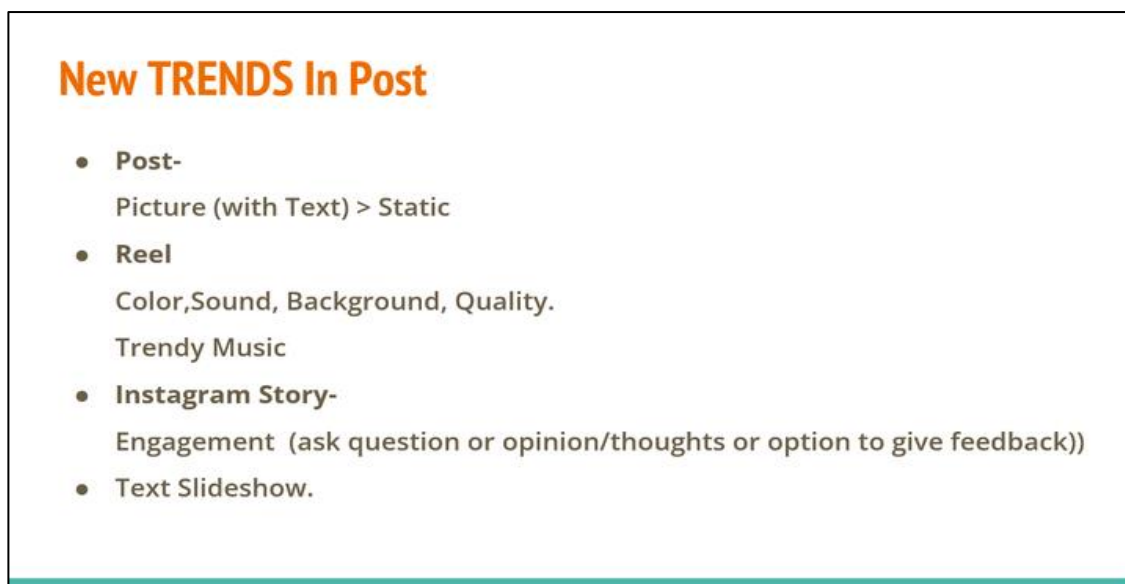
In the last point I have marked some important issue for example, promote Instagram account via Facebook posts and etc. I suggested these points because these external things would help them to increase organic boosting of the account.

I am attaching here the presentation slide that I have presented to Specialist, Social Media and Digital Marketing of Skills Development program-

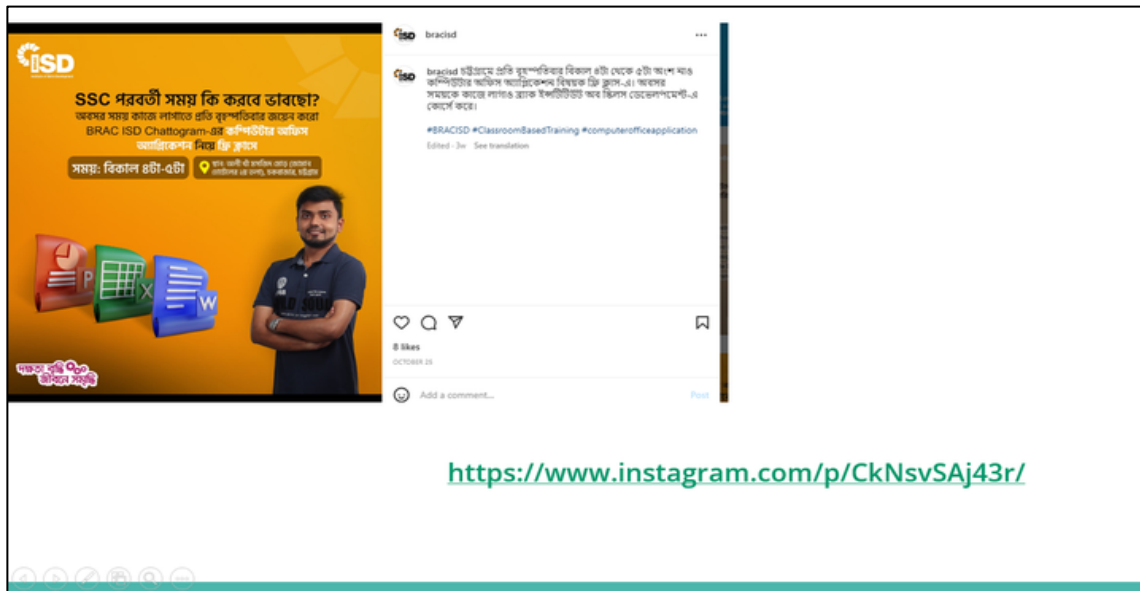
Slide 1



Slide 2



Slide 3



Slide 4



Slide 5

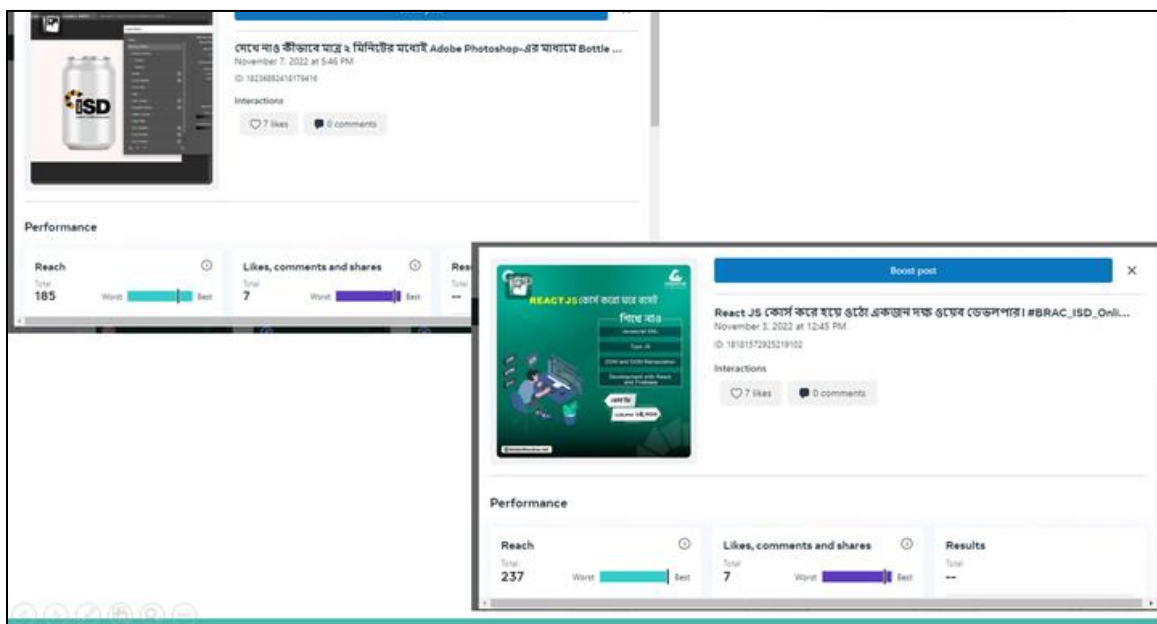
Caption

- Post Caption- Need a hook.
- Reel- Need hook,smooth transition, proper timing, pop-up
- Emphasize on keyword .
- Hashtag - Industrial, niche specific, post specific, vague,

#SkillDevelopmentByGraphicDesign

N.B: Caption and hashtag important to make understand our business and target audience to instagram

Slide 6



Slide 7

Music Trend

- Focus target audience
- Focus niche
- Check instagram suggestion

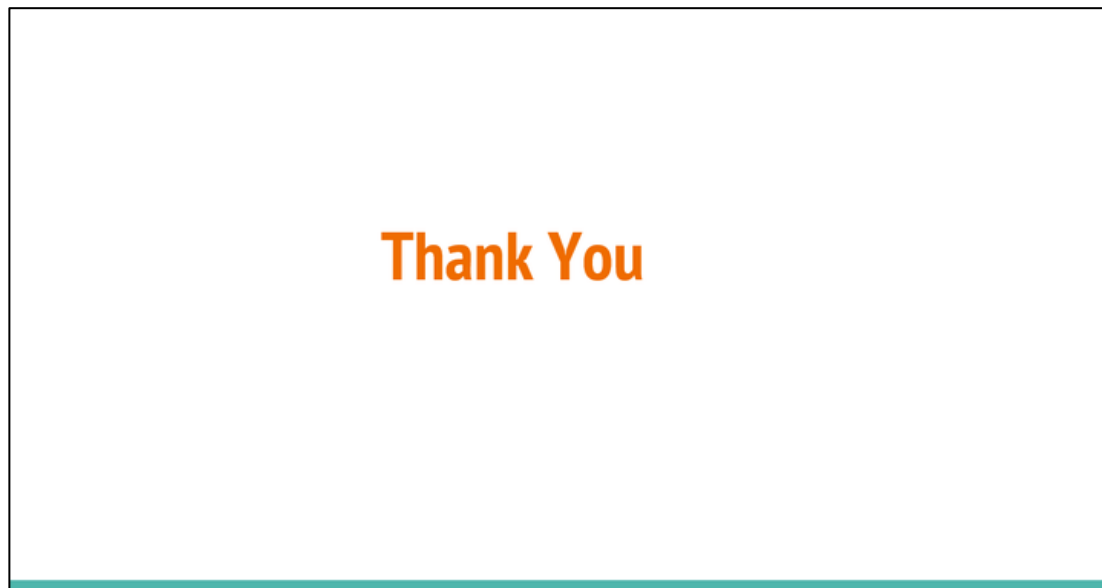
Motion by using Picture

Slide 8

Important to-do list

- Set the instagram account Business or Creator mood.
- Make quality full content-library to hold the followers.
- Media convergence- Put instagram link in website. Share the link through facebook post.
- Use hashtag in Bio.
- Marketing by influencer - Sakib Bin Rashed
- **Observation**

Slide 9



After the presentation Specialist, Social Media and Digital Marketing of the program give some feedback about the presentation via mail. I am attaching his feedback bellow-

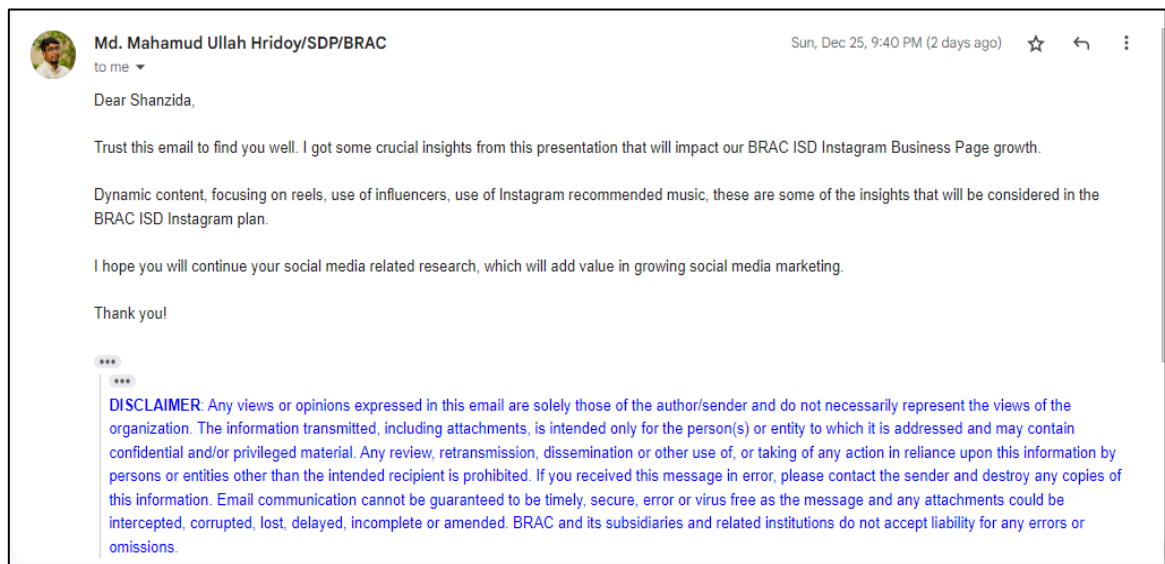


Image 3.1: Feedback after the presentation.

Challenges:

I have never conducted this kind of analysis before. It was totally new for me and I was not provided by any sample or guideline. On the other hand I am not also Instagram's regular audience. For this reason I faced some challenges that I am mentioning below-

- I face difficulties in understanding trend analysis.
- There were very few accounts on Instagram which are similar to BRAC ISD products. for this reason, it was challenging to apply the compare contrast method.
- The most difficult part was hashtag analysis because similar kind of accounts was not available on Instagram.

Mistakes:

- The first mistake I felt after the presentation is, the slide design was not attractive.
- I should use some statistics data that would create my points more strongly and be helpful to understand for the audience.
- I think I should add more pictures of digital content that other similar business accounts develop for their exposure.

After figuring out those points I tried to not repeat these mistakes in the next tasks.

Learning outcomes:

This project helps me a lot to understand how to do Trend analysis for any social media platform. Alongside I learnt the importance of hashtag, key words as well as which kind of copy and caption helps to reach bigger audiences.

This learning also helped me when I checked digital content and gave feedback. I tried to select appropriate keywords and hashtags because now I know how important these things are.

PROJECT 4

Project Name: *Update FAQ sheet answers*

Project Brief:

As I mentioned before my main responsibility was query management and ensuring the best service to the target audience. They had a FAQ (Frequently Asked Questions) sheet. Where frequently asked questions and their answers were written.

The assigned person of query, had to update the sheet because some courses were not offered for the next batch. Same as, some new courses added and some new questions asked frequently. For this reason, writing the answers of new questions and making descriptions about new courses.

My Responsibility and Task:

My task was to write the answers of new questions and write descriptions about new courses. To make the new answers I discussed the questions and answers with the operational team. Their suggestions were important because ultimately they have sufficient knowledge about courses and the whole program.

After preparing all the answers, I had to input these questions in the main FAQ sheet. But before that I also took communication specialist feedback about the writing. After her feedback I input the answers in the main FAQ sheet.

New FAQ sheet for BRAC ISD:

নতুন প্রশ্ন এবং সাজেস্টেড উত্তরঃ

পাইথন উইথ জ্যাঙ্গো

আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ। পাইথন উইথ জ্যাঙ্গো কোর্স থেকে শিক্ষার্থীরা শিখবে কিভাবে পাইথন এবং জ্যাঙ্গো ফ্রেমওয়ার্ক ব্যবহার করে দুর্দান্ত ওয়েব অ্যাপ্লিকেশন তৈরি করা যায়। এ কোর্সটি পর্বতীতে ওয়েবডেভেলপমেন্ট এবং ফ্রিল্যান্সিং করতে শিক্ষার্থীদের সাহায্য করবে। আপনি যদি এই কোর্সটি নিয়ে আগ্রহী হয়ে থাকেন, তাহলে ভিজিট করুন আমাদের ওয়েবসাইট <https://bisdonline.brac.net/python-with-django> অথবা কল করুন 09614400800 নম্বরে

রিয়েক্ট জেএস

আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ। এই কোর্স থেকে - ইউজার ইন্টারফেস ডেভেলপ করার জন্য একটি গুরুত্বপূর্ণ ওয়েব ফ্রেমওয়ার্ক- JSX, প্রপস, স্টেট, ইভেন্ট সহ আরো নতুন অনেক কিছু শিখতে পারবেন। এই কোর্সটি এমনভাবে ডিজাইন করা হয়েছে যাতে যে কেউ React JS এর সামগ্রিক ধারণা বুঝতে পারেন। আপনি যদি এই কোর্সটি নিয়ে আগ্রহী হয়ে থাকেন, তাহলে ভিজিট করুন আমাদের ওয়েবসাইট <https://bisdonline.brac.net/react-js> অথবা কল করুন 09614400800 নম্বরে

UI/UX ডিজাইন

আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ। এই কোর্স থেকে, প্রশিক্ষার্থীরা শিখবে কীভাবে একটি এ্যাপ ইউজার-ফ্রেন্ডলিভাবে তৈরি করা যায় যেনো ব্যবহারকারী সহজেই সেই অ্যাপ্লিকেশন ব্যবহার করতে পারেন। বর্তমানে ওয়েবডেভেলপমেন্ট সেক্টরে ক্যারিয়ারের জন্য UI/UX ডিজাইনঃ কোর্সটি চাহিদা বাড়ছে। আপনি যদি অনলাইন কোর্সগুলো নিয়ে আগ্রহী হয়ে থাকেন, তাহলে ভিজিট করুন আমাদের ওয়েবসাইট <https://bisdonline.brac.net/ui-ux/> অথবা কল করুন 09614400800 নম্বরে

পিএইচপি অ্যান্ড লারভেল

আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ। পিএইচপি অ্যান্ড লারভেল কোর্সে ওয়েব ডিজাইন, ওয়েব পাবলিশিং, প্রোগ্রামিং এবং ডাটাবেস ম্যানেজমেন্টে সহ আরো অনেককিছু শেখানো হবে। এসকিউএল-এর মৌলিক বিষয়গুলি দিয়ে শুরু করে, প্রশিক্ষার্থীরা ধাপে ধাপে শিখবে কীভাবে একটি গতিশীল ওয়েবসাইট তৈরি করতে হয়। আপনি যদি এই কোর্সটি নিয়ে আগ্রহী হয়ে থাকেন, তাহলে ভিজিট করুন আমাদের ওয়েবসাইট <https://bisdonline.brac.net/laravel> অথবা কল করুন 09614400800 নম্বরে

এসইও

আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ। সার্চ ইঞ্জিন অপটিমাইজেশন কোর্স থেকে শিক্ষার্থীরা শিখবে কিভাবে সার্চ ইঞ্জিনের মাধ্যমে সাইট - এর স্পীড বাড়ানো যায় এবং কী-ওয়ার্ড রিসার্চ করে অর্গানিকভাবে একটি সাইটকে হাই র্যাঙ্কে নেওয়া যায়। এবং এ কোর্সটি পর্বতীতে ডিজিটাল মার্কেটিং এবং ফ্রিল্যান্সিং করতে শিক্ষার্থীদের সাহায্য করবে। আপনি যদি এই অনলাইন কোর্সটি নিয়ে আগ্রহী হয়ে থাকেন, তাহলে ভিজিট করুন আমাদের ওয়েবসাইট <https://bisdonline.brac.net/seo> অথবা কল করুন 09614400800 নম্বরে।

ওয়েব ডেভেলপমেন্টের কোর্স করতে চাই/ ওয়েব ডেভেলপমেন্টের কোন কোর্স আছে কি?

আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ। সরাসরি ওয়েব ডেভেলপমেন্ট কোর্স অফার করছি না তবে, আমাদের নতুন যে কোর্সগুলো এসেছে- রিয়েল্ট জেএস, UI/UX ডিজাইন, পাইথন উইথ জ্যাক্সো, পিএইচপি অ্যান্ড লারাভেল এ কোর্সগুলো করলে আপনি ওয়েব ডেভেলপমেন্টে সম্পর্কিত অনেক কিছু শিখে নিতে পারবেন এবং তা আপনার ফ্রি ল্যান্সিং এ ক্যারিয়ার গঠনের জন্য নানানভাবে সাহায্য করবে। আপনি যদি এই কোর্সগুলো নিয়ে আগ্রহী হয়ে থাকেন, তাহলে ভিজিট করুন আমাদের ওয়েবসাইট <https://bisdonline.brac.net/> অথবা কল করুন 09614400800 নম্বরে।

ফ্রি-ল্যান্সিং - আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ। যারা ঘরে বসে আত্মনির্ভরশীল হতে চান ফ্রিল্যান্সিং কোর্সটি তাদের জন্যই অফার করা হচ্ছে। এ কোর্সে যা যা থাকছে- ব্র্যান্ডিং, Behance এছাড়াও LinkedIn, Fiverr, Upwork, Freelancer- এর বিস্তারিত। এছাড়াও সবগুলো Lesson-এর Follow-up এবং অগ্রগতি মূল্যায়ন করতে ইন্টারভিউ এবং পরীক্ষা। আপনি যদি এই কোর্সটি নিয়ে আগ্রহী হয়ে থাকেন, তাহলে ভিজিট করুন আমাদের ওয়েবসাইট <https://bisdonline.brac.net/freelancing/> অথবা কল করুন 09614400800 নম্বরে।

SL- 13 - অনলাইনে কি কি কোর্স আছে?

আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ, বর্তমানে আমাদের অনলাইন যে কোর্সগুলো আছে ও তাদের ডিসকাউন্টেড ফী:

বিজনেস কমিউনিকেশন - ট ৫০০

গ্রাফিক্স ডিজাইন - ট ২,৮৬০

ডিজিটাল মার্কেটিং - ট ৩,২৬০

জব ইন্টারভিউ রেভিনেস - ট ৩৬৫

এফেক্টিভ প্রজেন্টেশন - ট ৩৬৫

ইংলিশ রাইটিং - ট ৩৬৫

অ্যাডোবি ফটোশপ - ট ১,০০০

ফ্রী-ল্যান্সিং- ট ১০০০ সহ ওয়েব ডেভেলপমেন্ট রিলেটেড আরো অনেক কোর্স।

ক্রিয়েটিভ আইটির লোগো কেনো?

এ কোর্সগুলো ব্র্যাক আইএসডি এবং ক্রিয়েটিভ আইটির যৌথ উদ্যোগে অফার করা হচ্ছে। ক্রিয়েটিভ আইটির দক্ষ ট্রেনার দ্বারা এ কোর্সটি করানো হবে। এবং কোর্স শেষে যে সার্টিফিকেট দেওয়া হবে সেখানে দুটি অরগানাইজেশনের যৌথ উদ্যোগে দেওয়া হবে যা সার্টিফিকেটের মূল্য বাড়াতেও সহায়ক।

প্রশ্নঃ অনলাইন কোর্স ক্লাস টাইম-

এই অনলাইন কোর্সে দুটি শিফট অফার করা হচ্ছে- বিকেল (২-৪টা) এবং সন্ধ্যা (৬-৮টা)। কি কি বারে হবে তা প্রথম ক্লাসে ট্রেনার সকল শিক্ষার্থীদের সাথে কথা বলে একটি নির্দিষ্ট রুটিন ঠিক করেন সকলের সুবিধার জন্য।

প্রশ্নঃ এখন ভর্তি হতে পারবো কি না (অনলাইন কোর্সের জন্য) -

জি, আমাদের ভর্তি চলছে। আপনি চাইলে আপকামিং ব্যাচেই ভর্তি হতে পারবেন। আর নেক্সট ব্যাচের আপডেট পেতে আমাদের পেজে চোখ রাখুন।

প্রশ্নঃ যদি অনলাইন কোর্সের পোস্ট অফলাইন কোর্সের প্রশ্ন আসে। যেমন- এ কোর্সটি কি আমি কুমিল্লা সেন্টার থেকে করতে পারব?

উত্তরঃ জি কুমিল্লাতে আমাদের সেন্টার আছে কিন্তু সে সেন্টারের সাথে এ কোর্সের কোন সম্পর্ক নেই। এ কোর্সটি শুধুমাত্র অনলাইনে অফার করা হচ্ছে। এছাড়া কুমিল্লা সেন্টারের ট্রেনার আলাদা। কুমিল্লা সেন্টারের কোর্স সম্পর্কে বিস্তারিত জানতে সেন্টারের সাথে সরাসরি যোগাযোগ করতে হবে। কুমিল্লা সেন্টারের ঠিকানা-

৩৬/এ, পারভিন স্কোয়ার (৪র্থ তলা) রামঘাট, কান্দিরপাড়, কুমিল্লা।

বিস্তারিত জানতে ফোন করুনঃ ০১৭২৯০৭১৩০৩

প্রশ্নঃ এই ক্রিয়েটিভ আইট'র কোর্সগুলো থেকে কি লাভ পাব?

আপনার ব্র্যাক আইএসডির এবং ক্রিয়েটিভ আইটি যৌথভাবে এ কোর্সগুলো অফার করছে বলে কোর্সগুলো অনেক কম মূল্যে পাচ্ছেন। এছাড়াও কেউ ফাইন্যানশিয়াল এইড চাইলে বিশেষ বিবেচনায় তারও ব্যবস্থা করা হয়। ব্র্যাক আইএসডির লক্ষ্য সকল তরুণদের যোগ্যতাসম্পন্ন করে তুলার। ওয়েব ডেভলপমেন্ট সম্পর্কিত কোর্স বা এসইও অনেকেই শিখতে চায় ভালো প্রতিষ্ঠান থেকে কিন্তু কোর্স ফ্রী বেশি হওয়ায় করতে পারে না। আমাদের তাদের কথা ভেবেই কোর্সগুলো এনেছি।

প্রশ্নঃ অনলাইন অফিসের ঠিকানা যদি কেউ চায়-

যেহেতু কোর্সটি অনলাইনে করানো হবে, আপনি যেকোনো জায়গা থেকে করতে পারবেন। আমাদের অফিস ব্র্যাক সেন্টারের অপজিটে কাদিরিয়া টাওয়ারের ৮ তলায়।

New FAQ sheet for Career Hub:

প্রশ্নঃ আপনাদের এখানে কি কি চাকরি আছে????

উত্তরঃ আমাদের সাথে যোগাযোগের জন্য ধন্যবাদ। ক্যারিয়ার হাব চাকরীপ্রার্থীদের ইন্টেরেস্টের জায়গা এবং ইমপ্রুয়ারদের চাহিদার মধ্যে সমন্বয় করে দু পক্ষের সংযোগ করে দেবার জন্য সর্বোচ্চ চেষ্টা করে থাকে। আপনার ক্ষেত্রেও ক্যারিয়ার হাব আপনি যে সেক্টরে চাকরির জন্য আগ্রহী সে সেক্টরের জন্য প্রস্তুতি নিতে এবং সে সেক্টরের সাথে সংযোগ করে দেওয়ার জন্য সাহায্য করে থাকবে। তাই আপনি আগ্রহী হলে, ক্যারিয়ার হাবের অনবোর্ডিং সেশনটি বুক করুন। আমাদের প্রথম দুটি সার্ভিস একদম ফ্রি। বিস্তারিত জানতে এবং অনলাইনে রেজিস্ট্রেশন করতে ভিজিট করুন এই , <https://careerhub.brac.net/> লিংকে।

প্রশ্নঃ আমার একটি চাকরীর খুব দরকার। আমাকে একটি চাকরি দিলে খুব উপকৃত হই। আমাদের সাথে যোগাযোগের জন্য ধন্যবাদ। বেকারত্ব সমস্যার সমাধান লক্ষ্যে ক্যারিয়ার হাব কাজ করে যাচ্ছে। ক্যারিয়ার হাব চাকরীপ্রার্থীদের ইন্টেরেস্টের জায়গা এবং ইমপ্রুয়ারদের চাহিদার মধ্যে সমন্বয় করে দু পক্ষের সংযোগ করে দেবার জন্য চেষ্টা করে থাকে। তাই আপনি যদি চাকরীপ্রার্থী হয়ে থাকেন তবে, ক্যারিয়ার হাবের অনবোর্ডিং সেশনটি বুক করুন। আমাদের প্রথম দুটি সার্ভিস একদম ফ্রি। বিস্তারিত জানতে এবং অনলাইনে রেজিস্ট্রেশন করতে ভিজিট করুন এই , <https://careerhub.brac.net/> লিংকে।

প্রশ্নঃ আমি এখান থেকে ট্রেনিং নিয়ে ব্যাংক ইমপ্রুয় / সেলস মার্কেটিং -এই ধরনের জব করতে পারব?

উত্তরঃ

আমাদের সাথে যোগাযোগের জন্য ধন্যবাদ। বর্তমান চাকরির বাজারে সেলস মার্কেটিং/ ব্যাংকিং অনেক সম্ভাবনাময়ী একটা সেক্টর। আমরা এ সেক্টরে চাকরীর জন্য প্রস্তুত করতে প্রয়োজনীয় সকল সহায়তা দিতে পারি। ক্যারিয়ার হাব চাকরীপ্রার্থীদের ইন্টেরেস্টের জায়গা এবং ইমপ্রুয়ারদের চাহিদার মধ্যে সমন্বয় করে দু পক্ষের সংযোগ করে দেবার জন্য চেষ্টা করে থাকে। তাই আপনি এ সেক্টরে চাকরীর জন্য কিভাবে প্রস্তুতি নিনেন তা সম্পর্কে প্রয়োজনীয় দিকনির্দেশনা পেতে ক্যারিয়ার হাবের অনবোর্ডিং সেশনটি করতে পারেন যে সার্ভিসটি একদম ফ্রি। বিস্তারিত জানতে এবং অনলাইনে রেজিস্ট্রেশন করতে ভিজিট করুন <https://careerhub.brac.net/> লিংকে।

প্রশ্নঃ এখান থেকে কি ব্রাকের চাকরীর সুযোগ পাব?

উত্তরঃ

ক্যারিয়ার হাব ব্রাকের একটি প্ল্যাটফর্ম হলেও এখান থেকে শুধু ব্র্যাক না, ব্র্যাক সহ অন্যান্য প্রতিষ্ঠানেও চাকরির সুযোগ এর জন্য সহযোগীতা প্রদান করে থাকে। ক্যারিয়ার হাব চাকরীপ্রার্থীদের ইন্টেরেস্টের জায়গা এবং ইমপ্রুয়ারদের চাহিদার মধ্যে সমন্বয় করে দু পক্ষের সংযোগ করে দেবার লক্ষ্যে কাজ করে থাকে। এবং কোন

পাটিসিপেন্ট আমাদের সার্ভিসের সকল স্টেপ ভালোভাবে সম্পন্ন করার পর, সে পাটিসিপেন্টকে ইমপ্লয়ারের সাথে সংযোগ করে দেওয়ার সর্বোচ্চ চেষ্টা করি। তাই আপনি যদি চাকরীপ্রার্থী হয়ে থাকেন তবে, ক্যারিয়ার হাবে রেজিস্ট্রেশন করুন। আমাদের প্রথম দুটি সার্ভিস একদম ফ্রি। বিস্তারিত জানতে এবং অনলাইনে রেজিস্ট্রেশন করতে ভিজিট করুন <https://careerhub.brac.net/> লিংক।

প্রশ্ন: ক্যারিয়ার হাব-এর সার্ভিসসমূহ:

উত্তর:

ক্যারিয়ার হাবে রেজিস্ট্রেশনের পরে আমাদের প্রথম দুটি সার্ভিস হলো- ক্যারিয়ার চ্যাট যেখানে মূলত ক্যারিয়ার সম্পর্কে কাউন্সিলিং দেওয়া হয়, অতঃপর, এমপ্লয়ীবিলাটি ফ্লিস এসেসমেন্ট টেস্ট নেওয়া হয় যা আপনার বর্তমান ফ্লিস কোন পর্যায়ে আছে সে সম্পর্কে ধারণা দিবে। এই টেস্টের পরে আমরা একটি ইমপ্লুমেন্ট প্লান দিয়ে থাকি। এ সার্ভিসের মধ্যে আপনি আপনার প্রয়োজন মতো প্রিমিয়াম সার্ভিস (৪ দিনের ওয়ার্কশপ) অথবা, রেগুলার (ওয়ার্কশপ বিহীন) সার্ভিস যে কোন একটি বেছে নিতে পারবেন। এবং সব শেষে মক ইন্টারভিউ নেওয়া হবে যা আপনার এতো দিনের প্রস্তুতি কতটুকু সফল হলো তা পরখ করতে সহায়তা করবে। মক ইন্টারভিউ এর পরে ক্যারিয়ার হাব অপরচুনিটিসের সাথে কানেক্ট করে দেওয়ার চেষ্টা করবে।

প্রশ্ন: অনলাইনে রেজিস্ট্রেশন কিভাবে করব?

আপনাকে প্রথমে রেজিস্ট্রেশন করতে হবে। অনলাইন রেজিস্ট্রেশন লিংক:

careerhub.brac.net এই লিংকে গেলে জয়েন ফর ফ্রি একটা অপশন পাবেন সেখানে ক্লিক করলেই পাটিসিপেন্ট ক্যাটাগরিতে গিয়ে রেজিস্ট্রেশন করুন। প্রসেসটি আরো ভালোভাবে বুঝতে নিচের ভিডিওটি দেখতে পারেন।

For tutorial -

<https://fb.watch/ft6S0o0irA/>

ধন্যবাদ।

হট-লাইন নম্বরের কথা কেউ জিজ্ঞেস করে থাকলে-

ক্যারিয়ার হাব সম্পর্কিত যে কোন বিষয়ে বিস্তারিত জানতে ফোন করুন- 09614880099 নম্বরে।

প্রশ্ন: আমি এস.এস.সি/ এইচ.এস.সি'র স্টুডেন্ট আমি কি আপনাদের সার্ভিস নিতে পারি?

উত্তর: আমাদের সাথে যোগাযোগের জন্য ধন্যবাদ। ক্যারিয়ার হাব চাকরীপ্রার্থীদের ইন্টারেস্টের জায়গা এবং ইমপ্লয়ারদের চাহিদার মধ্যে সমন্বয় করে দু'পক্ষের সংযোগ করে দেবার লক্ষ্যে কাজ করে থাকে। সেক্ষেত্রে অনার্স বা সমমান ডিগ্রির প্রয়োজন হয়। তাই এখন পর্যন্ত আমরা ৩য় বর্ষের শিক্ষার্থীর নিয়ে কাজ করেছি এবং এরপরের শিক্ষার্থীদের সার্ভিস এখন দেওয়া হচ্ছে না। তাই, আপনি গ্রাজুয়াশনের শেষেরদিকে

আসলে অবশ্যই আমাদের সাথে যোগাযোগ করবেন। আমরা সাহায্য করার সর্বোচ্চ চেষ্টা করব।

মক ইন্টারভিউ দিয়েছি কিন্তু এখনো ডাক আসলো না- মক ইন্টারভিউ দেয়া মানেই ক্যারিয়ার হাব থেকে রেফার এর নিশ্চয়তা দেয় না। মক ইন্টারভিউ এর পারফরমেন্স এবং আপনার ইন্টারেস্ট উপর ভিত্তি করে ক্যারিয়ার হাব জব কানেকশনের চেষ্টা করে মাত্র!

তারপরেও আপনি পরবর্তী যে কোন সাপোর্টের জন্য ক্যারিয়ার হাবের যে সেন্টার থেকে সেবা নিয়েছেন সেই সেন্টারের সাথে সরাসরি যোগাযোগ করতে পারেন।

কী কত?

আমাদের রেজিস্ট্রেশন এবং এর পরের দুটি সার্ভিস একদম ফ্রী। এবং এরপরে আমাদের প্রিমিয়াম সার্ভিস (যেখানে ৪দিনের ওয়ার্কশপ করানো হবে) তা ডিস্কাউন্টে ১৫০০ টাকায় অফার করা হচ্ছে। আবার, রেগুলার সার্ভিস (যেখানে ওয়ার্কশপ ছাড়া বাকি সব সার্ভিস একই) যা ডিস্কাউন্টে ১০০০ টাকায় অফার করা হচ্ছে। বিস্তারিত জানতে এবং অনলাইনে রেজিস্ট্রেশন করতে ভিজিট করুন <https://careerhub.brac.net/> লিংক।

বিসিএস/ প্রাইমারি স্কুলের শিক্ষক হতে চাই আমি কি কোন সাহায্য পেতে পারি?

উত্তরঃ আমাদের সাথে যোগাযোগের জন্য ধন্যবাদ। ক্যারিয়ার হাবের জব রেজিনেস ট্রেনিং করে থাকলে তা বিসিএস/ প্রাইমারি স্কুলের শিক্ষকতার ক্ষেত্রে আপনি ইন্টারভিউ বোর্ড কিভাবে দক্ষতার সাথে ফেস করবেন সে সম্পর্কে পূর্ণাঙ্গ ধারণা পাবেন। সেই সাথে, সকল ইমপ্লয়বিলিটি স্কিলস বাড়বে। সুতরাং ক্যারিয়ার হাব আপনাকে প্রস্তুত হতে সাহায্য করবে তবে, যে কোন সরকারি চাকরির ক্ষেত্রে ক্যারিয়ার হাব রেফার করে না।

Suggestions from Communication specialist and edit the answers:

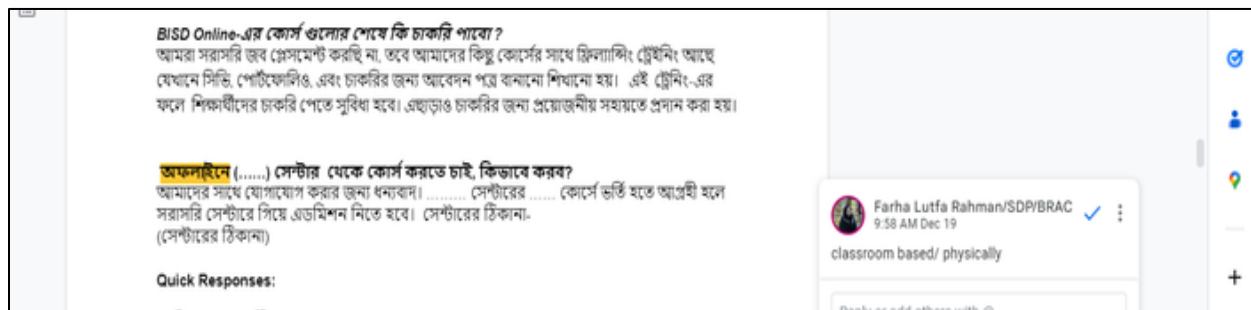


Image 4.1: Feedback from Communication specialist.

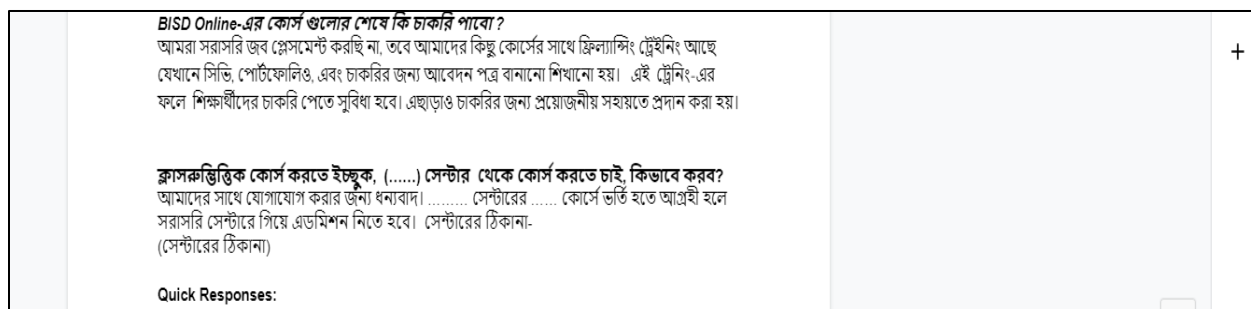


Image 4.2: Edited the answer according to suggestion.

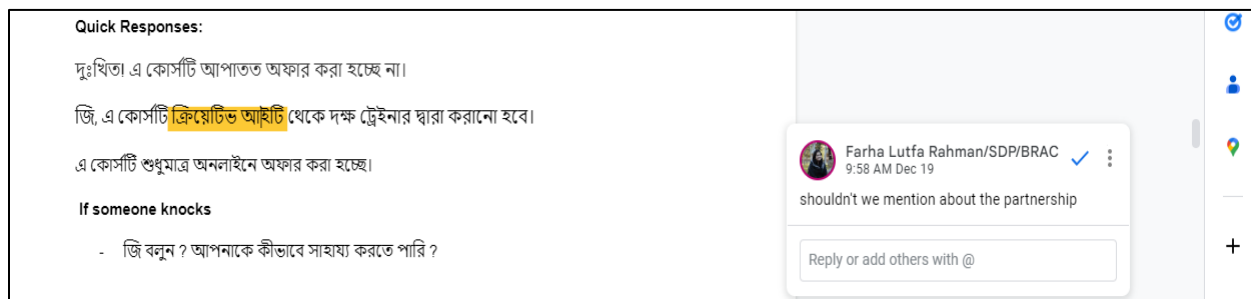


Image 4.3: Feedback from Communication specialist.

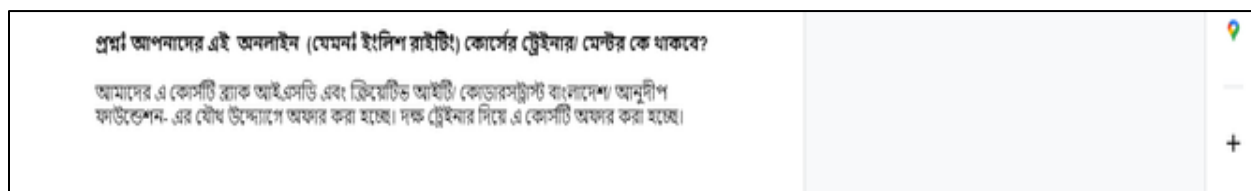


Image 4.4: Edited the answer according to suggestion.

Challenges:

- The most difficult part was fixing meeting minutes with operational team members because maximum times they kept busy.
- Make them questions understandable. they do not manage the query for this reason they did not have what kind of query I frequently received.

Mistakes:

This project did not have any major mistakes because eventually I understood the program, courses, target audiences perceptions and gained clear knowledge about other topic. At the same time I was totally clear about the tone of BRAC Communication so that there were not any remarkable mistakes.

Learning outcomes:

This project helps to enhance my writing skills. Especially Bangla writing skills that were kind of stopped during the academic semesters.

The biggest learning I have learned is, how to communicate in an authentic way and also make it attractive.

According to the guideline questions answer should be short, have to use simple words that are understandable for everyone. Don't exaggerate any service so that the audience gets authentic information. I had to develop the answers by following these instructions. It enhances my skills to do strategic communication.

PROJECT 5

Project Name: *Terms of Reference (ToR)-Designing a dynamic website for BRAC ISD Offline*

Project Brief:

This project was for BRAC ISD program. This program provide various kind of course for skills development in online and offline. To communicate and promote their courses they chose digital medium. For this reason having a website both for online and offline was required. They already had a website for online courses and they were willing to hire a agency who can make a website for offline courses. I was assigned to write a TOR for it so that agency can easily understand what exactly they want from the website.

My responsibility and Task:

My responsibility was writing the Tor. Before writing it they provided some examples so that I can understand the tone of their official approach. So I have to go through with those paper. Then devided the TOR with some segments and brain stormed in which segment what would be described for this part I took my supervisor advice.

After that I started writing according to the final approved plan. After my first draft my supervisor checked then he marked some line and give some more suggestion. After that I had edited the whole TOR paper and checked frequent time to understand that what the TOR paper reflect our expectation from agency properly or are there any ambiguity.

Finally, last edition checked by supervisor and also give some correction. There had to change some information and add some new so that I had to arrange those information too. After that this version approved and sent to the agency.

First draft of the TOR:

Terms of Reference (ToR)

Designing a dynamic website for BRAC ISD Offline

TOP LINE MESSAGE

BRAC Institute of Skills Development (BRAC ISD) envisages to provide demand based skill training in both urban and rural areas and ensure suitable employment opportunities for youth including disadvantaged groups in domestic and overseas markets.

BACKGROUND

BRAC Skills Development Programme (SDP) started in 2015 as an initiative to transform the large human capital of our country into skilled workers. It aims to empower youths through skills development and decent employment so that a competent workforce can lead our nation forward. In line with this mission, SDP initiated **BRAC Institute of Skills Development (BRAC ISD)** which started its journey and now has 10 technical training institutes in 6 different districts of Bangladesh which provides technical training on a total of 16 occupations to Bangladeshi youth who are 18 years of age and above and help them to find a job in the country and overseas.

KEY AUDIENCE

BRAC ISD targets youth of all socio-economic classes aged 18-35, students, drop-outs, job-seekers who want to get jobs through skill development.

OBJECTIVE

BRAC ISD intends to have a website showcasing all their courses and facilities as well as a way to register into these courses digitally.

CONTEXT

BRAC ISD aims to make human resources by providing different types of skill development programmes. This program has two platforms- Offline and online. Offline platform offers courses on the classroom basis and Online platform offers courses through online.

BRAC ISD is looking for a web development agency that will design a user-friendly website for the offline platform so that their audiences can easily get to know all the services. BRAC ISD online platform is also developing a website. This agency's other major duty would be to merge their developed website with the online website so that a customer can easily find offline and online services from one platform.

METHODOLOGY

For designing the website, the consultant/agency shall perform the following:

- Submit a proposal with a list of tasks, a timeline, and get approval and feedback from the SDP.
- Collect all the information about BRAC ISD centers and courses
- Follow the sample of pre-existing [BRAC ISD Online Website](#).
- Make the web design flexible enough so that updates can be incorporated easily.

DELIVERABLES

Items	Details
Website	- Website must include: - BRAC ISD offline website have to contain all the details about our service that is given by centers from six districts. - Courses will be separated according to different centers - Website has to contain center detail (address, number, Course details, price, time etc). - There will be an admin panel for keeping the data updated from time to time, for this reason, the website should be flexible in the regard of information change. - Data storage/ Data sorting features need to be available on the website. - The website needs to integrate with the payment gateway system. - Integration with the call center is a must. - Different types of marketing features for example- analytics, pixels etc should be installed.
Backend Communication	.Be updated about each region's courses, pricing and timings by communicating with the offline team. .Make the website flexible enough to incorporate these changes accordingly. .Integrated this Offline website with the online website so that a customer can easily find all the products/services of BRAC ISD. To integrate these two websites, need to keep in touch with online website developer team.

Duration of Engagement

Upon selection of the designing partner, the initial duration of the contract will be for

Selection Criteria

Selection	Description
Organizational Description	5%
Experience	10%
Human Resource Capacity	30%
Proposed Methodology	30%
Financials	25%

Payment

Payment will be processed as per BRAC's policy. Tax and VAT will be deducted at source according to the government-approved rules as per BRAC's policy.

REPORTING

All communications related to this task will be coordinated from SDP BRAC by:

Md. Mahamud Ullah Hridoy

Specialist, Social Media and Digital Marketing, BRAC SDP

Phone number: +8801313407187

E-mail: mahamud.ullah@brac.net

RESPONSIBILITIES OF BRAC

BRAC will:

- Orient the agency on the requirements of the assignment
- Share relevant information and documents with the agency such as:
 - a) Project information b) BRAC communication guidelines c) Course & Center details d) Relevant Website links e) Consent forms*
- Make payment

CONFIDENTIALITY AND NON-TRANSFERABILITY

The intellectual property rights of the produced document will be kept with BRAC. Any data, information, documents and other materials related to the work shall remain the property of BRAC and shall be kept confidential. The agency will not be allowed to transfer or divulge any information to any other person or organization without prior approval of BRAC unless it is necessary by the laws in Bangladesh. He/she is not also not allowed to assign it to another party. Sub-contract, delegate or otherwise transfer or dispose of any of its rights or obligation under this agreement. Any part of the document; therefore, cannot be sold, used, and reproduced in any manner without prior written approval of BRAC.

N.B: Some lines were marked by yellow color of the first draft because I was confused about these segments and by the color mark supervisor can easily check it.

Edited & Final Draft:

Terms of Reference (ToR) **Designing a dynamic website for BRAC ISD Offline**

TOP LINE MESSAGE

BRAC Institute of Skills Development (BRAC ISD) envisages to provide demand based skill training in both urban and rural areas and ensure suitable employment opportunities for youth including disadvantaged groups in domestic and overseas markets.

BACKGROUND

BRAC Skills Development Programme (SDP) started in 2015 as an initiative to transform the large human capital of our country into skilled workers. It aims to empower youths through skills development and decent employment so that a competent workforce can lead our nation forward. In line with this mission, SDP initiated **BRAC Institute of Skills Development (BRAC ISD)** which started its journey and now has 10 technical training institutes in 6 different districts of Bangladesh which provides technical training on a total of 16 occupations to Bangladeshi youth who are 18 years of age and above and help them to find a job in the country and overseas.

KEY AUDIENCE

BRAC ISD targets youth of all socio-economic classes aged 18-35, students, drop-outs, job-seekers who want to get jobs through skill development.

OBJECTIVE

BRAC ISD intends to have a website for showcasing their all courses information, center information and details about registration as well as payment methods so that a participant can easily register those courses digitally.

CONTEXT

BRAC ISD aims to make human resources by providing different types of skill development programmes. This program has two platforms- Offline and online. Offline platform offers courses on the classroom basis and Online platform offers courses through online.

BRAC ISD is looking for a web development agency that will design a user-friendly website for the offline platform so that their audiences can easily get to know about the course and center details. Also they can register courses and give payment digitally.

BRAC ISD online platform is also developing their website. This agency's other major duty would be to merge their developed website with the online website so that a customer can easily find offline and online course information from one platform.

METHODOLOGY

For designing the website, the consultant/agency shall perform the following:

- Submit a proposal with a list of tasks, a timeline, and get approval and feedback from the SDP.
- Collect all the information about BRAC ISD centers and courses
- Follow the sample of [BRAC ISD Online website.](#)
- Make the web design flexible enough so that updates can be incorporated easily.

DELIVERABLES

Items	Details
Website	- Website must include: - BRAC ISD offline website has to contain all the details about our service that is given by centers from six districts. - Courses will be separated according to different centers - Website has to contain center detail (address, number, Course details, price, time etc). - There will be an admin panel for keeping the data updated from time to time, for this reason, the website should be flexible in the regard of information change. - Data storage/ Data sorting features need to be available on the website. - The website needs to integrate with the payment gateway system. - Integration with the call center is a must. - Different types of marketing features for example- analytics, pixels etc should be installed. - Make the website dynamic so that the admin panel can change information if needed. - Integrated this Offline website with the online website (which is in under construction) so that a participant can easily find all the information of BRAC ISD.

Duration of Engagement

Upon selection of the designing partner, the initial duration of the contract will be for

Selection Criteria

Selection	Description
Organizational Description	Organizational structure, functional descriptions and portfolio
Experience	Minimum 5 years' experience on website development
Human Resource Capacity	Allocating a team to complete the task
Proposed Methodology	Plan, set of activities, timeline

Payment

Payment will be done following criteria:

1. 30% after prototype finalization
2. 30% after testing functionalities
3. 40% after full functional website handover

Payment will be processed as per BRAC's policy. Tax and VAT will be deducted at source according to the government-approved rules as per BRAC's policy.

Duration

Prototype Development- 15 days

Feedback Incorporation- 5 days

Coding- 45 days

Testing- 7 days

Handover- 8 days

Month: December to February

REPORTING

All communications related to this task will be coordinated from SDP BRAC by:

Shofi Md. Taneem

Lead, Digital Cluster | Skills Development Programme | BRAC

shofi.taneem@brac.net

RESPONSIBILITIES OF BRAC

BRAC will:

- Orient the agency on the requirements of the assignment
- Share relevant information and documents with the agency such as:
 - a) Project information b) BRAC communication guidelines c) Course & Center details d) Relevant Website links*
- Make payment

CONFIDENTIALITY AND NON-TRANSFERABILITY

The intellectual property rights of the produced document will be kept with BRAC. Any data, information, documents and other materials related to the work shall remain the property of BRAC and shall be kept confidential. The agency will not be allowed to transfer or divulge any information to any other person or organization without prior approval of BRAC unless it is necessary by the laws in Bangladesh. He/she is not also not allowed to assign it to another party. Sub-contract, delegate or otherwise transfer or dispose of any of its rights or obligation under this agreement. Any part of the document; therefore, cannot be sold, used, and reproduced in any manner without prior written approval of BRAC.

Challenges:

- One of the challenges was, this projects were assigned when I just joined. I did not have a proper idea about BRAC ISD.
- There were two segments online and offline. Though the online team worked from head office but the offline team worked from six different districts. For this reason, communicating and getting information from them was quite difficult.

In the TOR I had to mention what kind of service we want for this reason. If I knew the offline projects well then it would be easier but my supervisor helped me a lot to understand the whole thing.

Mistakes:

- In the first draft I made some mistakes in the selection criteria and reporting. I did the details of the supervisor in the reporting segments whereas I should mention the lead of the digital cluster.

In the editing part I had changed this information.

- For the TOR formal writing was very important and I made some minor mistakes here. To overcome it, I used grammarly.com and also checked their other documents so that I could manage it.

Learning Outcomes:

As I mentioned this project I had to conduct at the early stage with query management. After the project it helps to my another task which was query management. Because this project gives me a clear view that, how online and offline training works.

It also increased my professional writing skills. I have learned many tricks and tips about Micro soft office word for example how to insert hyper link and etc. this project also give a proper idea about what is TOR and what kind of segments should include there.

This project helped me to understand how digital medium is becoming an important medium for NGO program.

PROJECT 6

Project Name: *TOT session*

Project Brief:

Front-End & Back-End communication for social media query management duty had been transferred to an agency named ISSL. This service needs to continue 24/7 hours. Before onboarding them BRAC ISD and Career Hub organized a TOT session. In the TOT session operational team, Digital team was there to give them an overview about the two projects. Along with them I had to present a presentation with PPT slides to give them practical knowledge on how to handle the query and manage back-end, front-end communication.

My responsibility & Task:

The whole TOT session I had to conduct as a host. Introducing them with the operational and digital marketing team. Alongside I gave a presentation about query management. I designed the presentation in a way so that the agency got an idea about query management. I had divided the presentation into some segments. those are mentioned bellow-

At the starting point of the presentation, I tried to give a clear concept about the Front-End & Back-End communication process. So that they would get a clear concept about Front-End & Back-End communication for social media query management.

After that they gave some examples from the query so that they got an idea about the query. Alongside I described how I used to handle them. Besides the examples I had mentioned some frequently asked questions patterns and described the answers.

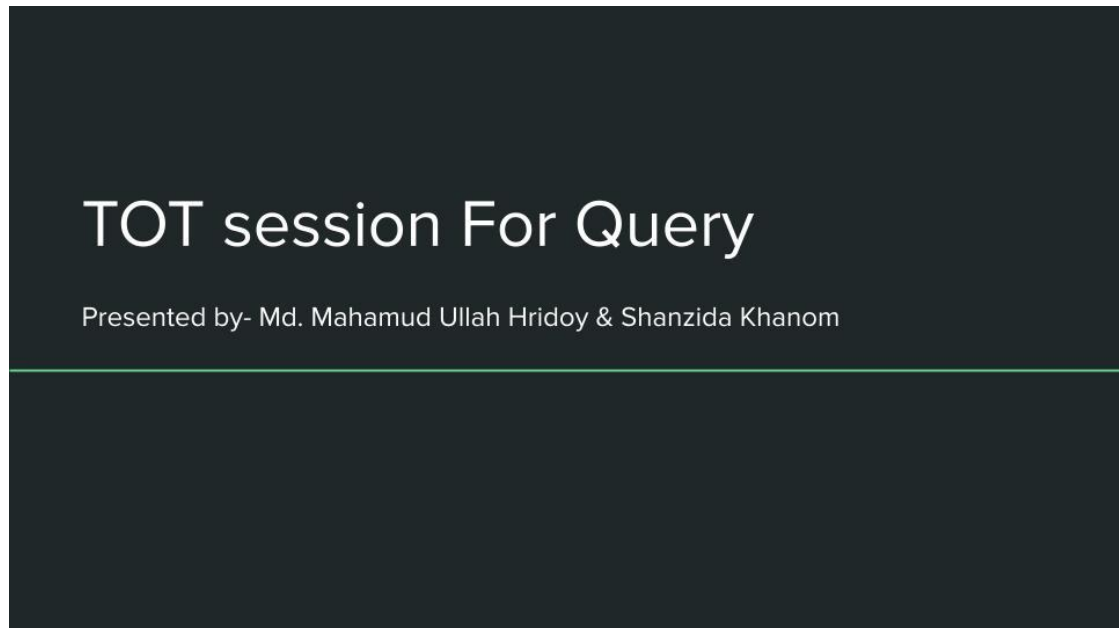
In the presentation I also mentioned when they face any issues whom they should knock. I also gave a diagram so that they can easily understand the process.

At the last I mentioned some concerning issues. In the front-end communication every single information should not be revealed to everyone. Here, need to understand which person needs or wants which information and then give it to them.

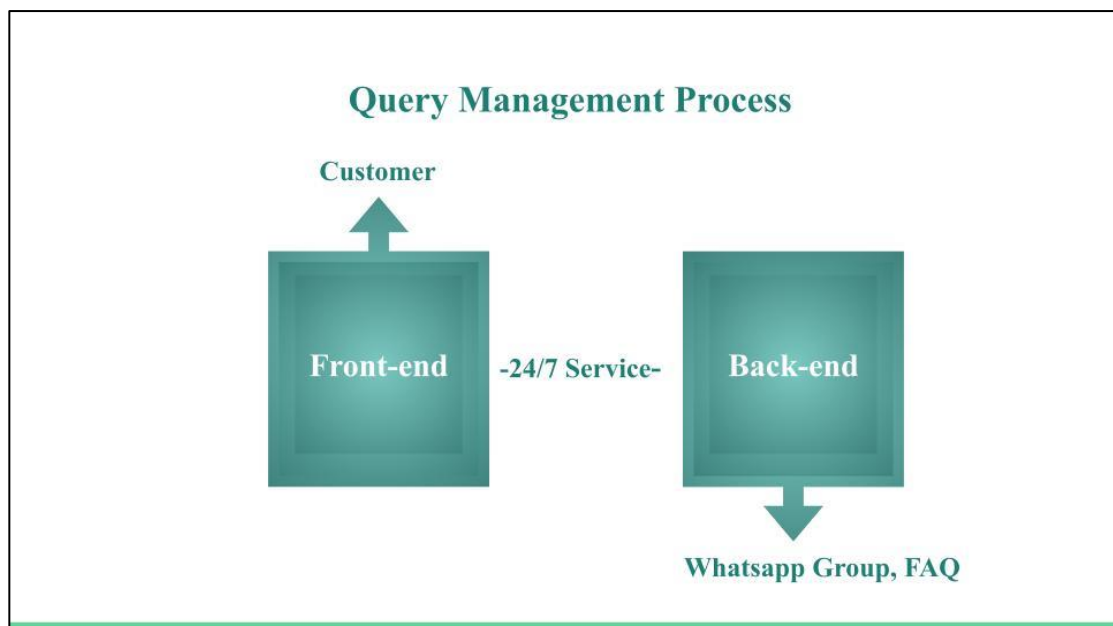
After the presentation I had two more follow up sessions. In the virtual meetings I had to give them feedback on their work and also their challenges so that I can give suggestions and they can provide better service.

TOT session slides:

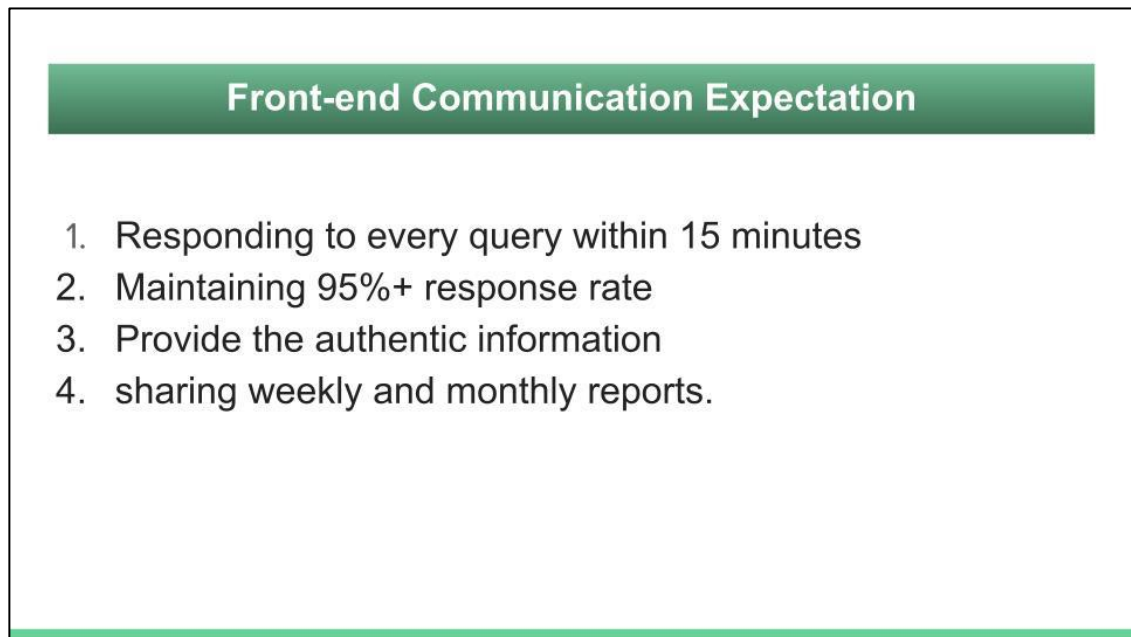
Slide 1:



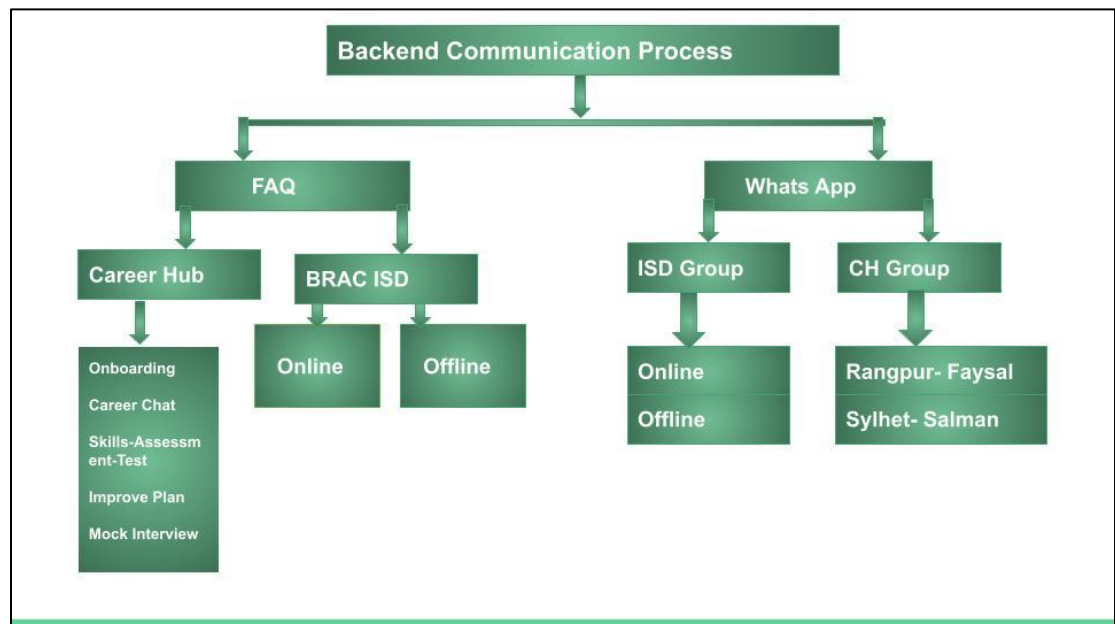
Slide 2:



Slide 3



Slide 5:



Slide 6:

BRAC ISD online website link : <https://bisdonline.brac.net/>

Whatsapp Offline team-

Center Name	Center Lead
Dhaka	Jafor
Comilla	Jubair
Sylhet	Sajid
Rangpur	Hanif
Chittagong	Rana
Rajshahi	Toufique

Whatsapp Online-
Nighat & Rakib

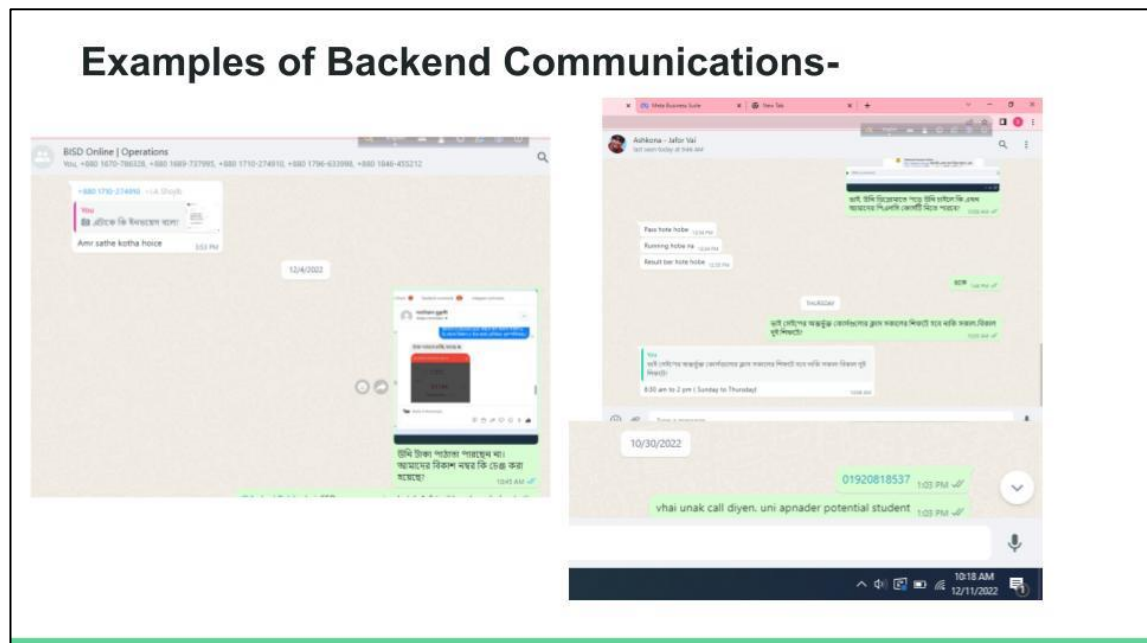
Slide 7:

Examples of BRAC ISD Front-end Communication

The slide displays two examples of front-end communication for BRAC ISD:

- Facebook Comments:**
 - Comment 1:** "আমি আগ্রহী আপনার কোর্স গুলো করতে। আমাদের সাথে যোগাযোগ করার জন্য ধন্যবাদ। আপনি কি অনলাইন কোর্স করতে ইচ্ছুক নাকি ক্লাসরুম-ভিত্তিক?" (I am interested in your courses. Thank you for contacting us. Are you interested in online courses or classroom-based?)
 - Comment 2:** "Tarek Mahmud Anik Diploma engineering 8th running Industrial attachment see prai Amara ki Korte parbo ?" (Tarek Mahmud Anik, Diploma engineering 8th running, Industrial attachment, see prai Amara ki Korte parbo ?)
 - Response:** "BRAC Institute of Skills Development Tarek Mahmud Anik ডিপ্লোমা চলাকালীন এ কোর্স নেওয়া যাবে না। ডিপ্লোমা শেষে আপনি কোর্সটি নিতে পারবেন।" (BRAC Institute of Skills Development Tarek Mahmud Anik, you cannot take this course during diploma. You can take it after completing diploma.)
- WhatsApp Messages:**
 - Message 1:** "জানতে 01833301420 নম্বরে কল করুন সকাল ৯ টা থেকে বিকাল ৫ টার মধ্যে (রবিবার-বৃহস্পতিবার)।" (Call 01833301420 from 9 AM to 5 PM (Sundays-Thursdays)).
 - Message 2:** "Hi মোঃ! Thanks for getting in touch with us on Messenger. Please send us any questions you may have" (Hi Mo! Thanks for getting in touch with us on Messenger. Please send us any questions you may have)
 - Message 3:** "ai course kore online job pawa jabe?" (Can I take the course and get a job online?)
 - Response:** "আমরা সরাসরি জব প্রোসেন্ট করছি না, তবে আমাদের কিছু কোর্সের সাথে ডিপ্লোমা, ট্রেডনিং, আছে যেখানে সিনি, পোটেনশিয়াল, এবং চাকরির জন্য আবেদন পত্র স্বাক্ষর শিখানো হয়। এই ট্রেনিং-এর ফলে শিক্ষার্থীদের চাকরি পেতে সুবিধা হবে।" (We are not directly job placing, but we have some courses with diploma, trade training, where you will learn to sign application letters for jobs. This training will provide students with an advantage in getting a job.)

Slide 8:



Slide 10:

Career Hub website link- careerhub.brac.net

Whatsapp-

Center Name	Center Lead
Rangpur	Faysal
Sylhet	Salman

Slide 13:

Be Concern:

1. Spelling
2. Easy but tricky
3. Online-Offline confusion
4. Don't comments from personal account
5. Don't exaggerate or avoid giving fake hope.
6. Concern about Diploma student for CH query.
7. Try to understand the BRAC tone

Photos of TOT session:



Image 6.1: TOT session

Picture of follow up sessions:

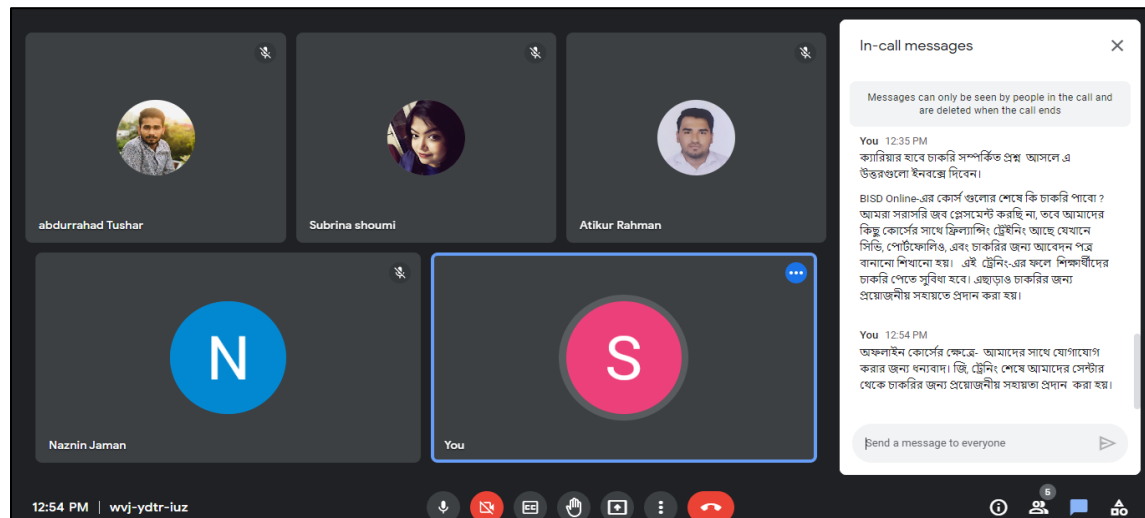


Image 6.2: Follow-up session

Challenges:

I had given many presentations in my university life but this presentation was totally different from them. In the presentation I had trained the third party about what their work is, how we managed it and what we expect from them.

The challenges I have faced are mentioned below-

- Making the presentation Attractive was one of the biggest challenges.
- Alongside holding the attention of the audience for an hour was very difficult from my side. Because I did not conduct any presentation for so long.

Mistakes:

There were not any major mistakes. The presentations and follow up meeting were done very well.

- I think in the slides if I mentioned frequently asked questions then maybe that would be better to understand for them. I did not mention them because these were in the FAQ sheet which was already provided to them.

Learning Outcomes:

After taking the TOT session my communication skills enhanced significantly that I felt. Through the sessions I provided knowledge about the two programs. Also trained them for their task.

Throughout the session I tried my best to mark their challenges and difficulties that they are facing. After recognizing these I tried to give them a possible solution or if I cannot do that then connect with the person who can help them for their job. That also helps me to increase the quality of doing work empathically.

Make them understand the job responsibility and our expectations from them. It improves my professional skills. I believe when further I would hold any position then I would be able to help other members to do their work flawlessly.

PROJECT 7

Project Name: *Photo edit for Facebook post of Career Hub- “Know Your Employer” event*

Project Brief:

Know your employer is very important event for Career Hub. In the event they invite some CEO or specialist of any reputed organization and also this event remained open for all. Alongside no fees is required. Throughout the event sessions the job seeker get a chance to talk with guests and also guest deliver speech. In the speech they focus how youth can prepare themselves for job interview and what kind of skills they want from new employer. This event create a great opportunity to make network and gain knowledge about job market as well as required skills. For this reason Career Hub always wanted to promote these event in a grand way so that many job seeker youth can know about the event and join them to be benefitted.

My responsibility & Task:

I was assigned to select some attractive photo from previous event. And edit those photos colors and attached Career Hub photo frame.

I had use Adobe Photoshop to edit the photo. In the photo, I had edited color and remove object that were decreasing the aesthetic of the photo. Alongside for setting the photo frame I also had to adjust the photo size with the frame.

Editing of the photos:

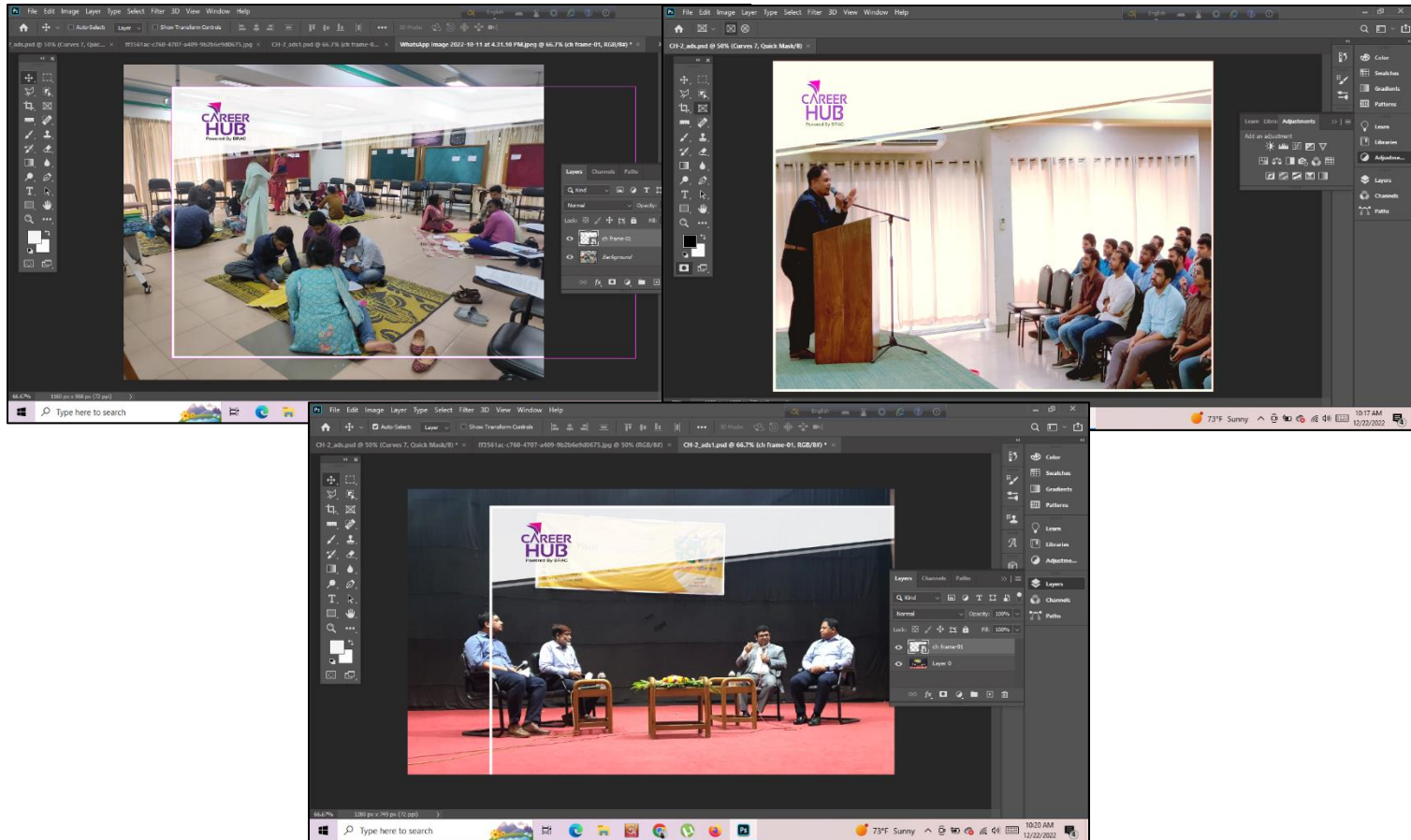


Image 7.1: Photo editing by Adobe Photoshop software.

After editing:



Image 7.2: Photos after editing.

I have edited 10 photos and from them they chose. These pictures also uploaded in Career hub Facebook page. I am sharing the post link below.

Post link:

<https://www.facebook.com/photo/?fbid=184067064149015&set=pcb.184067227482332>



Image 7.3: Career Hub posted those edited photos.

Challenges:

I had learnt to use Adobe Photoshop software in Convergence Communication1 course but it's been a long time to use the software. So most of the things I forgot.

- I did not have strong grip upon Adobe Photoshop for this reason it took a long time to edit the photos.

Mistakes:

These was not any major mistakes and after editing they liked the photos.

- I took long time for not having practice of working in Adobe Photoshop. I think completing the task in short time would be better.

Learning Outcomes:

For this task I had watch many tutorials about adobe Photoshop software that help me to enhance my skills which was stopped since long time.

This task also help me to understand which kind of photo can be selected for Facebook post and also what kind of editing suits for the photos. Alongside it helps to increase my editing skills.

Understand the value of technical skills. Day by day Adobe Photoshop, premium pro, after effect these software usages has been increased because now-a-days digital media became a necessary platform. After the work I promise with myself I will start practicing those software and I will revise my learning materials that provided Convergence communication 1 and Convergence communication 2 courses

PROJECT 8

Project Name: *Data sorting of Lead.*

Project Brief:

Digital marketing team of BRAC ISD online, generate leads from social media posts or registrations forms. In the leads they collected many important information of the participating audience. For example, mobile number, email, education background, having laptop or internet access etc. After generating the lead an assigned person had to called them but before that, data sorting of the lead sheet were required. Because throughout the data sorting the person could understand who are our target audience and whom need to give a call.

My task & Responsibility:

My task was to sort out the data and find out target audiences. To do this I used excel workbook.

At first I deleted some columns which are not important. Then on remaining column I used filter options of excel.

I had to figure out three things. They were:

1. The participants has internet access
2. The participants has own desktop or laptop (if its required for the course)
3. The participants at least passed HSC

If any participants did not match with these criteria, then I marked them red. Alongside if a participants passed HSC then it marked by yellow color because if graduated students numbers high in the list then they do not give the call to them who are just HSC passed.

I find out those criteria among audiences by using filter option. After that we became know who is our target audiences. Then give call to them to aware them about our courses and tried to create interest.

Lead sheet before data sorting:

	A	B	C	D	E	F	G
1	ID	Name	Email	Phone	DOB	Course	Institute
2	96	MD. Abdulla Ali Mamun	alimamun751@gmail.com	01521388745	08/10/1998	Digital Marketing	CodersTrust Bangla
3	101	MD ABUL HASSAN	bangladeshi.hassan@gmail.com	01307024008	01/08/2000	Digital Marketing	CodersTrust Bangla
4	130	Shimul Chandra Das	shimulascu22@gmail.com	01843688146	20/01/1993	Business Communication	Anupid Foundation
5	132	AfrinuzZaman Snigdha	afrinsnigdha18af@gmail.com	01834897914	14/11/1995	Digital Marketing	CodersTrust Bangla
6	134	Sanjida easmin	Easminsanjida53@gmail.com	01303090637	30/12/2001	Web Design	Anupid Foundation
7	136	MOHAMMAD ASFAQUZZAMAN	asfaquzzaman.09@gmail.com	01787069197	23/11/1997	Business Communication	Anupid Foundation
8	137	Asfak Islam Alvey	asfakislam@gmail.com	01624068503	02/04/2000	Fundamentals of Coding	Anupid Foundation
9	141	Saikat Dey	Sdey44233@gmail.com	01779991832	12/12/1996	Graphic Design	CodersTrust Bangla
10	143	R. Devasish Roy	rdevasishroy@gmail.com	01580366259	23/02/2002	Graphic Design	CodersTrust Bangla
11	147	Sharifa Chowdhury	sharifachowdhury2501@gmail.com	01319858379	25/01/1997	Digital Marketing	CodersTrust Bangla
12	148	Saikat das	Saikatdas3452@Email.com	01311218455	01/02/2003	Web Design	Anupid Foundation
13	152	Md. Yassin Rajon	rajon.instructory@gmail.com	01860393589	04/08/1996	Media Production	Anupid Foundation
14	159	Imran Zia	imran.zia894@gmail.com	01757290651	03/04/1994	Graphic Design	CodersTrust Bangla
15	164	Nafisa Sadika	nafisa.sadika115@gmail.com	01866086641	18/03/2002	Graphic Design	CodersTrust Bangla
16	165	Arafat Islam Pranto	arafat.pranto99@gmail.com	01719654435	01/01/2000	Digital Literacy & Excel Specialization	Anupid Foundation
17	166	Ashatul Afri	asf7223@gmail.com	01726145339	10/01/1998	Digital Marketing	CodersTrust Bangla
18	168	Md. Imran Hossain	imranhossain.expo@gmail.com	01673545002	12/05/1992	Business Communication	Anupid Foundation
19	169	Raunak Murad	raunak.murad@googlemail.com	01677157125	25/07/1995	Graphic Design	CodersTrust Bangla
20	171	Sabbir Hasan Sani	sabbirsani32@gmail.com	01934825607	15/08/1996	Fundamentals of Coding	Anupid Foundation
21	179	Rezwana Tanvir	rezwanatanvir007@gmail.com	01746352627	08/05/1990	Digital Marketing	CodersTrust Bangla
22	184	MD. MEHEDI HASAN AKASH	akashmehedi009@gmail.com	01941349115	27/12/1998	Digital Marketing	CodersTrust Bangla
23	185	Bishad-U-Zaman	rafett201@gmail.com	01725406383	13/06/2000	Web Design	Anupid Foundation
24	201	Juel Ahmed	juelahmed3759@gmail.com	01762160475	15/01/2000	Business Communication	Anupid Foundation
25	205	Momota Kuri	momotakuri1521@gmail.com	01705214678	09/05/1997	Web Design	Anupid Foundation
26	206	Rufaida Tasin	rufaida.tasin@g.brcu.ac.bd	01762059706	19/07/1995	Graphic Design	CodersTrust Bangla
27	208	Mahid Ahmed Tonmoy	mahidahmed90@gmail.com	01745288881	21/05/1999	Fundamentals of Coding	Anupid Foundation
28	214	Khadija Begum Hasi	hasikhadija4@gmail.com	01700639615	16/11/2000	Digital Literacy & Excel Specialization	Anupid Foundation
29	226	Kazi Saifuddin Mihrab	kazi.mihrab@gmail.com	01628909444	20/10/2000	Business Communication	Anupid Foundation
30	232	Sazedul Waheed	sazedulwaheed@gmail.com	01836318708	08/05/1991	Graphic Design	CodersTrust Bangla
31	233	Md. Abul Kashem	abulkashem14@gmail.com	01818894399	10/10/1995	Business Communication	Anupid Foundation

Image 8.1: Lead sheet before data sorting

Lead sheet after data sorting:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	আপনার কি	বে	আপনার কি ই	শেখ	আপনি কোন	আপনার ফোন	full name	email	street address						
2	না	হ্যাঁ	বর্তমানে কিছু	asc	দুপুর	1705068423	Gaming Rana	gamarfllol@gm.hdnbsbf							
3	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	masters	সন্ধ্যা	1303317139	Dulal Hossain	dulalhasan281@dhaka							
4	হ্যাঁ	হ্যাঁ	ব্যবসায়ী	other	সন্ধ্যা	1966179561	Tariqul Islam	ashik6700@gm.Mirpur-13 Dhaka							
5	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	honours	দুপুর	1784979909	Tarek Hasan	tarekhasan001.46.Shekhertek-08.Adabor							
6	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	other	সন্ধ্যা	1893606209	MD Hridoy	frb039@gmail.Dhaka							
7	হ্যাঁ	হ্যাঁ	ব্যবসায়ী	masters	দুপুর	1738431910	Abida Sultana	stayhomemil9.satmata							
8	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	hsc	দুপুর	1704814147	Aj Riyan Jack	jackreyal@gm.netrokona							
9	না	না	চাকরিজীবী	masters	দুপুর	1713729676	Pijush Chandra	pijushchandra1fgg							
10	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	other	সন্ধ্যা	1732373660	A. H. M Nayeri ahmmayemhos Tejjao I/A, Dhaka								
11	না	হ্যাঁ	বর্তমানে কিছু	hsc	দুপুর	1631908038	Jahanara	jahanara10199.uttara Dhaka							
12	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	hsc	সন্ধ্যা	1790214104	Atikur Rahman	atikurrahmanfa Atikur Rahman							
13	না	হ্যাঁ	বর্তমানে কিছু	hsc	দুপুর	1969530601	MD Naime	mo5411269@x	173637						
14	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	honours	সন্ধ্যা	1641960462	Jinnat Hossain	jinnatetu@gm.Narayanganj							
15	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	honours	সন্ধ্যা	sublax88@gm:Subroto Kundu	sublax88@gm:karanigonj, dhaka								
16	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	honours	সন্ধ্যা	1646275752	Md Ashrafuzz	ashrafuzzamar sylhet							
17	হ্যাঁ	হ্যাঁ	চাকরিজীবী	honours	সন্ধ্যা	1747915882	Ashfak Khan	ashfak.gob@gi.zindabazar, sylhet							
18	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	hsc	সন্ধ্যা	1829515044	Md Shakur Zar himujaved javi	Mirpur 1, Dhaka							
19	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	other	দুপুর	1586364529	Soheb Rahman	badhonboby0@Mirpur 1							
20	হ্যাঁ	হ্যাঁ	বর্তমানে কিছু	hsc	দুপুর	1777927744	Wahidurrohme	vrwahid80@gr sylhet							
21	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	asc	দুপুর	1745982761	sadikur	sadikurohman relway sylhet							
22	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	hsc	সন্ধ্যা	1929118535	Alamgir Hossa	alamgirofficial2 Ulipur, Kunigram							
23	হ্যাঁ	হ্যাঁ	শিক্ষার্থী	honours	দুপুর	1622986703	md saiful Islam: saiful.islam414	janatabag, dhaka							
24	হ্যাঁ	হ্যাঁ	চাকরিজীবী	masters	সন্ধ্যা	1914342967	Md. Alim Bads abkhann@gm:Shamaspur (west), Sreenagar, Munshiganj								
25	না	হ্যাঁ	চাকরিজীবী	other	সন্ধ্যা	1780667921	MD Sunj Jam: md surujaman Rangpur								

Image 8.2: Lead sheet after data sorting

Challenges:

- The process is quite easy but have to concern each step I am repeating or not.
- Another most difficult part was to check every column because the final sheet indicates our main target audience. So that in data sorting part need to be very serious and focused.

Mistakes:

In the data sorting part I did not do any mistakes.

- But at the first time I did mistake to name the file.
- Also mailed the file one by one but after the instruction I mailed the file in zip file.

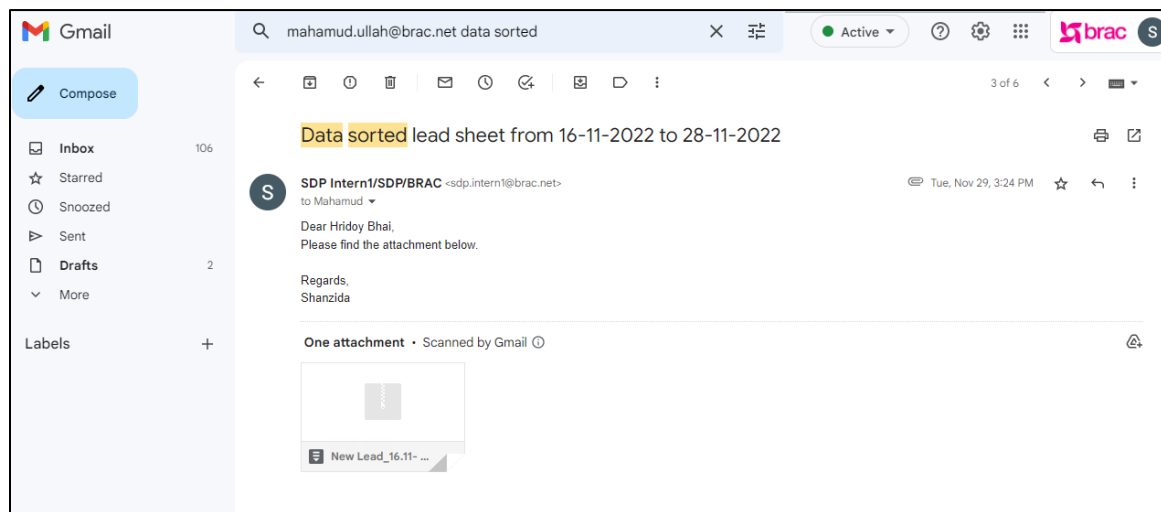


Image8.3 : After correcting file name and sending them in a zip file.

Learning out comes:

These task helped me a lot to new many things about data sorting in excel sheet. It helps me to understand the filter option and how to use it. Continuously doing these task also increase my speed to work on excel sheet.

I believe this learning helps me in my quantitative research work. I will be able to easily sort the data and compare the sorted data between different variables. I also learned how to use digital tools to sort out your target audiences.

INTERNSHIP OUTCOMES

I had started my internship just after my exams. I was confused little bit to decide, it will be good decision or not. As I always interested for research and I had that opportunity too. I was also confused about work pattern because I was not clearly described before joining and also there was risk of managing enough amount of work that I can show in internship report. Just I knew that here will be a great opportunity to explore communication unit and there is a scope to observe transformation towards digital platform. So, I took the risk and joining Skills Development, BRAC.

Realization from SDP, BRAC

As an intern in the SDP, Communication team, it took me some time to understand the whole communication wings. Also took time to understand my scope of work. However through interesting projects, I got pulled into the work. During this time, I tried to showcase my skills so that I build a good rapport with my co-workers and supervisor.

I learned how to communicate with patience, and deal with different kind of people who are target audience. BRAC ISD and Career Hub target audiences socio-economical background, education is not same. For this reason perceiving the meaning of message was not same for all. That is why there were opportunities to create misunderstanding. I tried to align their thought and also tried to think from their point of view. Also I always tried to not giving fake hope about the service. But also show the audiences how this service can help them to be financially independent.

Achievements from SDP, Communication wings:

- I got learn how a communication wings of any NGO or INGO works in the real professional field and what hurdle they face on a day to day basis.
- I learned the art of strategic communication to communicate with target audiences. Also learned how to make conversation fruitful without any exaggeration.
- The most important thing I have learned that how digital content is grabbing audience's attention as well as how to make the content more interactive.
- I learned the to lead a team and coordinate with them to finish all my given tasks.
- Most importantly, I learned how to properly meet deadlines under tremendous work pressure.
- The desire for working hard with honesty increased and also learnt how to work in efficient way.

I never imagine I will manage onboarding session for a significant work of a project. I had conduct the TOT session and onboard query management agency. Taken their follow-up session and after monitoring their work provide feedback so that they can do better. The whole work make me more responsible. I believe now my professional skills and responsibility at work space enhanced remarkable way.

WORKPLACE LOG

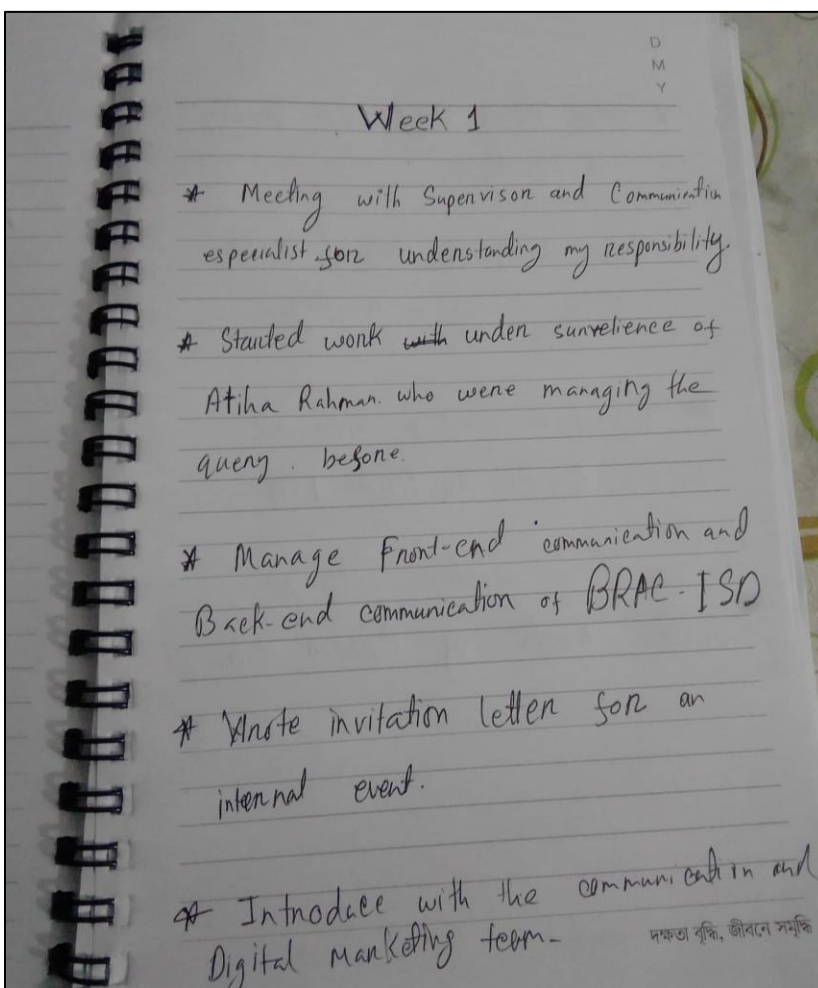


Image: Work log 1

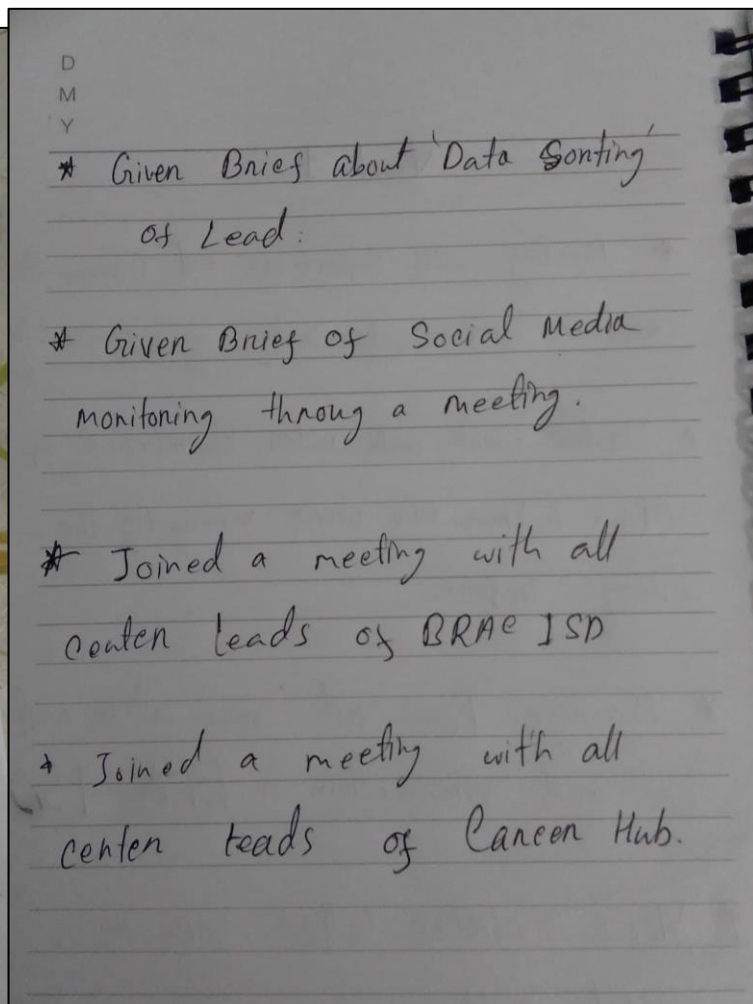


Image: Work log 2

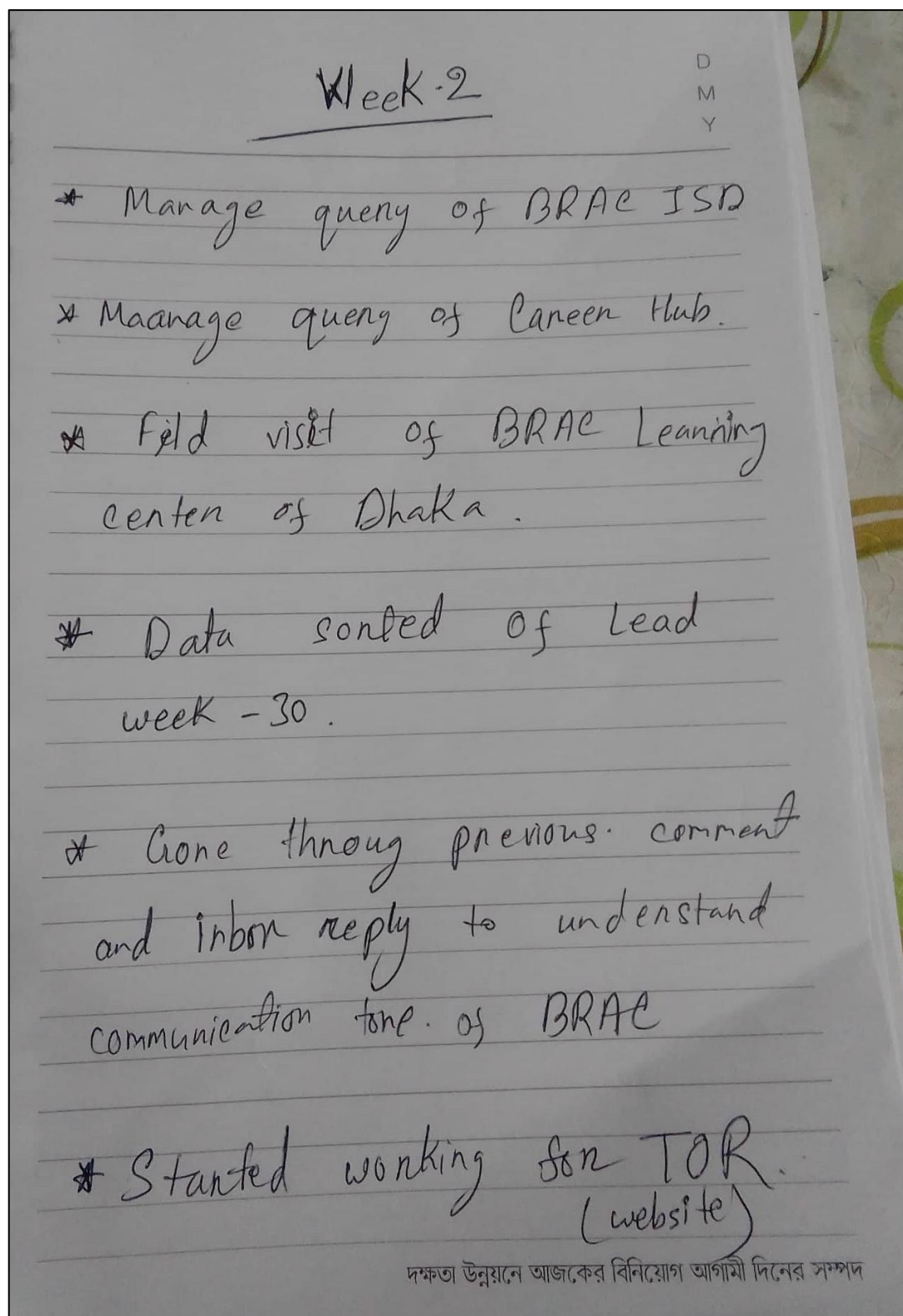


Image: Work log 3

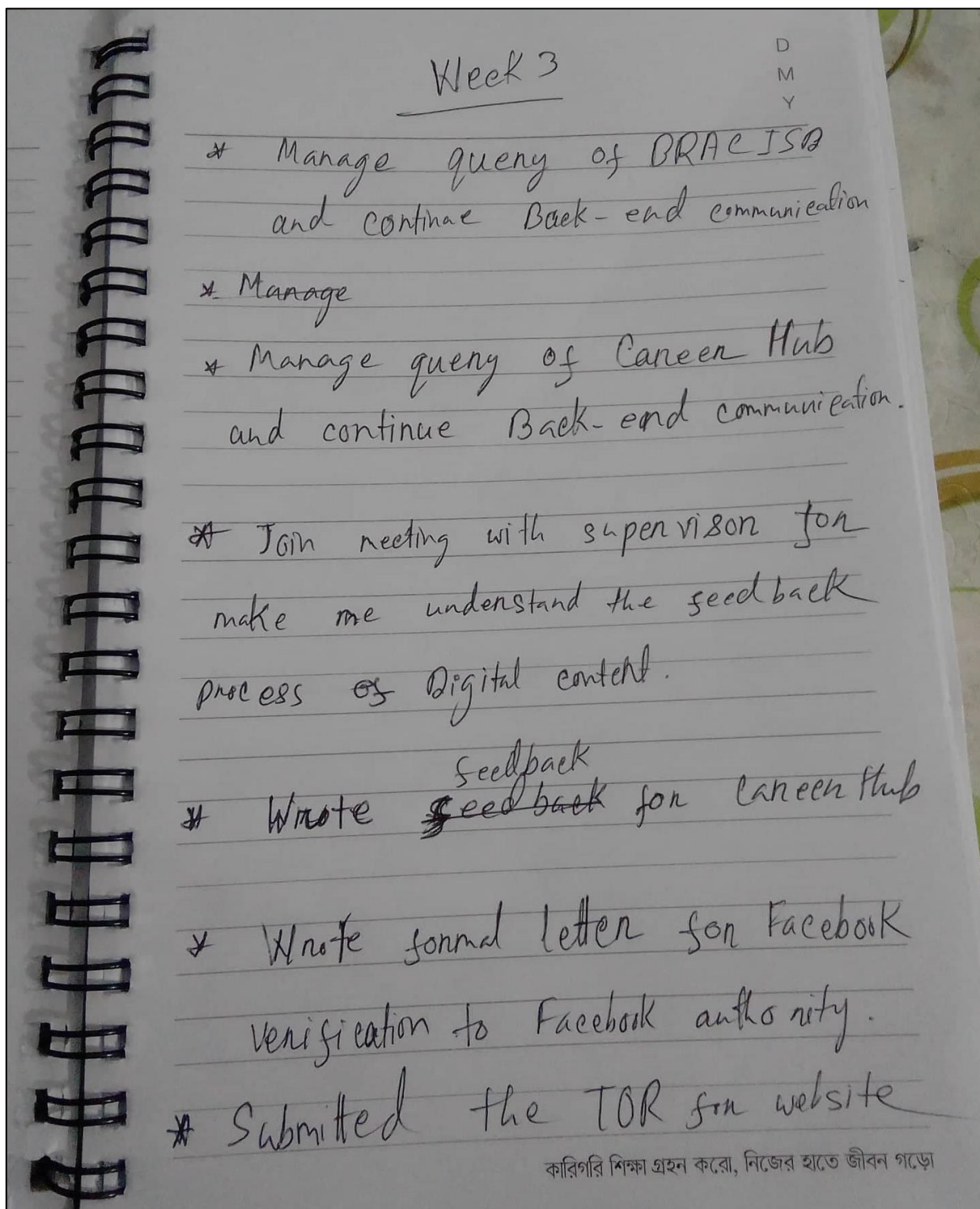


Image: Work log 4

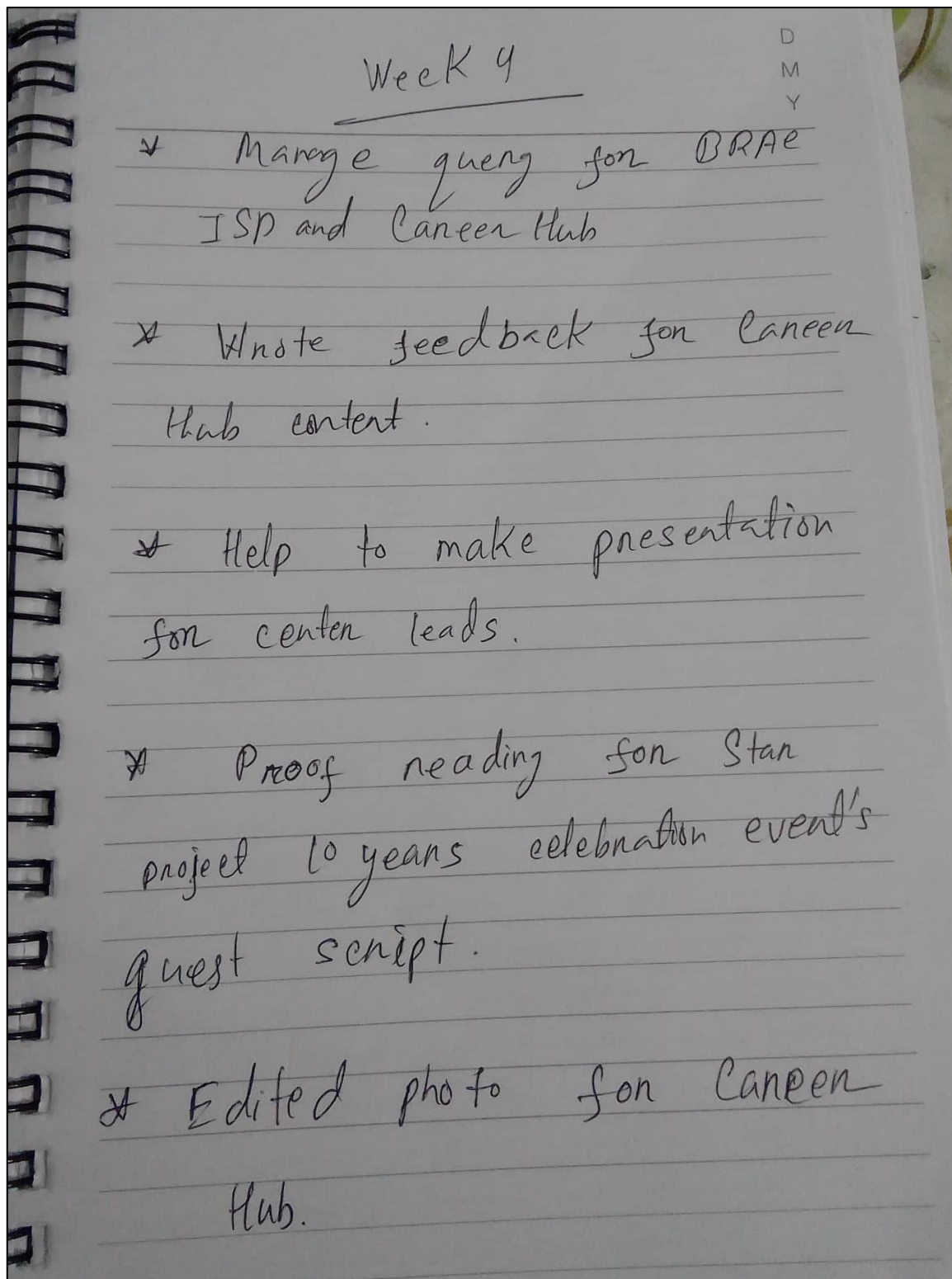


Image: Work log 5

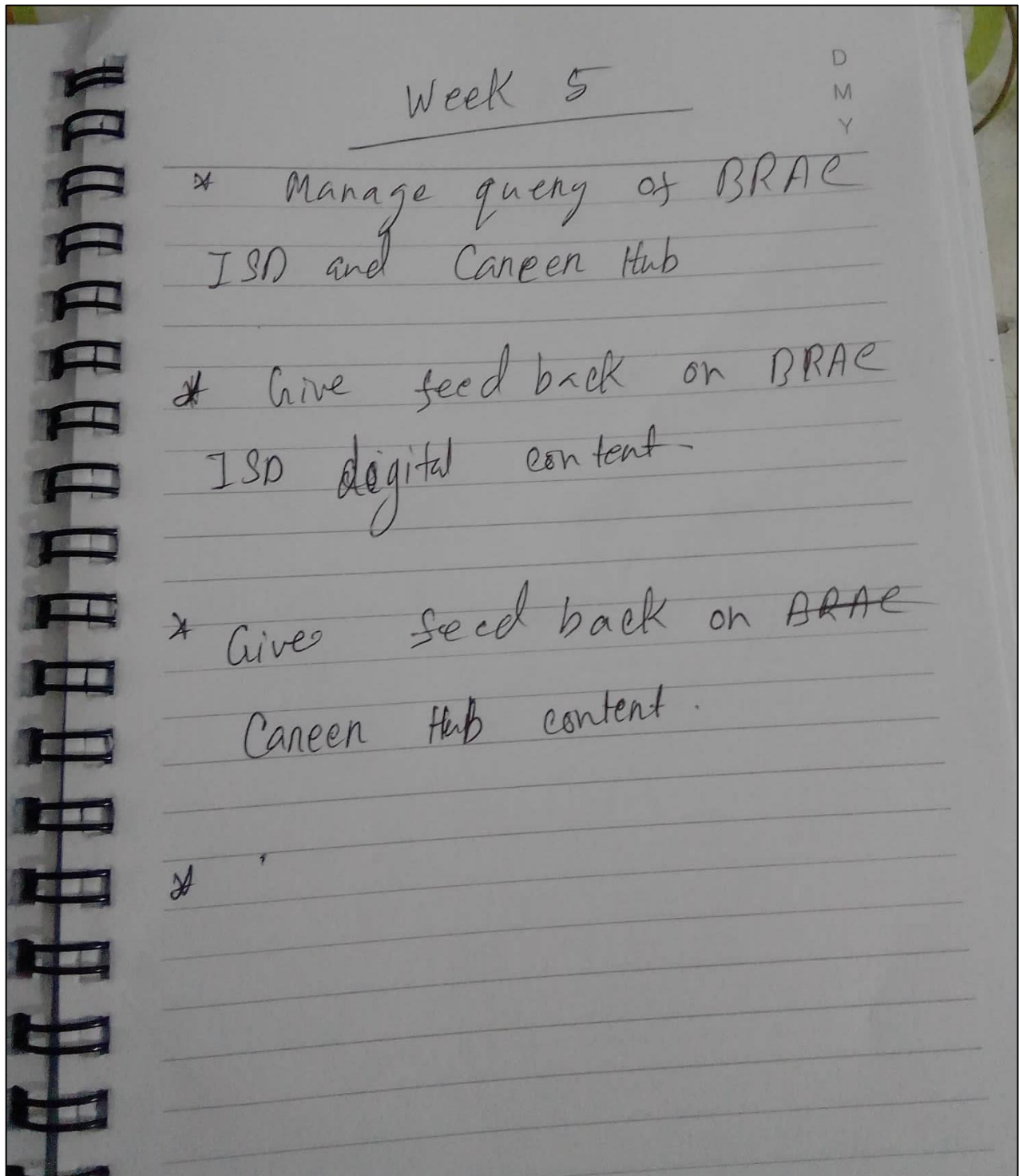


Image: Work Log 6

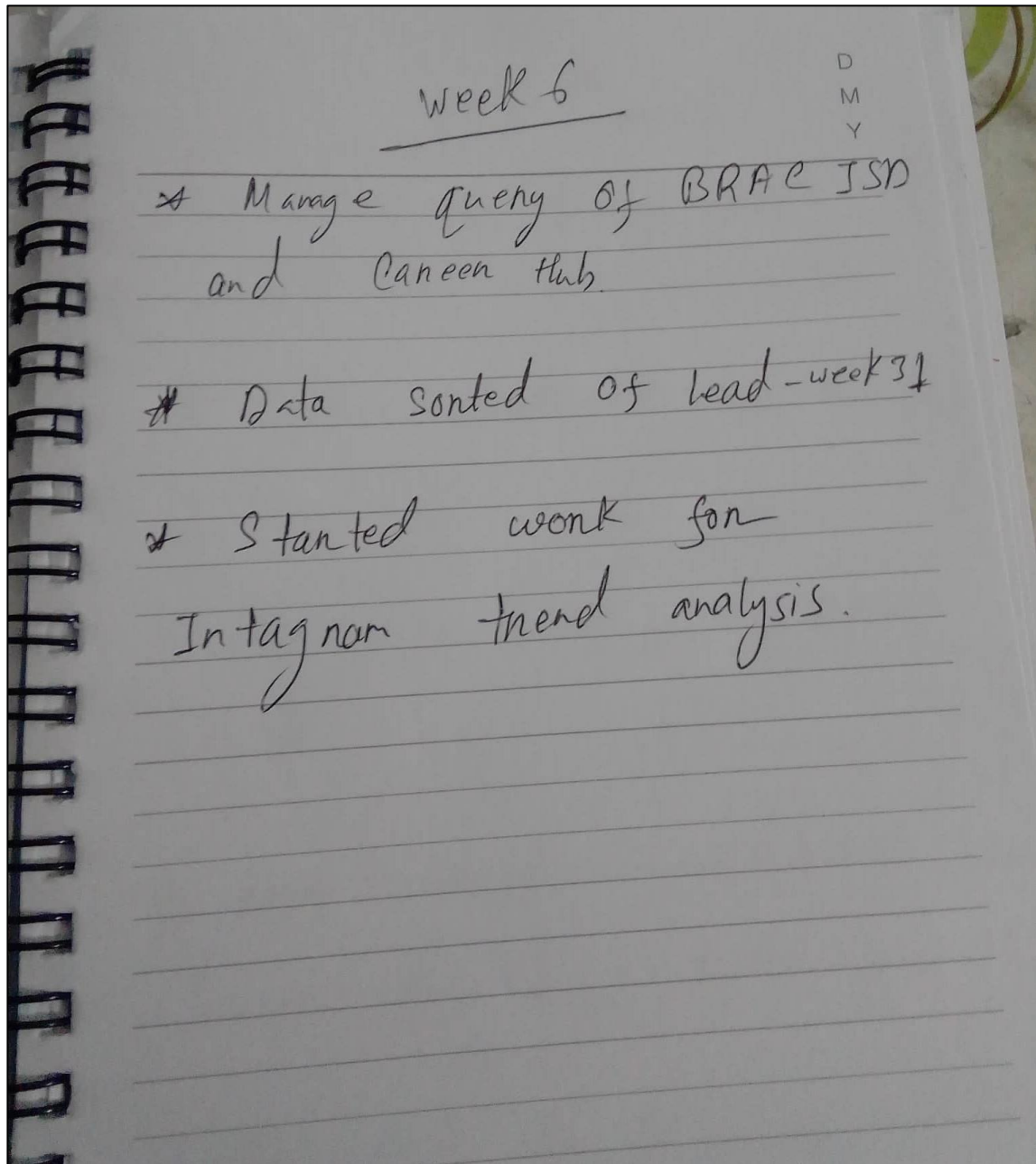


Image: Work log 7

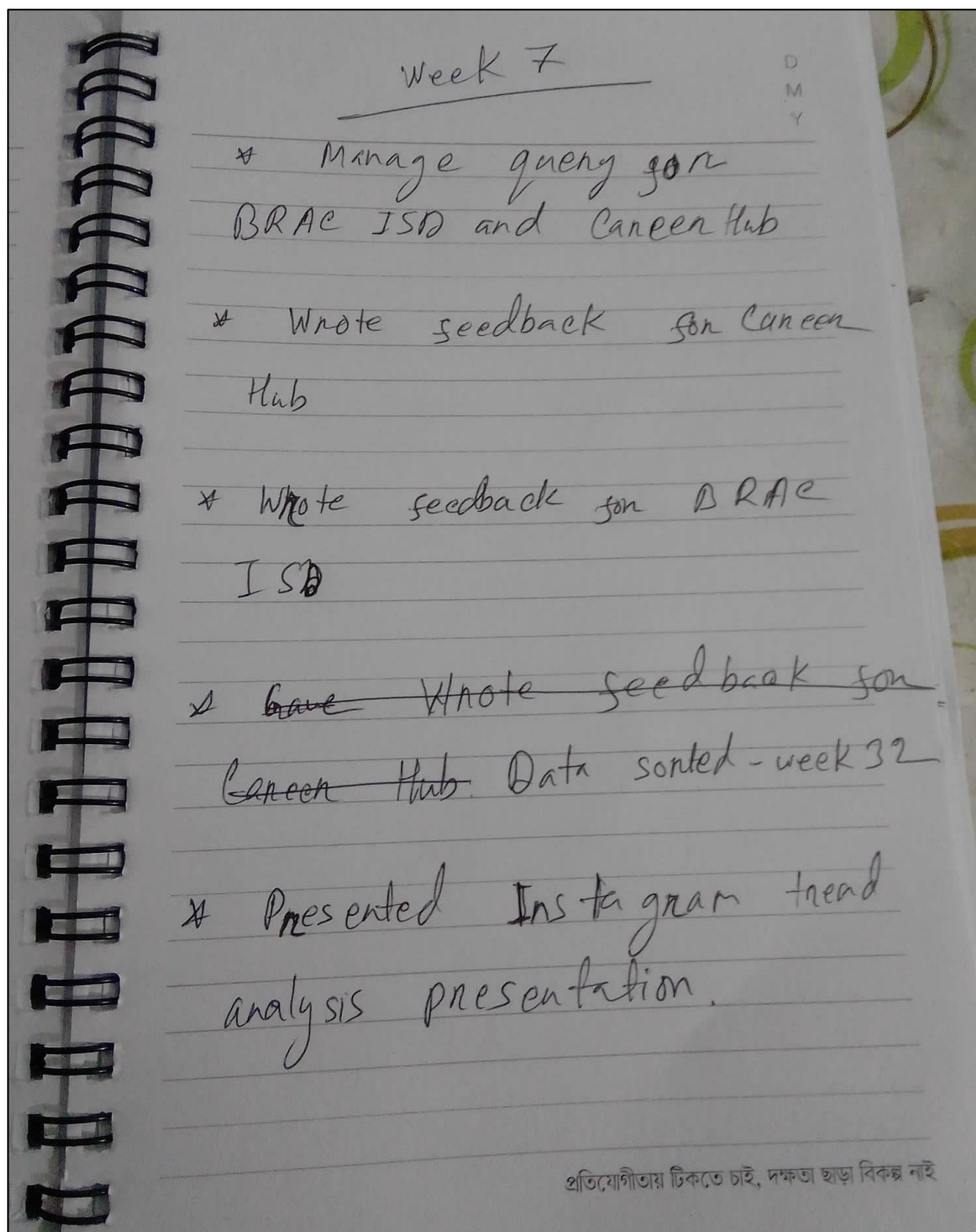


Image: Work log 8

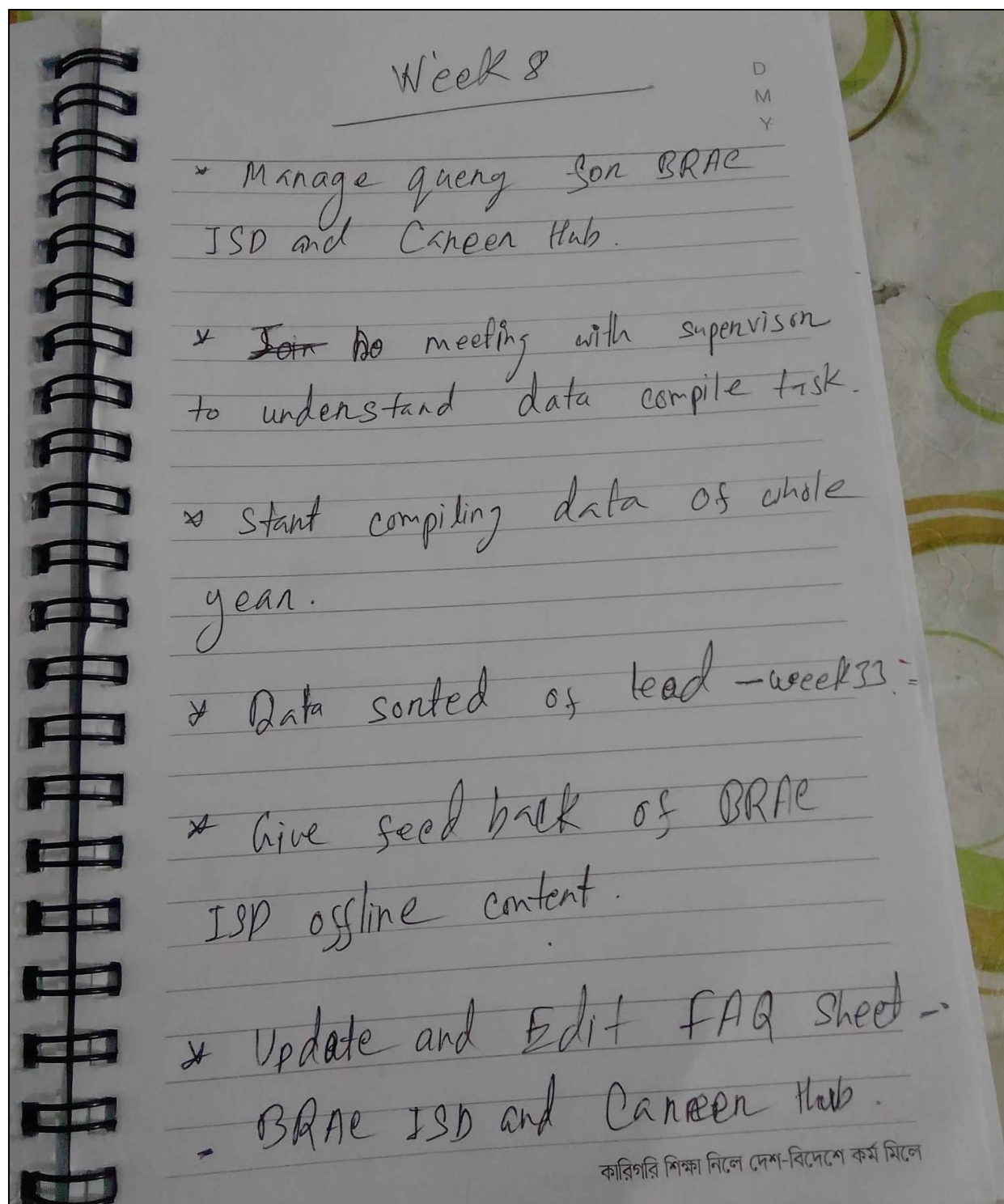


Image: Work log 9

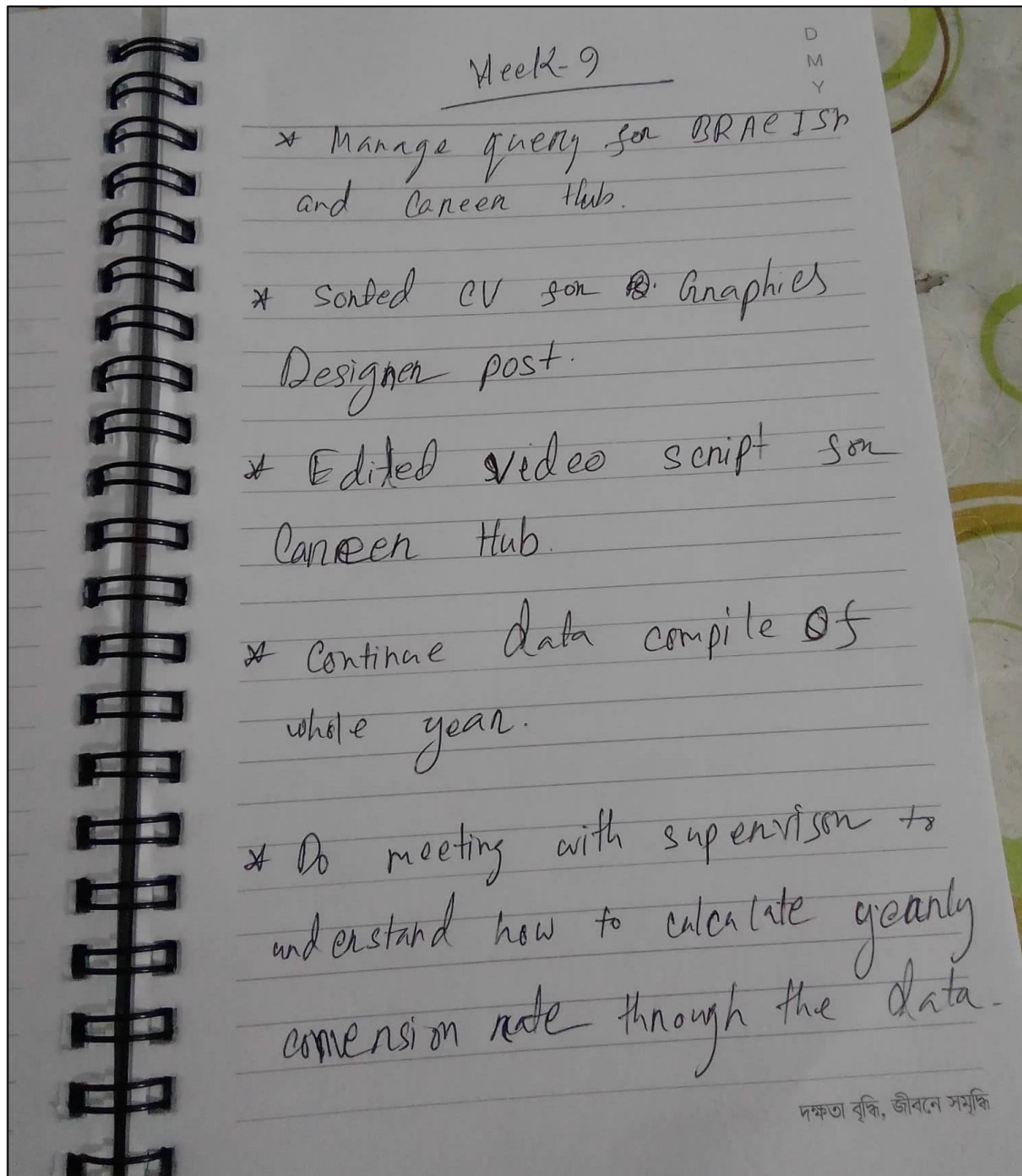


Image: Work log 10

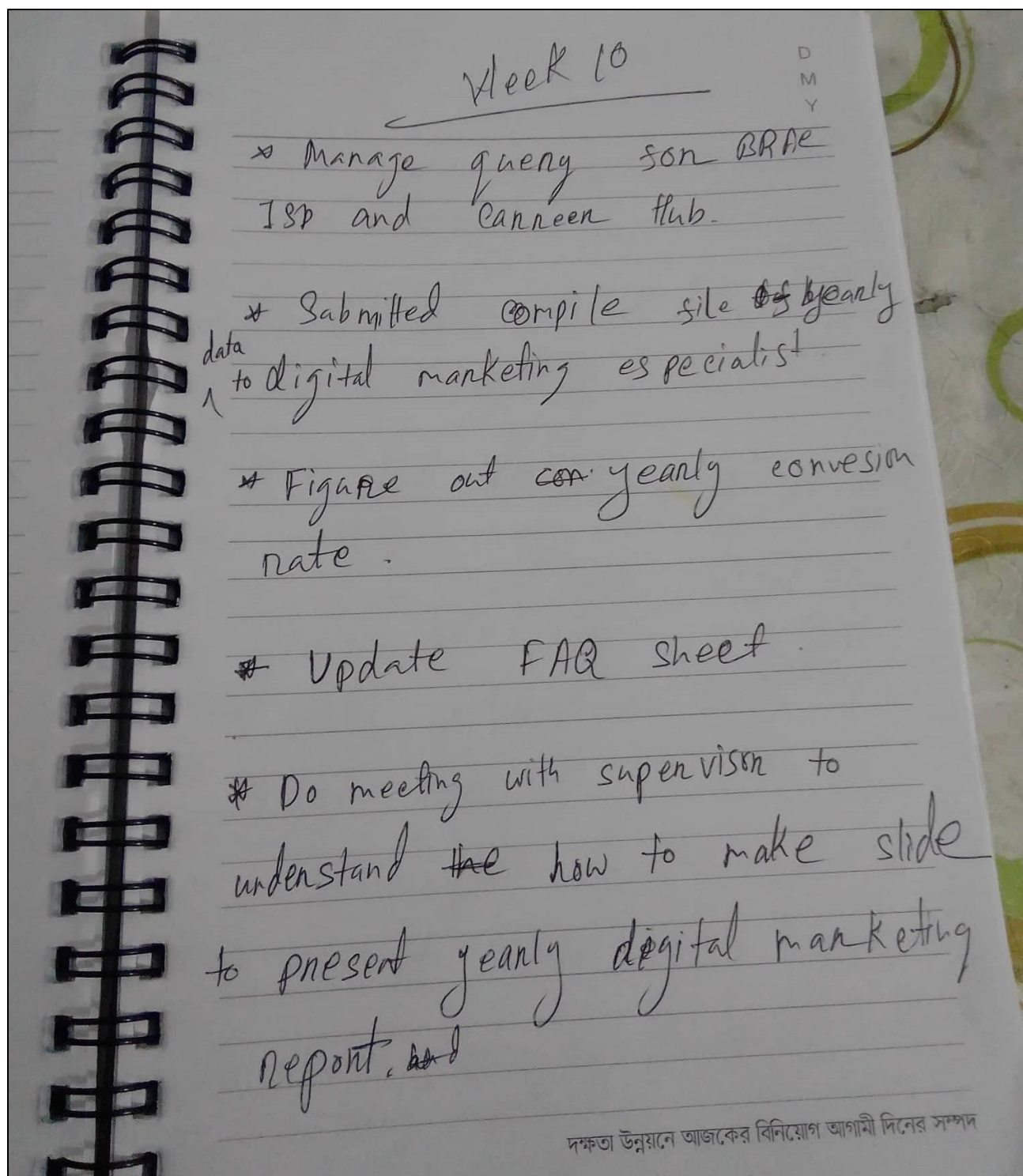


Image: Work log 11

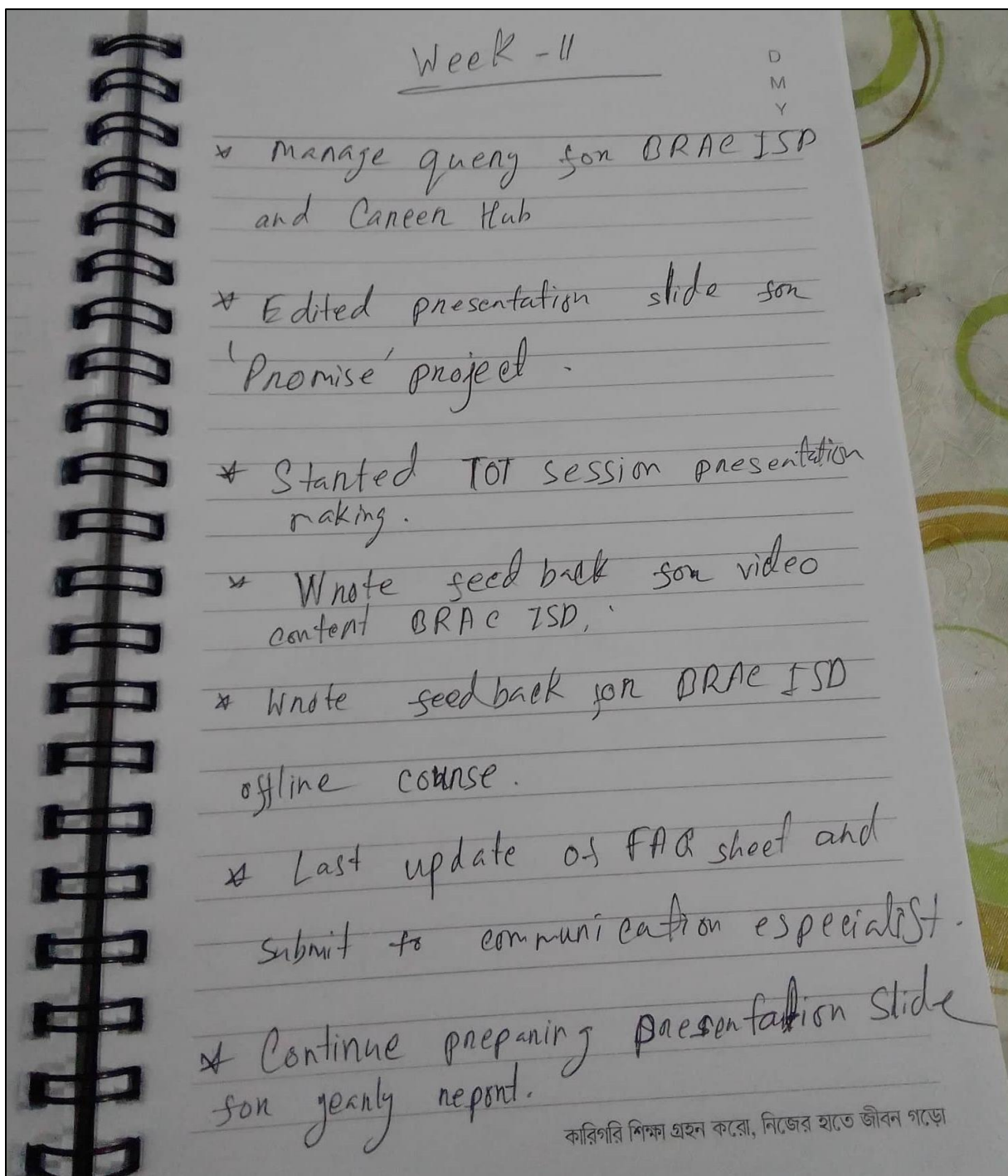


Image: Work log 12

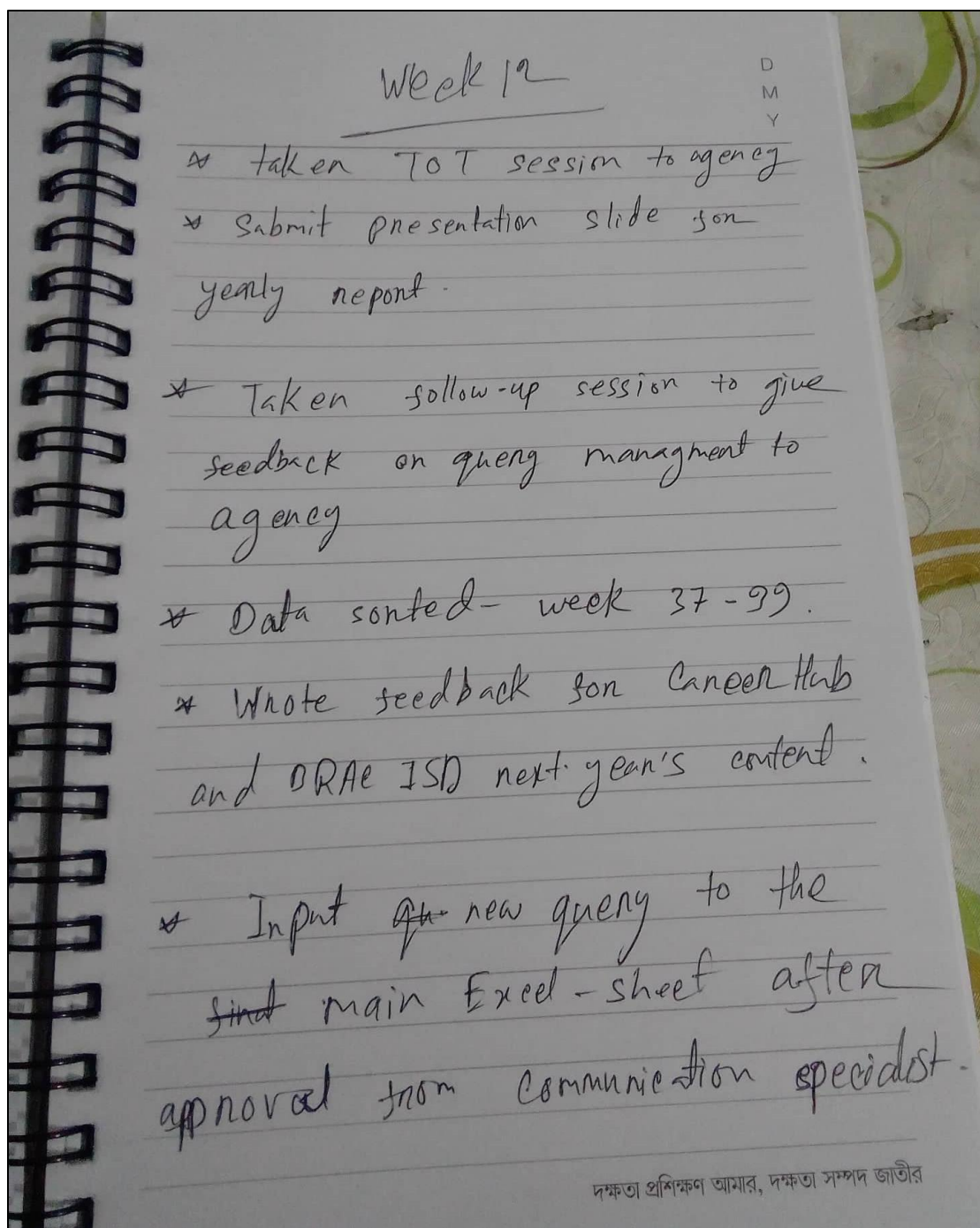


Image: Work log 13

LIFE IN BRAC



Image: Supporting Photo session for BRAC ISD online



Image: With Other interns in Mental Wellbeing event SDP.



Image: Work in own desk



Image: SDP team in Mental Wellbeing event.



MSJ043

SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: MOST. Shanzida Khanom

University ID: 183012005

Name of the Institute/Organization:	Skills Development, BRAC		
Corporate Office Address:	Kaderia Tower 8th floor, 75 Mohakhali, Dhaka-1212 Bangladesh		
Email:	mahamud.ullah@brac.net	Web:	https://www.brac.net/program/skills-development/

1. During a typical week, approximately how many hours did you dedicate to your internship?

40+

2. Was your internship paid? If yes, how much?

5000/-

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all ☐ Slightly ☐ Moderately ☐ Quite a bit ☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	4
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5
13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5

22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.64

5. General Comments

I am very happy with my internship experience because as I always wanted to explore how INGO's communication wings works and how it is shifting interpersonal to digital platform, I exactly got the chance to explore whole thing. The three months experience help me to understand transition as well as the work opportunity for my future. I believe these experience will help me in the future.

Shanzida

Signature of Intern

PROFESSIONAL COMPETENCIES

Professional competence is having the skills required at the quality required in a given field of work to be able to perform the professional task effectively. Working with SDP communication Unit, there are a few skills that I have picked up. The professional competencies I have developed during my internship program are listed below-

Knowledge

- Learn about the importance of maintaining communication tone of any brand.
- Know about importance of communication skills both internal and external.
- Enhance knowledge about Google Drive- Docs, Sheets, Slides
- Enhance knowledge about Microsoft Word/PowerPoint/Excel
- Know about social media trend analysis process.
- Enhance knowledge about digital contents design and copy writing.
- Enhance critical Thinking
- know about writing TOR
- Enhance formal writing skills.

Skills:

- Good internal communication skill
- Good teamwork skill
- Interpersonal skill
- Intra-personal skill
- Written and verbal communication skill
- Strong attention to detail

Attitude

- Value teamwork ethic
- Value of meeting deadlines
- Honesty and friendliness in the workplace
- Ability to Work Under Pressure & Strong Attention to Detail
- Time Management

CONCLUDING REMARKS

At the end of my internship, I am very proud and content to be able to perform dynamic responsibilities at SDP. I have admit that workplace atmosphere was very positive and energetic. All of my co-workers were genuinely helpful and courteous. Whenever I seek any kind of help for my work, they provided it.

Throughout the time my supervisor did his best to groom me as a NGO professional. He always open to any questions and did not bother how many times I am asking. He always tried to ensure I completely understood the task so that I could delivery in professional way. After each work, my supervisor and colleagues appreciated me, no matter how small the work was. This gave me the confidence and inspired me to keep going.

My internship at SDP was an outstanding hands-on learning opportunity that has increased my self-assurance and self-awareness. In the end, I learned so much over the assigned works, and hope I will apply my learning outcomes in my future job place.

Thank you.

Shanzida