



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

DEPARTMENT OF MEDIA STUDIES AND JOURNALISM

INTERNSHIP REPORT

NAME: SUMONA PARVIN SUME

ID: 191012081

TERM: SUMMER 2023

COURSE CODE: MSJ11498, MSJ11499

HOST ORGANIZATION: BRAC



SUBMISSION DATE: 3rd SEPTEMBER, 2023

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Student's Details

Name	Sumona Parvin Sume
Student ID	191012081
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Bachelor of Business Administration
Career Goal	To prosper in the Bangladeshi advertising market, and hopefully beyond, by engaging audiences with compelling stories and socially conscious campaigns.

Internship Details

Host organization	BRAC
Host Organization Address	BRAC Centre, 75 Mohakhali, Dhaka-1212
Name of Supervisor	Ekramul Kabir
Designation of Supervisor	Manager, Leadership Communication and Employee Engagement, Communications.
Internship Start Date	June 1, 2023
Internship End Date	August 31, 2023
How many Hours/week	40 hours

ACKNOWLEDGMENT

I would like to start by thanking Allah, the Most Merciful, for giving me strength, endurance, and morality to enable me to live up to my full potential. After that, I want to thank my parents for always having faith in me and never giving up upon me. Then, I'd like to express my gratitude to the honorable ULAB professors who taught me throughout my time in university and helped me prepare for the challenges of the future. After that, I want to express my gratitude to the faculty, loved teaching assistants (TAs), media lab instructors, and other department of media studies and journalism supporters. If these people had not been there to support me over my four years of education, it would have been challenging.

I also want to express my gratitude to Ms. Nandita Tabassum Khan, my adviser, for her guidance and assistance during my ULAB experience. I want to express my gratitude to Sanjana Rahman, faculty member at the University of Liberal Arts Bangladesh, for looking after me throughout the internship. Not to mention our department head, Prof. Dr. Jude William Genilo, and our internship coordinator Muhammad Aminuzzaman, who taught me for the first time during my internship.

I always dreamed of working for a company where I might obtain an intense job that would allow and empower me to work creatively, ethically, and responsibly so that I could maximize my potential. I received a fantastic opportunity for learning and career advancement during my internship with BRAC. I therefore think of myself as a really fortunate person because I was given the chance to take part in it. I'm incredibly appreciative that I had the chance to meet so many fantastic people that helped me succeed in my internship by teaching me valuable things.

I would want to use this opportunity to express my gratitude to Ekramul Kabir, Manager, Leadership Communication and Employee Engagement, Communications, who oversaw my internship and made the time to mentor me despite his constant hectic schedule. Last but not least, I would like to express my gratitude to everyone who supported me throughout time at university and never gave up on me despite my struggles.

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: Sumona Parvin Sume

ULAB ID: 191012081

Signature Sumona Parvin

INTERNSHIP REPORT APPROVAL FORM

Student Name: Sumona Parvin Sume ID No. 191012081_____

Major: Public Relations_____ Year: 2023 _____

Local Phone: 01724203774 _____ Email: sumona.parvin.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: BRAC_____

Internship /Project Report

Topic: Communications_____

Semester (Tick one): ☐ Spring 2020 ☒ Summer 2020 ☐ Fall 2020**Advisor APPROVAL**

(Please place a Tick)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____ Date: 03/09/2023 _____

Name: Sanjana Rahman _____ Title: Faculty _____

E-mail: sanjana.rahman@ulab.edu.bd _____ Phone: 01786220367 _____

INTRODUCTION

I'm happy to share this internship report, which details my rewarding experience working as a communication program intern at BRAC with a focus on leadership communication and employee engagement. This report captures the fascinating journey I went on while working with a committed team at one of the biggest and most effective NGOs in the world.

I had the opportunity to explore the complex world of leadership communication and its critical function in promoting employee engagement during my internship. I thoroughly studied the tactics, procedures, and projects that support good communication between management and staff, fostering a feeling of purpose and commitment among all members of BRAC's dynamic work environment.

I want to throw some light on the team's mission to establish open, significant, and inspiring communication channels throughout the business by giving a summary of the broad objectives of the Leadership Communication and Employee Engagement team in this report. I'll talk about my experiences, my contributions, and the things I've learned, as well as the practical effects of leadership communication on workplace culture and productivity.

My time with BRAC has been an incredible learning experience that has allowed me to personally see the effects of strategic communication on teamwork, staff morale, and ultimately, the accomplishment of the organization's purpose. I am extremely appreciative of the team's advice and assistance, which enabled me to actively participate and gain knowledge in a practical environment.

I would want to express my deep gratitude to everyone at BRAC who welcomed me, offered their opinions, and helped to make this internship a memorable one. I believe this report captures the essence of my experience here and demonstrates the value of excellent leadership communication and employee engagement in a successful company like BRAC.

I appreciate the chance to participate in this vibrant environment and learn.

EXPECTATIONS

My main goal was to dip my toes into the professional pool and gain insight into how the real job world functioned outside of theoretical and academic settings. I was put on the leadership communication and employee engagement team when I started my internship. I had the following assumptions based on the name and the industry the company was in:

- Understanding the dynamics of leadership communication.
- Investigating employee engagement tactics.
- Supporting campaigns for communication.
- Observing the flow of internal communication.
- Evaluating the effectiveness of communication.
- Working together with team members.
- Learning Effective Communication Techniques.
- Understanding the culture of the organization.
- Making Use of Academic Knowledge.
- Networking and career advancement.

HOST ORGANIZATION



BRAC, which was established in 1972, is one of the biggest and most effective non-governmental organizations in the world. Its mission is to reduce poverty and provide communities throughout many nations more authority. BRAC, which has its main office in Bangladesh, aims to promote sustainable development through initiatives in a variety of fields, including health care, economic empowerment, and education.

BRAC's central objective is a society in which every person, regardless of their socioeconomic status, has the chance to prosper and live a respectable life. The organization has focused its efforts over time on a variety of industries while continually looking for new ways to address the complex problems that neglected areas face.

Core Value:

BRAC's activities are supported by a set of core values that direct its initiatives and actions. These values include:

Integrity: Maintaining sincerity and moral behavior in all endeavors.

Innovation: Using creativity and agility to develop innovative solutions.

Inclusiveness: Ensuring the involvement and inclusion of everyone, especially the marginalized.

Effectiveness: Monitoring and enhancing results to provide quantifiable outcomes.

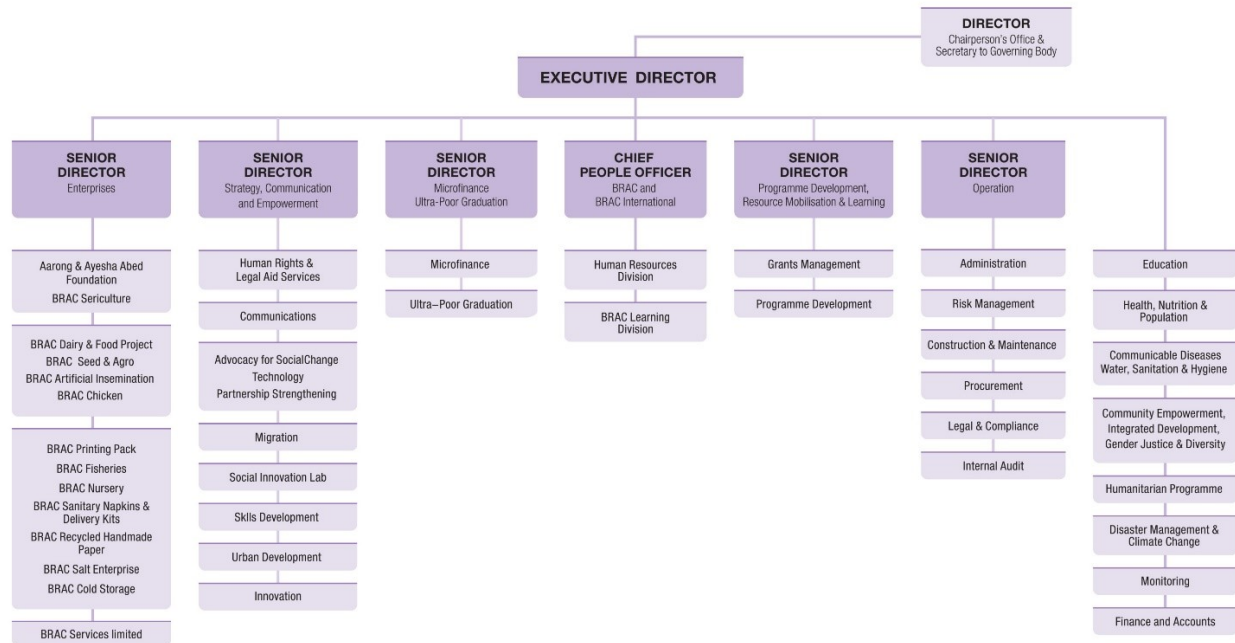
Openness: Transparency, feedback, and cooperative learning are valued when being open.

BRAC places a lot of emphasis on its communication program as a crucial tool to engage stakeholders, convey powerful tales, and encourage a sense of unity and shared purpose among its staff. This is part of its bigger operations framework. The program's emphasis on employee engagement and leadership communication aims to improve the relationship between management and workers, consequently boosting organizational culture and enhancing the impact of BRAC's activities.

BRAC wants to develop a consistent narrative that highlights its accomplishments, ideals, and dedication to change by coordinating its internal and external communication tactics. The Communication Program works diligently to ensure that BRAC's mission is understood by a worldwide audience through a variety of media, including digital platforms, print materials, and events, all while fostering a motivated and engaged staff.

I had the honor of being fully immersed in BRAC's distinctive organizational ecology as I began my internship career within the Leadership Communication and Employee Engagement team of the Communication Program. This report captures my learnings, ideas, and experiences from this fruitful time, illuminating the complex interplay between strategic communication, executive leadership, and employee empowerment in the context of BRAC's noble goal.

ORGANIZATION ORGANOGRAM



TASKS AS AN INTERN

Since June 1, 2023, I have been employed by BRAC as an intern with the Leadership Communication and Employee engagement team. The responsibilities that I had included:

- Translation
- Paraphrasing
- Communication
- Field Visit
- Quote Collection
- Volunteer
- Making Subtitle
- Making Reels
- Data collect
- Shooting
- Interview
- Video Edit
- Transcription

PROJECT DETAILS

Project 1

Project Name: Empowering Voices

Project Description: The "Unearthing Human Stories" project intended to record and disseminate compelling stories of people living in rural Shunamgonj, Shalla communities in order to shed light on their experiences, difficulties, and victories. The project aimed to build a stronger relationship between the organization and the communities it serves by engaging locals personally and giving them a platform to share their stories and have their opinions heard.

My tasks:

My tasks as a member of the project team included:

- Participating with two teammates in a field trip to Shunamgonj, Shalla.
- Having direct discussions with locals to gather anecdotes and firsthand perspectives.
- Visiting two villages to gain an understanding of the context, difficulties, and aspirations of the community.
- Interviewing children and teachers at a BRAC school to learn more about how education affects the surrounding communities.
- Working together with local BRAC employees to obtain more information and insights in accordance with the agenda offered.



Challenges:

- We encountered a language barrier when attempting to communicate with natives who spoke a dialect that was foreign to us.
- In order to establish rapport and trust, it was necessary to adapt to the local culture and customs while conducting interviews.

Mistakes:

In certain instances, I believed that the locals understood certain ideas the same way I did, which led to misconceptions that necessitated explanations.

Learning:

- Interacting with community people highlighted the value of empathetic communication and active listening to fully understand their perspectives.
- I learned the importance of adjusting communication approaches to promote successful relationships through overcoming language and cultural hurdles.
- Working with the BRAC employees demonstrated the value of cooperation and utilizing local knowledge to improve data collecting.

Through this endeavor, I was able to see the actual effects of BRAC's work firsthand and comprehend how interrelated communication, community involvement, and social transformation are. It reaffirmed the idea that every statistic conceals a special human narrative, and that it is our duty to make sure that these stories are heard, comprehended, and shared in order to motivate positive change.

Project 2

Project Name: Capturing the Essence

Project Description: The "Capturing the Essence" project aims to compile a variety of memorable and motivational comments from Sir Fazle Hasan Abed, the incredible visionary of BRAC. From his interviews, it will be possible to derive and synthesize deep understandings, proverbs, and stories that will showcase his incredible journey and the philosophy that guides BRAC's goal. These quotations will be used in a variety of communication tools to uphold his legacy and motivate internal teams as well as the general public.

My Task:

Within this project, my tasks included:

- Reviewing two documents that the Program Head had provided that contained interview extracts in both Bangla and English.
- Examining the supplied materials to comprehend the quotes' context, style, and nature.
- Analyzing ten interviews with Sir Fazle Hasan Abed to find memorable quotes.
- Repeatedly going over the videos and carefully writing down quotes and the timestamps that go with them.
- Providing thorough documentation of the chosen quotes, including with video timestamps.
- Providing the team with the first batch of carefully selected quotes for review while keeping accurate records of sources.



BRAC's Sir Fazle Hasan Abed doing good by doing business

- I have never thought that you can do good only by non-profit activities, you can do good also by doing business. 00:00- 00:09

MicroSave

- BRAC model seems to be quite robust, so we don't need to adapt it too much, but there are of course cultural differences in each from country to country. And we are having to now make some changes. These changes are tense to be that the size of our program. 03:06- 03:26
- The biggest challenge is creating an organization, keeping it intact, keeping motivation of staff, committed to their goals of BRAC. These are the biggest challenges for any organization to keep its mission intact. No mission drift in terms of taking ourselves out of poverty. 04:40- 05:03
- I would like poor new ~~enterent~~ to microfinance to come with an idea that you are trying to help poor people to come out of poverty. Rather than making money out of microfinance. 05:28- 05:40

GESF 2014

- Funding of course is the easiest thing to do when you have a very good

Challenges:

- The translation and interpretation of Sir Fazle Hasan Abed's quotations from Bangla to English while preserving their original meaning provide a challenge.
- Deciding which quotations, among a wealth of perceptive insights, have the greatest resonance and importance.
- Selecting quotes that accurately reflect the depth of Sir Fazle's ideas while taking the discussion's overall context into account.

Mistakes: At first, I occasionally left out background material that was essential to comprehending the meaning of specific quotes.

Learnings:

- The significance of remembering the setting in which a quote was made in order to ensure its accuracy and applicability.
- Watching the videos several times helped me notice details that I otherwise might have missed.
- Effective reference and verification can be made easier by accurately recording timestamps and video sources.

The "Capturing the Essence" project has been an honor and a valuable educational opportunity. It improved my focus on detail and broadened my comprehension of Sir Fazle Hasan Abed's ideas. The difficult and fulfilling work of choosing quotes that best capture his legacy and ambition highlights the powerful power of words to inspire change. This endeavor is a monument to the timeless wisdom that Sir Fazle's views continue to impart to those who work to change the world.

Project 3

Project Name: Crafting Engaging Subtitle

Project Description: The "Crafting Engaging Subtitles" project targeted to generate subtitles for an Eid campaigning video that BRAC put on its Facebook page on June 29. The goal was to increase the accessibility and audience reach of the video by making it understandable to a larger audience, including people who have hearing problems. The assignment offered a chance to learn about BRAC's communication conventions and writing style.

My Tasks:

Within this project, my responsibilities included:

- Getting the assignment to write subtitles for the Eid advertising video from my teammate Sonali Apa.
- Carefully and frequently watching a video to accurately capture spoken content.
- Making a detailed list of all the subtitles and carefully documenting their timing in a document.
- Creating subtitles that adhere to BRAC's communication standards.
- Capturing each subtitle second by second to help with video editing and guarantee a smooth result.
- Comparing my work to Sonali Apa's created subtitles in order to find differences and refinements.



BRAC

29 June · 🌐

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পরিবারের ছোটদের ঈদ আনন্দের মাঝেই জোসনা খুঁজে নেন তার ঈদ।
জানতে দেখুন:



👍❤️ 11K

126 💬 225 ➦

0:01-0:04 - When I was little
0:06-0:09 - What can I say to you, I loss of my words.
0:10-0:12 - I did not even have any dress to go out a place.

0:20-0:25 - I did not fully understand the joy of Eid in that way at that time.
0:27-0:29 - At that time, father was the only earner in our family.
0:30-0:32 - I could not even ask for everything because he was the only earner.
0:33-0:36 - At that time I understood a little bit myself.
0:37-0:39 - I could understand from where father would give us so much.
0:39-0:42 - We are five little ones
0:42-0:43 - I did not think at that time
0:45-0:48 - I would have been satisfied with whatever he gave us.

0:52-0:58 - When I was in class five I had an urge that I needed to do something.
0:58-1:00 - My father's income will not be enough for us.
1:01-1:04 - I took sewing training for 500 taka in 1998.
1:04-1:12 - After taking sewing training, it was found that I bought a pair of scissors and a ribbon for 200 taka.
1:13-1:16 - So I did some shopping and took sewing training like this.

Challenges:

- Making certain that the subtitles appropriately represented the spoken content while upholding the theme and tone of the video.
- I've modified my writing so that it complies with BRAC's communication rules regarding tone and language.
- Aligning the subtitles' timing with the speech and rhythm of the video.

Mistakes: Due to concurrent work commitments, I couldn't complete the task within the given time frame, causing a delay in submission.

Learnings:

- By contrasting my writing with Sonali Apa's subtitles, I was able to understand the preferred terminology and attitude of BRAC.
- Repeated watching of the video brought home how crucial attentive attention is to capturing accurate information for subtitles.
- I learned the benefits of peer review and collaborative learning by comparing my work to that of a coworker.

The "Crafting Engaging Subtitles" project brought attention to the importance of accessibility and clear communication when trying to appeal to a variety of audiences. It was emphasized that every element, including word choice and timing, affects a communication piece's overall impact. As a communications intern, I learned more from this experience about how small but crucial details like subtitles may change the impact and resonance of a message.

Project 4

Project Name: BRAC DNA films (flagship project)

Project Description: The DNA (Development with New Approach) initiative served as the vehicle for capturing the essence of BRAC's holistic approach to community development for the flagship project. The goal was to create a visual story that illustrated the various consequences of BRAC's initiatives in Hawor, Hobigonj. A 3-day field trip with the Audio-Visual (AV) team was required for the project, which included location assessment, filming, interviewing, and behind-the-scenes documentation.

My Tasks:

My responsibility for this project was to:

- Capture the dedication and hard work put forth by the AV team by documenting the behind-the-scenes activities of the filming process.
- Taking candid pictures of the team during pre-production meetings, equipment setup, and interactions with the neighborhood's inhabitants.
- Making a visual narrative that captured the creativity, passion, and dedication motivating the creation.



**Challenges:**

- It was difficult to adequately balance two roles while simultaneously taking part in the filming process and photographing behind-the-scenes events.
- Quick decision-making and a keen eye were required to ensure discreet yet impactful filming of candid moments.

Mistakes: Missing Important Moments When concentrating on my designated function, I occasionally failed to record crucial behind-the-scenes exchanges that were crucial to the story.

Learnings:

- Juggling multiple tasks highlighted the value of adaptability and efficient time management.
- Documenting behind-the-scenes activities taught me the more technical aspects of visual storytelling and how small things add to the story.

- The devotion and hard work of the AV team served as a reminder of the importance of teamwork.

The flagship project introduced me to the basics of visual storytelling. It focused insight into the various components of an effective story, from on-camera interviews to the frequently invisible work that goes into the making of a film. My understanding of the accurate preparation, coordination, and creativity necessary to transform BRAC's comprehensive approach into an engaging visual tale has grown as a result of the experience.

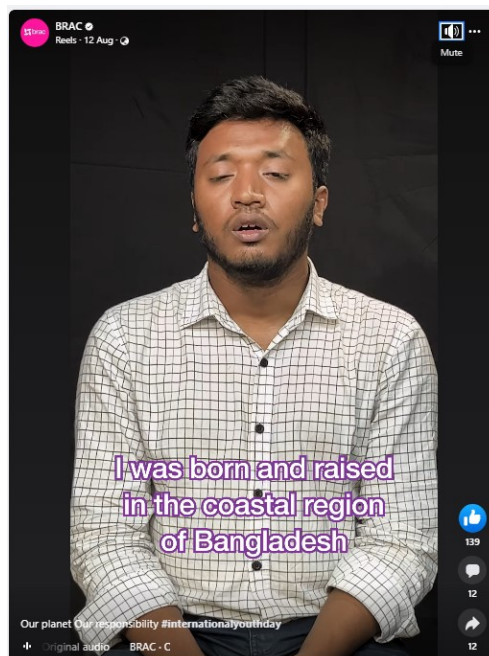
Project 5

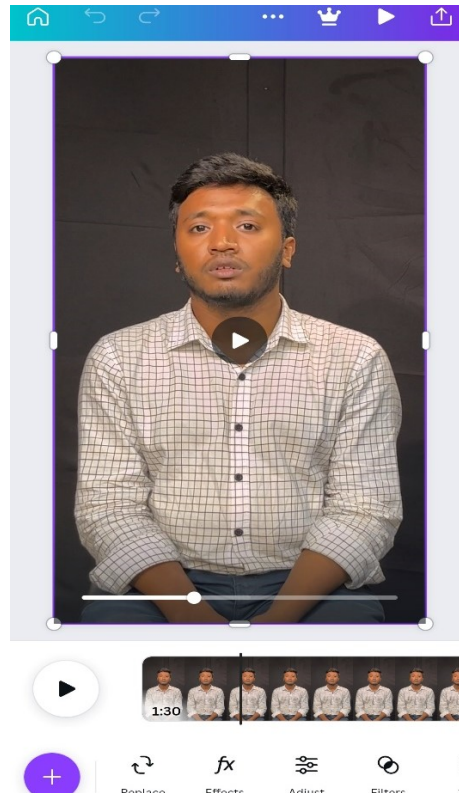
Project Name: Interview Reel

Project Description: As part of the initiative, a youth activist interview reel was produced for posting on the BRAC Facebook page. The objective was to record an interesting and memorable dialogue that affected the audience and advanced the viewpoint of the youth activist on important problems. The communication program's studio area in our office is where the interview was recorded.

My Tasks: Ramim Vai, the AV Team Head, assigned to me the duty of overseeing the entire process of capturing and editing the interview reel. Among my duties were:

- I made sure the studio space was ready for the interview session by arranging the equipment, background, and lighting.
- I conducted the interview, setting up the camera and audio setup, and framing the shots.
- Ramim Vai gave me direction on the preferred material flow, therefore I was in charge of editing the interview video to produce the initial cut of the reel.





Challenges:

There were several difficulties during the project:

1. A technical error A software failure occurred while I was editing the video, stopping me from exporting the edited reel. This unforeseen technical problem created a major barrier.
2. The project had a restricted timeframe for unexpected interruptions or difficulties because of the tight timeline it had to follow to fulfill the publication deadline.

Mistakes:

- It was a mistake to not have a backup strategy in case the editing program malfunctioned. This caused a delay in the project's schedule and required the participation of another team member for editing.

- I should have thoroughly tested the editing program before the final export to find and fix any potential bugs.

Learnings:

1. Always have a backup plan in place because technical problems can happen at any time. To guarantee that the project is not significantly hampered, a backup plan for hardware or software failures must be in place.
2. Testing the tools and software in advance of key project phases can assist identify and address problems early on, avoiding last-minute difficulties.
3. Continuous updates and communication with Ramim Vai, the team leader, possibly assisted in resolving difficulties more successfully and obtaining direction on crucial issues

In conclusion, the project for the BRAC Facebook page's Interview Reel included a variety of responsibilities, difficulties, and educational opportunities. Despite the difficulties encountered because of a software malfunction while editing, the project was eventually finished and published with the help of another team member. The experience has given me insightful knowledge about project management, technical preparedness, and the value of clear communication in team projects.

Project 6

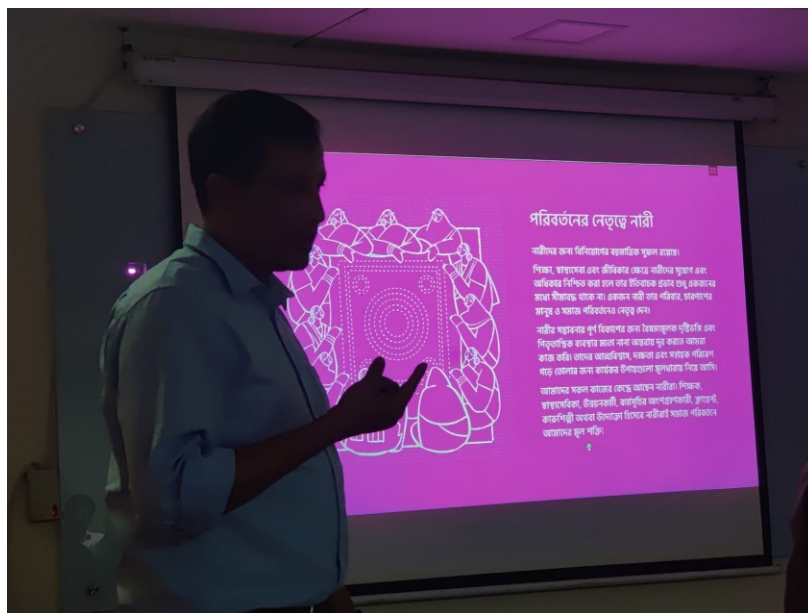
Project Name: Verbatim Transcription

Project Description: The project's main objective was to attend a one-day conference at the BRAC Learning Centre (BLC), which is situated in Gulshan. The focus of the event was on BRAC's field-based front-line workers and how they serve as tour guides for different kinds of visitors. The goal was to record the entire event verbatim so that it could be used for documentation and future research. It was a pilot project of BRAC.

My Tasks:

As a part of the project team, I was accountable for the following:

- I went to the full-day event at BLC to make sure I understood the discussions and proceedings clearly.
- I typed down every discussion, presentation, and interaction that took place during the event. To keep an accurate record, this contained recording spoken words, pauses, and nonverbal indications.
- I recorded the entire event to use as a backup reference and to help with transcription.



Presentation

I am Raghunath Buddh, Area Manager, Microfinance, Sripur Ghazipur, I am a visitor of my group.

I am Afsana Mim, I am a PO, from UPG Program, Mirpur 2, I will be a facilitator of Microfinance visitor.

Assalamualaikum, greetings and congratulations bhai for coming here.

Assalamualaikum, I am Afsana Mim, PO, Microfinance, Dabi, Mirpur 2. How are you?

Yes Alhamdulillah, are you all good?

Alhamdulillah I am fine.

If you could tell me a little bit about your program. used to say about Brac.

BRAC started its operations in 1972. The microfinance program started in 1974 from Baniachong, Sylhet. Now working in all places of Bangladesh. We have a branch in Mirpur 2. I am working here as a program organizer. I look after 300+ members.

How do they take loans? What is your job?

Microcredit is given here. Microloans are given to become financially independent. The loan is given at a minimum of 20,000 taka and those who have a good business or who can manage it well, the loan is given according to their needs. And this loan is given in decreasing method that is 24% interest. And those who participate in this loan system are 100% female members.

It is said that no matter what we do, half of it is women and half of it is men. While in our society we

Challenges:

The project came with a number of difficulties:

- Given the amount of text that needed to be carefully transcribed, the first submission date was short.
- Complex language: A careful transcription was necessary to assure correctness because the event contained conversations on a variety of themes, some of which used expert language.
- For correct transcription, it was essential to ensure crystal-clear audio recording. The quality of the transcription could potentially be impacted by background noise and technological issues.

Mistakes:

- The team may have first misjudged the time required for rigorous verbatim transcription, which led to a request for a submission deadline extension.
- Since the recording equipment hadn't been tested beforehand, there might have been unanticipated technical problems at the event.

Learnings:

1. Because accurate verbatim transcription takes some time, it's important to provide enough time for the task to be completed in a timely manner and to assure quality.
2. Testing recording equipment and getting used yourself with the event's topic beforehand will assist to reduce technical and content-related difficulties.
3. The project team members' efficient coordination and communication made it practical to successfully extend the submission date.

Finally, the Verbatim Transcription project for the BLC event gave us a chance to record and archive important conversations about BRAC's front-line employees. The project was successfully finished and presented despite difficulties caused by time constraints and technological issues, highlighting the value of careful preparation, cooperation, and adaptation in accomplishing project objectives. The knowledge has helped with better time estimation, technical preparedness, and efficient teamwork.

Project 7

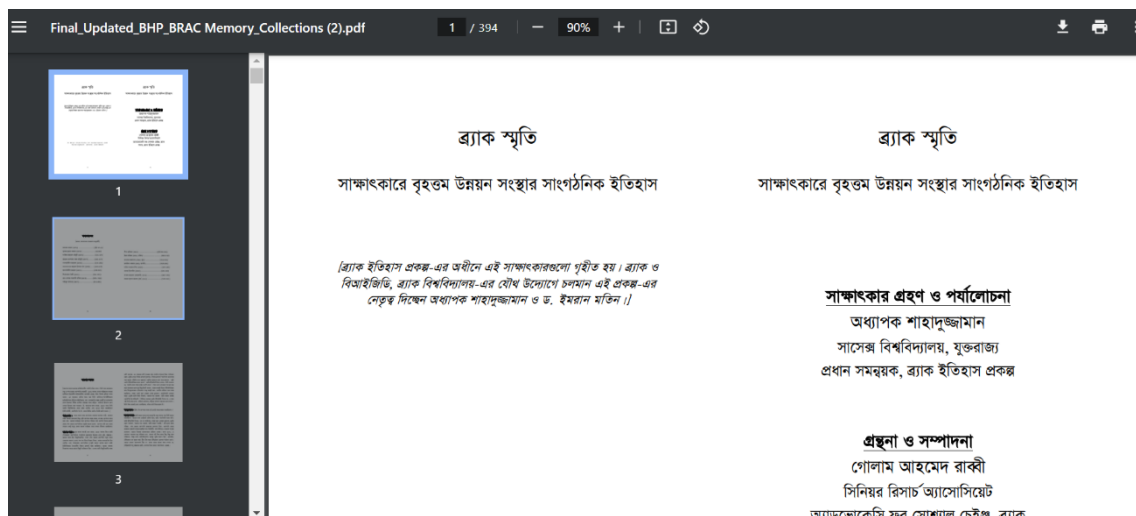
Project Name: Translation Interview Questionnaire.

Project Description: The project's main focus was the English translation of a list of interview questions from Bangla. My fellow intern and I worked together on this project, which Bushra Apa assigned. The main objective was to precisely and quickly translate the text in an hour.

My Tasks:

As a part of the project, I was in charge of the following duties:

1. With the help of another intern, I helped with the translation process, making sure the interview questions and content were accurately, clearly, and effectively communicated.
2. I was in charge of making sure the project was finished within the time frame given and that the original deadline was met.



Shahaduzzaman : Interviewer .

Sabbir Ahmed Chowdhury: Interviewee

(Page 100-113)

1. Assalamu Alaikum , Sabbir bhai. How are you ?
2. Sabbir bhai, I met you after a long time . I didn't work with you that way. But I have seen you at different times. I was in your training .
3. I remember many things . Where are you now ?
4. Let me start with the story of your interaction with BRAC. I mean, where did you first hear from, how did you join, when did you join, I will listen to that story?
5. Oh, yeah !. I've heard the name, but don't know much.
6. Where is your home in Sylhet?
7. What is the meeting about? only with relief then?
8. Have you ever thought of doing a job? Or are you motivated?
9. There were no female workers then?
10. At that time, only training was going on in Manikganj, or was there any programme?
11. What does cycle mean by bicycle? Will they run?
12. Then the idea of microfinance did not come?
13. I don't know a little bit, did you get an order later at Sheraton?
14. So you did some agricultural work in Manikganj, and handicraft means something related to women's income generation. Did you do anything else?
15. So what was your role then. program organizer?

Challenges:

There were several difficulties during the project:

1. "Time Constraint" refers to the one-hour time limit, which gave a restricted time frame for translating the interview questionnaires and might have affected the accuracy of the translation.
2. To ensure consistency and correctness in translation, collaboration with the other intern needed strong teamwork and communication.
3. It was difficult to ensure that the translated content appropriately and culturally communicated the meaning and context of the original questions.

Mistakes:

- It was a mistake to submit the translation after the specified period of time had passed. This delayed the completion of the project as a whole.
- By underestimating the time needed for complete translation and potential difficulties, the project's timeline may have been underestimated.

Learnings:

- To avoid rushing through the process and to guarantee high-quality output, it is essential to accurately estimate the time needed for a work.
- To ensure accuracy and team cohesion during collaborative tasks, team members must communicate clearly and consistently.
- Third, professionalism Being professional in the workplace means asking for an extension when required and understanding the importance of meeting deadlines.

In conclusion, the project to translate an interview questionnaire from Bangla to English showed how crucial professional conduct, efficient teamwork, and time management are to meeting project goals. The project gave excellent insights into the complexities of translation work, cooperation, and the importance of meeting deadlines despite difficulties and mistakes. Bushra Apa's remark emphasized the relevance of prompt completion and the significance of open communication in professional situations.

36Project 8

Project Name: Impact of Saline Water

Project Description: The project sought to raise awareness of the difficulties faced by rural women in Chila, Mongla, Bagerhat as a result of the salinity of the water they come into interface with. Exposure to saline water has been linked to health concerns in women of all ages, including uterine difficulties and white discharge. For the purpose of raising awareness and promoting potential solutions, this project comprised fieldwork, interviews, and shooting.

My Tasks:

I was in charge of the following tasks for this project:

1. I was entrusted with speaking empathically and sensitively to the cultural contexts of rural women in order to find out about their experiences and challenges with regard to their health.
2. Assisting in the management of surveys and the data gathering process while guaranteeing the accuracy and comprehensiveness of responses.
3. During filming, I worked with the AV team and clients to ensure that interviews went off without a hitch and that the tales were accurately captured.



Challenges:

1. The project's six-day time frame necessitated effective time management in order to finish the interviews and fieldwork.
2. Due to time constraints and other tasks, I was only able to complete 16 of the 30 interviews that were initially scheduled, which had an impact on the amount of data gathered.
3. Working in a remote area with few resources provided logistical obstacles, including access to interview subjects and transportation.

Mistakes:

1. This error affected the project's data collection and may have constrained the breadth of findings.
2. Lack of time given for each interview session resulted in hurried exchanges and may have had an impact on the caliber of responses.

Learnings:

1. In fieldwork settings, effective time management is essential to completing planned tasks and achieving data collecting objectives.
2. Juggling many roles throughout the project brought back the value of setting priorities in order to get the best results.
3. It's important to be able to adjust to changing circumstances and unanticipated difficulties. In changing contexts, it is crucial to learn how to change plans while keeping the project's objectives.
4. Establishing trust with interviewers and gathering relevant data require sensitive and empathic communication.

The project, in conclusion, offered a special chance to address critical health challenges encountered by rural women. Despite difficulties and a few errors, the project helped to promote

awareness and possible solutions. The experience enhanced my skill set and increased my comprehension of community-focused projects by highlighting the importance of efficient time management, adaptability, and sympathetic communication in fieldwork settings.

INTERNSHIP OUTCOME

My experience working as an intern at BRAC Communications has been eye-opening and has greatly improved my understanding of strategic communication and its critical role in forming societal narratives. I've had the good fortune to interact with professionals that are pioneers in developing powerful messages that connect with a range of audiences during my time here.

My internship has given me practical experience with the complete lifecycle of communication initiatives, which has been one of its most beneficial effects. I've seen the careful planning and execution that go into effectively communicating BRAC's goal and principles, from coming up with unique concepts to carrying out campaigns. This first-hand experience has enhanced my understanding of strategic communication and given me useful abilities that will surely influence my future endeavors.

The supportive atmosphere at BRAC has been crucial to my development. My interpersonal and cooperation abilities have improved as a result of interacting with coworkers, exchanging ideas, and working together on projects. Interacting with people from various backgrounds has also cultivated cultural sensitivity and an understanding of the dynamics of cross-cultural communication.

Observing the communication initiatives' effects in the real world has probably been the most satisfying part of my internship. My enthusiasm for the industry has been fueled by the knowledge that the content I've supplied has helped promote positive change among the communities that BRAC serves. This encounter has deepened my awareness of communication's possibilities and strengthened my resolve to use excellent storytelling to make a significant impact.

In conclusion, my internship at Communications, BRAC, has been a life-changing opportunity that has sharpened my practical abilities, enlarged my appreciation of many cultures, and strengthened my commitment to using strategic communication for the greater good. During my career journey, the knowledge I've obtained and the lessons I've learnt will certainly serve as a strong foundation.

WORKPLACE LOG

12 D
06 M
2023 Y

we left this place at 6.30 am and started the journey and then go to shalla, shunamgang for field visit.

Middle of this trip we go to (Marckuli) Kadirganga, Baniachong, Hobiganga, the base area office and visit it.

After that we go to Nasirpur school and the village to visit.

- * Talk with childrens and peoples.
- * Know about crisis that they faced.
- * Stay at shalla office for night.

D 15
M 06
Y 2023

Rokon vai gave me 2 doc file of abed vai's
interviews example and some videos to
identify the codes from those videos.

* I have to collect codes.

* And note it down by seconds and
it could be very specific.

20 D
06 M
2023 Y

* Made a subtitle for a video for upcoming
eid campaign.

* Listen the video well.

* Second by second listen it and made
a doc file for subtitles.

24 D
07 M
2023 Y

- ★ Finished with the doc file.
- ★ Got More 17 videos for code collection.
- ★ Normally go through with the videos.
- ★ Include a new work for a comms campaign.
- ★ Work on a excel file for schedule campaign things in a meeting room.

D
M
Y
July
30, 31, 01 August

Field work at Hobigong, Hacoan,
Chomokpur with AV team for shooting
DNA Project.

The project done with the BRAC Holistic
way.

we stayed by 3 days 2 night,
did ricky, shooting, took interviews.

My role was took footage for
behind the scene.

D 03
M 08
Y 2023

* Shoot an interview *International youth day*
* prepare the studio room for interview.

* interviewee was a youth activist

* The interview for making a reel which will publish on instagram, Facebook etc.

* *and more content*
* I am *brac*
* *and more* } youtube

* *the good feed*

* 18 program overview.

Sunday 11-12 am visibility plan.

D 13
M 08
Y 2023

★ Did translation Bangla to English
for some questioner of an Interview.

This was a group work with an
another intern. The task was for
1 hour but we could not submit it
on time.

★ Visit BRAC Facebook page for some-
time, go through with various 2 days
contents, videos.

★ look at 2 videos of Abed Bhai's
interview, Rokon Rais given work.

And collect 4 quotes from them.

Learning and insights.

14
08
2023
D
M
Y

PO, AM, BM > meeting

8.30 program start - 8.00 am at
Gulshan. - 5.00 pm
BLC

* Go through with the videos.

* Meeting with advocacy program for a
training session

* Search websites.

* Amara Suite abed vai - videos.

* I am Brac website

D 31
M 08
Y 2023

* Field work 27 august to 02 september.

* Go to chila, mangla, Bagerhat

* Taking interview

* Communicate with women and collect data.

* Communicate with them on shooting time.

* Engaged them to tell their stories.

* Listen their problems carefully,

INTERNSHIP APPRAISAL

I put a lot of effort into my internship; there were challenges at first, but I overcame them. I have five days of work a week at BRAC. I was at work from 10:00 AM to 6:00 PM.

I had a fantastic internship experience, and if I had to give myself a grade, I'd give myself an 8.

In addition, I had a great time working at BRAC. Everyone was incredibly supportive of me, especially my supervisor, who helped me develop my abilities and confidence and supported me throughout. Every member of the international desk staff was extremely helpful. Additionally, interns from different universities helped one another. The working environment was friendly.

SELF-ASSESSMENT FORM

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

Name of Intern: Sumona Parvin Sume _____

University ID: 191012081 _____

Name of the Institute/Organization:

BRAC

Corporate Office Address:

BRAC Centre, 75 Mohakhali, Dhaka-1212

Email: info@brac.net

Web: <https://www.brac.net/>

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?
 8000 BDT

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.	4
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	4
7	I have a sense of personal achievement.	4
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	3
10	I can be understanding and appreciative of people with diverse backgrounds	4
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	4

13	I have increased my ability to be a leader	4
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	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	4
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	4
21	I broadened my future employment possibilities	4
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

5. General Comments

To complete my internship at my host organization was a wonderful experience. There, I had the chance to put my education to use.

Signature of Intern Sumona Parvin

PROFESSIONAL COMPETENCIES

Achieving professional competence is developing the skills necessary to perform in a professional capacity. Competence encompasses the professional knowledge, attitude, and abilities necessary for getting a position in a highly competitive field. I was able to gain up skills throughout my time as an intern at BRAC that would undoubtedly be useful in the future. The following is a list of the skills I picked up during my internship program:

Professional proficiency: I have a broad range of professional skills that help me succeed in a variety of professions.

Successful Communication: Through written and spoken channels, I am able to accurately express complicated ideas while adjusting my style to fit various audiences and settings.

Critical thinking includes: I take a strategic approach to problems, gathering and analyzing data to come to judgments that are in line with company objectives.

Collaboration among team members: I perform best in collaborative settings where I can actively contribute, actively listen, and use the abilities of others to accomplish common goals.

Adaptability: I pick up new technologies and processes rapidly, keeping up with corporate developments and incorporating them into my work.

Solving problems: I meticulously analyse complicated issues, locating underlying causes and putting into practice workable solutions for process improvement.

Management of time: To achieve deadlines without sacrificing quality, I proactively manage work, assign resources effectively, and define milestones.

Leadership Possibilities: I demonstrate leadership skills by taking the initiative, motivating others by my actions, and ensuring task ownership for productive results.

Cultural Sensitivity: I collaborate well with a variety of coworkers and stakeholders, promoting inclusivity and harmony at work.

Innovative Thoughts: I challenge conventions and provide innovative solutions, bringing new viewpoints that produce ground-breaking outcomes.

Interpersonal Competencies: I establish trust and solid bonds with people to improve communication, compromise, and conflict resolution.

As a whole, my professional competencies include good interpersonal skills, effective communication, critical thinking, teamwork, adaptability, problem-solving, and time management. I also have the capability to lead. With the help of these skills, I can effectively contribute, adjust to change, and produce outcomes that support organizational success.