Media Studies and Journalism Department

Internship Report

Ahmed Hasam Rabbi
[192012021]

Fall 2024

MSJ 11498
Internship I

Host Organization
AGA KHAN ACADEMY DHAKA

Date Submitted
December 30, 2024

Table of Content

Student's Details **3**
Acknowledgement **4**
Glossary **5**
Plagiarism Declaration Form **6**
Internship Report Approval Form **7**
Introduction **8**
Expectations/Objectives **9**
Host Organization **10**
Vision and Mission 10
The Role of the Communications Department 10
Internship Experience in the Communications Department 11
Tasks **12**
Project Details **13**
Project 1: Coordinating Yearbook and Stock Photography 13
Project 2: Drafting Monthly Newsletter 19
Project 3: Planning and Organizing the First Inter-School Football Tournament 30
Project 4: Writing, Proofreading, and Editing Captions 35
Project 5: Drafting Request for Quotations (RfQ) 40
Project 6: Drafting and Publishing Press Release for Big Draw Festival 60
Project 7: Social Media Management for the Academy 69
Project 8: Writing and Publishing Articles on the Aga Khan Academy Dhaka Website 75
Internship Outcome **83**
Advantages of Interning at the Aga Khan Academy Dhaka 83
Drawbacks of Interning at the Aga Khan Academy Dhaka 84
Achievements 84
Lessons Learned 85
The Workplace Log **86**
Self Assessment Form **110**
Professional Competencies **112**
Appendices **114**

Student's Details

Name	Ahmed Hasam Rabbi
Student ID	192012021
Concentration	Public Relations
Career goal	To learn from others and gain experience from various sectors that may lead towards being an impactful human.
Host Organization	Aga Khan Academy Dhaka
Host Organization Address	Ka-65/1, Kuratoli, Dhaka-1229, Bangladesh
Designation	Communications Intern
Department	Communications
Name of Supervisor	Mr. Monjure Alahi Haider
Designation of Supervisor	Communications Manager
Department	Communications
Internship Start Date	20 October, 2024
Internship End Date	31 December, 2024
Working Hours Per Week	41+

Acknowledgement

I would like to express my deepest gratitude to the Aga Khan Academy Dhaka for providing me with this opportunity to intern with their Communications Department. I am especially thankful to my supervisor, whose unwavering support, collaborative spirit, and team-focused approach made this internship a fulfilling experience. His belief in shared responsibilities and his approachable demeanor made working under his guidance a truly enriching experience.

I am also profoundly grateful to my partner, my wife, for inspiring me to pursue my Bachelor's degree for the second time. Her constant encouragement and belief in my potential reignited my academic journey after I had almost given up on studies. I owe this milestone to her unwavering support, which I can never fully repay.

Finally, I would like to thank the University of Liberal Arts Bangladesh (ULAB) for their academic guidance and support throughout this journey. This internship has been a significant learning experience and I am grateful for the support of everyone who contributed to its success.

Glossary

Aga Khan Academy (AKA)
Aga Khan Schools (AKS)
Aga Khan Academy Dhaka (AKAD)
Aga Khan Education Network (AKDN)
Aga Khan Education Services (AKES)
Head of Academy (HoA)
Request for Quotation (RfQ)

Plagiarism Declaration Form

Internship Report Approval Form

Introduction

This report outlines my experience as a Communications Intern at the Aga Khan Academy Dhaka (AKAD), a globally recognized institution committed to excellence in education and fostering ethical leaders. I started my internship on October 20, 2024, motivated by my desire to explore development communications and deepen my understanding of institutional branding and stakeholder engagement. Throughout my internship, I was entrusted with diverse tasks ranging from drafting newsletters and managing social media platforms to organizing large-scale events such as the Inter-School Football Tournament.

My primary objectives during this internship were to gain hands-on experience in communication strategies, content creation, and event planning while contributing meaningfully to the Academy's mission. I completed eight key projects, each offering unique learning opportunities, such as coordinating yearbook photography, drafting professional press releases, and enhancing the Academy's digital presence through social media management.

The report summarizes how I began the internship, the key tasks and responsibilities I handled, the skills I developed, and the challenges I overcame. It highlights my professional growth and how this transformative experience has prepared me for future opportunities in public relations and communications.

This internship allowed me to refine my skills in writing, editing, design, and communication while adhering to the Aga Khan Development Network's (AKDN) guidelines. It also provided me with valuable insights into maintaining consistent branding and professional standards in all aspects of communication. Overall, this experience has been transformative, both professionally and personally.

Expectations/Objectives

I have had the opportunity of working in the media industry since 2018; a year before I began pursuing my Bachelor's degree at the University of Liberal Arts Bangladesh (ULAB). While this experience has equipped me with valuable skills, I have always been eager to explore the development communications sector.

Communications, in Bangladesh's development sphere, has numerous prospects; my interest in development communications stems from its potential for creating meaningful impact in society. I believe an internship in this field will help me better understand key aspects such as organizational culture, communication strategies, stakeholder management, and the operational dynamics of non-profit organizations.

Though I have worked in a few professional settings, I want to step into a new work environment leaving behind everything but the skills that will aid me in enhancing my learning experience. For the greater part of my undergraduate program, I used to think I would not be interning anywhere, yet, with time, I decided to shift my focus and be open to all sorts of learning opportunities.

If I manage an internship at a NPO, I will give my best effort at learning and proving myself as an efficient contributor to the organization.

Host Organization

The AKAD is a distinguished part of the Aga Khan Academies network, an initiative under the AKDN - a global group of development organizations working across a wide array of mandates, including education, health, culture, architecture, microfinance, rural development, disaster resilience, private-sector enterprise promotion, and the revitalization of historic cities.

The Aga Khan Academies network is committed to expanding access to education that not only meets international standards of excellence but also emphasizes the development of ethical leaders and global citizens. The Dhaka Academy is the fourth in the network, joining sister institutions in Mombasa (Kenya), Hyderabad (India), and Maputo (Mozambique). Additionally, the AKDN oversees more than 300 schools globally under the Aga Khan Education Services (AKES), reflecting its commitment to transforming lives through education.

Vision and Mission

Situated in Dhaka, Bangladesh, the AKAD seeks to foster academic excellence, personal growth, and social responsibility in its students. Its vision is deeply rooted in the values of pluralism, respect, and service to humanity. The institution adopts the International Baccalaureate (IB) curriculum, known for its emphasis on interdisciplinary learning, critical thinking, and the development of lifelong learning skills.

The Academy serves as a center of innovation and collaboration, nurturing well-rounded individuals equipped to address complex global challenges while remaining connected to their cultural roots and local communities. Beyond academics, the institution emphasizes the importance of physical well-being, creativity, and cultural appreciation. Its state-of-the-art campus includes modern classrooms, well-equipped science and technology labs, arts and cultural spaces, and world-class sports facilities designed to support holistic development.

The Role of the Communications Department

The Communications Department plays an essential role in bringing the Academy's mission and vision to life. This department manages both internal and external communications, ensuring the institution’s voice is heard by a diverse global audience. Core responsibilities include curating monthly newsletters, managing the Academy's official website, producing engaging content for social media platforms, and developing promotional materials. Through these efforts, the department enhances the Academy's visibility and strengthens its brand identity.

The team also takes a strategic approach to communication by collaborating with various stakeholders, service providers, and other departments to execute campaigns and initiatives that amplify the Academy's achievements. In addition to regular communication duties, the department is instrumental in organizing events, drafting press releases, and crafting content that highlights the accomplishments of the Academy community.

Internship Experience in the Communications Department

As an intern in the Communications Department, I have observed a dynamic and professional work environment where innovation and creativity are encouraged. The team actively monitors global communication trends and adapts its strategies to stay relevant and competitive. One of the hallmarks of the department's culture is its emphasis on open dialogue, where staff members freely exchange ideas, feedback, and suggestions to refine processes and improve outputs.

The work environment at the AKAD is inclusive, collaborative, and inspiring. It fosters meaningful interaction between professionals across diverse fields, including education, administration, and external partnerships. Such exposure provides interns with invaluable insights into how communication intersects with education, organizational development, and community engagement.

Overall, the AKAD is not merely an institution of academic excellence but a beacon of ethical leadership and social responsibility. My internship experience has been immensely enriching, offering me a platform to contribute to impactful projects and to learn from a globally recognized organization that is shaping the leaders of tomorrow.

Tasks

During my internship at the AKAD, I have been assigned the following tasks and responsibilities:

- Follow up on leads (both national and international) through calls and emails.
- Manage and update social media platforms, ensuring timely and relevant content is shared.
- Create bilingual content (English and Bangla), including written and visual materials for diverse audiences.
- Review and proofread communication materials to ensure consistency in grammar, style, and messaging before publication in print and electronic media.
- Maintain and regularly update the core content of the Academy's website to ensure accuracy and relevance.
- Coordinate and write spotlight features that highlight members of the Academy community, including students, parents, and faculty.
- Assist in the planning, creation, and evaluation of digital marketing campaigns aligned with the Academy's broader communication strategies.
- Keep up with online marketing trends to ensure campaigns remain effective and up to date.
- Collaborate with external service providers to ensure seamless delivery of services.
- Contribute to social media strategy planning to expand the Academy's online presence.
- Assist in the development of a student journalism club by coordinating with leaders, supervisors, and students.
- Collaborate with teachers, senior leadership, and other staff to cultivate a culture of communication and reporting on Academy events and activities.
- Develop press releases and other media materials for high-profile Academy events in coordination with the Aga Khan Schools (AKS) Communications department.
- Plan and organize events from concept to execution, ensuring alignment with established goals and standards.
- Select venues for events, oversee layout preparation, and arrange necessary logistics.
- Design event guides and promotional materials for both traditional and digital platforms.

Project Details

Project 1: Coordinating Yearbook and Stock Photography

Task Description

I coordinated a three-day photography session for the AKAD. The session aimed to capture photographs for the Academy's yearbook, a new stock of images for communication purposes, and architectural shots of the campus. My supervisor and I worked collaboratively, with my supervisor sourcing one photographer and me sourcing another.

This project included the following components:

1. **Yearbook Photography:** Capturing photographs of all sections of each grade along with regular school activities.
2. **Stock Photography:** Creating an image bank to be used across online and print communication materials throughout the year.
3. **Architectural Photography:** Capturing the campus architecture to enhance communication materials and reinforce brand presence.

Assignment Process

1. **Drafting and Sending the Request for Quotation (RfQ):**
    a. I prepared the RfQ based on our photography requirements, which included specifications for yearbook, activity, and architectural shots.
    b. My supervisor reviewed and approved the RfQ before it was sent to vendors.
2. **Vendor Selection:**
    After receiving quotations and portfolios, we selected a vendor who fit our budget while meeting our quality and style requirements.
3. **Pre-Photography Briefing and Campus Tour:**
    a. I conducted an in-person briefing with the selected photographers, sharing the AKDN guidelines and Code of Conduct.
    b. A campus tour was arranged for the photographers to help them conceptualize and plan the shoot.

4. Scheduling and Coordination:

a. I sourced class schedules from Junior and Senior School coordinators to create a detailed photography schedule.

b. The finalized schedule was emailed to students and faculty by the Dean of Admissions two days prior to the shoot.

5. Shoot Day Coordination:

a. During the three-day photoshoot, my supervisor and I worked alongside the photographers. We divided responsibilities to ensure timely coverage of all segments.

b. I liaised between the photographers, faculty, and students to ensure that the guidelines were followed and that the intended results were achieved.

6. Monitoring and Feedback:

My supervisor periodically reviewed the workflow during the shoot, providing suggestions as needed.

Execution Steps

1. **Specific Actions Taken:**
   a. Drafted the Request for Quotation (RfQ).
   b. Evaluated vendor portfolios and quotations.
   c. Conducted pre-briefings and organized a campus tour.
   d. Created and finalized the photography schedule.
   e. Coordinated with the JS, SS coordinators, and the Admissions Department.
   f. Facilitated communication between photographers, faculty, and students.
   g. Monitored the photoshoot to ensure adherence to the Code of Conduct.
2. **Collaboration:**
   a. My supervisor (Communications Manager)
   b. Two photographers
   c. Coordinators of JS and SS
   d. Admissions Department
3. **Tools and Platforms Used:**
   a. **Microsoft Word:** for drafting the RfQ and schedules.
   b. **Outlook and Microsoft Teams:** for communication.
   c. **OneDrive:** for sharing files.
   d. **WhatsApp:** for quick coordination.

4. **Guidelines and Themes Followed:**
    a. AKDN writing style (e.g., British English, no Oxford comma).
    b. AKDN Code of Conduct, particularly concerning interactions with children during the photoshoot.

Review and Approval

1. **Work Review Process:**
    a. The RfQ was reviewed and edited by my supervisor, the Communications Manager.
    b. During the shoot, my supervisor observed our workflow and provided suggestions.
2. **Corrections or Changes:**
    Edits were made to the RfQ based on my supervisor's feedback.

Final Outcome

The three-day photoshoot was successfully completed, covering all required segments. We are currently awaiting the delivery of the photographs, expected by 5 January 2025.

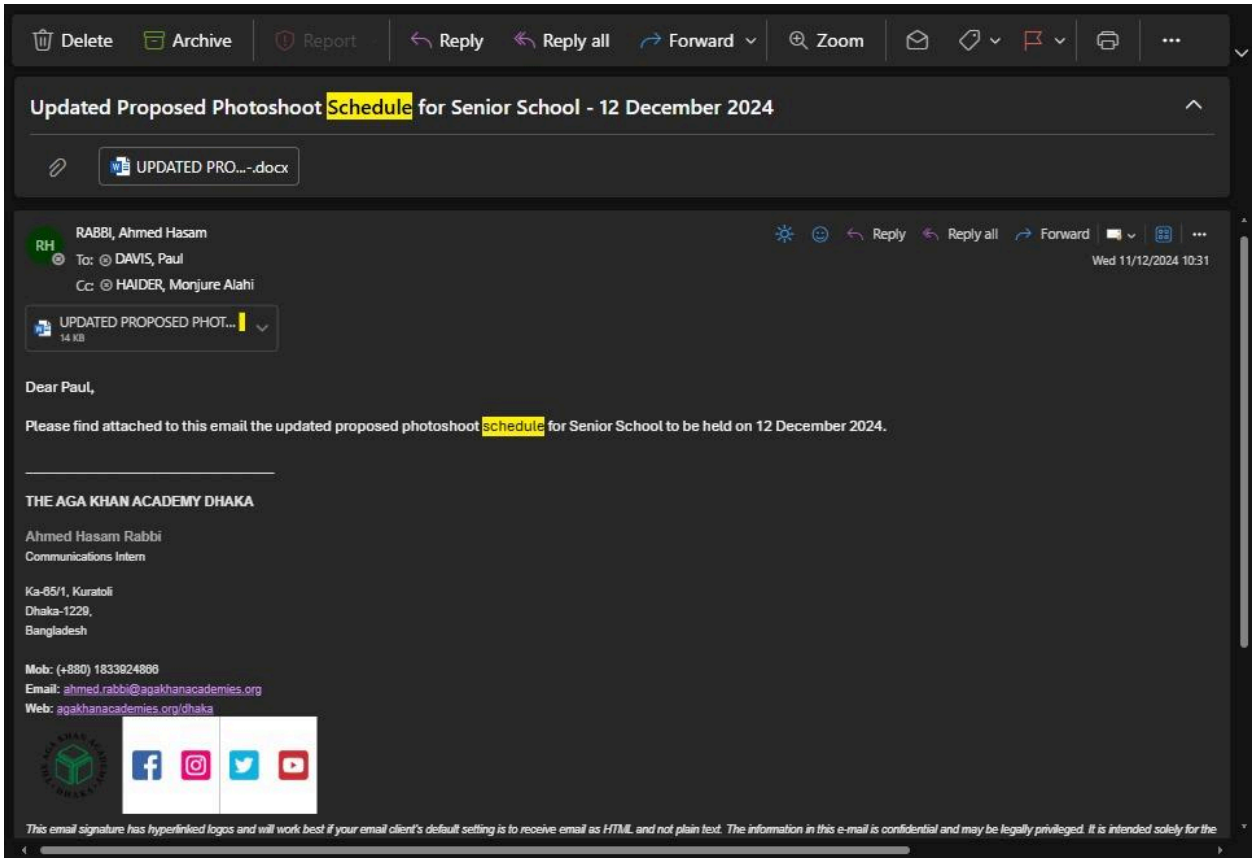
Learning Experience

1. **Skills and Insights Gained:**
    a. Improved my ability to evaluate vendor portfolios and negotiate contracts.
    b. Strengthened my organizational skills, especially in scheduling and coordinating across departments.
    c. Gained hands-on experience in managing photography projects while adhering to strict guidelines.
2. **Other Key Takeaways:**
    a. Communication is critical to ensuring smooth workflows and managing diverse stakeholders.
    b. Understanding and enforcing guidelines, such as the Code of Conduct, is essential for professional integrity and stakeholder trust.
    c. Collaboration with multiple departments requires adaptability and proactive problem-solving skills.

Evidence

PROPOSED PHOTO SHOOT SCHEDULE FOR SENIOR SCHOOL THURSDAY 12TH DECEMBER 2024

Timing	Item 1	Notes
8.00-8.30	Junior School Assembly	Abrar with Rabbi
		Class photos on the Maidaan. MYP-1 to make way to the Maidaan. To remain in mentor groups. 1K and 1D wait in front of the Commons for their photos.
8.00-8.25	MYP-1A MYP-1K MYP-1D	Mashruk With Monjure Class photos Students return to PE thereafter.
8.25		MYP-2 to make way to the Maidaan. To remain in mentor groups. 2K and 2D wait in the Commons for their photos
8.30-8.55	MYP-2A MYP-2K MYP-2D	Mashruk With Monjure Class photos Students return to Humanities thereafter
8.55		MYP-3 to make way to the Maidaan. To remain in mentor groups. 3K and 3D wait in the Commons for their photos
9.00-9.25	MYP-3A MYP-3K MYP-3D	Mashruk With Monjure Class photos Students return to Design thereafter
9.25		MYP-4 to make way to the Maidaan. To remain in mentor groups. 4K and 4D wait in the Commons for their photos
9.30-9.55	MYP-4A MYP-4K MYP-4D	Mashruk With Monjure Class photos Students return to class thereafter
9.40 – 10.20	5K PE	Abrar with Rabbi Basketball and Football
9.55		MYP-5 to make way to the Maidaan. To remain in mentor groups. 5K and 5D wait in the Commons for their photos
10.00- 10.25	MYP-5A MYP-5K MYP-5D	Mashruk With Monjure Class photos Students return to PE thereafter
10.55		DP1 and DP2 wake may to the Maidaan
11.00-11.25	DP-1 DP-2	Mashruk With Monjure Class photos + Student Council Photos Students return to PE thereafter
10.55-11.45	MYP-5 Physics	Abrar With Rabbi
11.45.-12.30	MYP-2 Design MYP-4 Art	Mashruk With Mojure Abrar With Rabbi
12.35.-1.20	MYP-1 Science PYP 4 PE	Mashruk With Mojure Abrar With Rabbi
2.05-2.50	MYP-5 Leadership DP2 Visual Art and physics	Mashruk With Mojure Abrar With Rabbi



Screenshot of email to Dean of Admissions sharing the proposed photoshoot schedule.



Photograph of the photoshoot team.
Left to Right - Communications Manager, Photographer 1, Me, Photographer 2.

Project 2: Drafting Monthly Newsletter

Task Description

The monthly newsletter sent out to the parents of AKAD contains the following sections:

- Letter from the Head of Academy (HoA)
- What's happening around the campus (highlights of campus activities)
- Feature article (covering a significant event or milestone)
- Quote of His Highness the Aga Khan

For the project, I had the following responsibilities:

1. Writing a feature article covering a significant highlight of the month.
2. Revising and editing the HoA's letter based on the AKDN guidelines.
3. Selecting and highlighting 8 to 10 stories from the Academy's social media handles for the "What's happening around the campus" section.
4. Searching for and curating an appropriate quote from His Highness the Aga Khan's speeches.
5. Selecting and editing the feature image of the newsletter from the Academy's stock photographs.

Assignment Process

1. My supervisor, the Communications Manager, assigned the feature article to me a week before the newsletter's due date through Microsoft Planner.
2. The HoA's letter was forwarded to me for editing after receiving it via email.
3. I independently chose content for the What's happening around the campus section and His Highness's quote.

Execution Steps

1. **Specific Actions Taken:**
    a. Writing: Authored the feature article for the newsletter.
    b. Editing: Revised and edited the HoA's letter.
    c. Proofreading: Ensured overall content adhered to the guidelines and was free of errors.
    d. Visual Content: Selected and edited the feature image for the newsletter.
2. **Collaboration:**
    Worked closely with the Communications Manager, who reviewed and approved my work.

3. **Tools and Platforms Used:**
    a. **Canva:** For layout and visual elements.
    b. **MailChimp:** To design and send newsletters.
    c. **Microsoft Word:** For drafting text content.
    d. **Outlook and WhatsApp:** For communication and coordination.
    e. **Microsoft Planner:** For task assignment and tracking.
    f. **Adobe Photoshop:** For editing the feature image.

4. **Guidelines and Themes Followed:**
    a. Adhered to the AKDN's writing guidelines, which specify the use of British English and other stylistic conventions, such as avoiding the Oxford comma and not using a comma between the month and year in dates.
    b. Followed the AKDN's brand guidelines, including its specific color palette for online and print materials.

Review and Approval

a. The first draft of the newsletter was submitted to my supervisor for review.
b. My supervisor made edits and provided feedback, which I incorporated into the final version.

Final Outcome

The newsletter was sent to the parents of students at AKAD, providing them with updates, news, and highlights from the campus.

Learning Experience

1. Gained technical expertise in MailChimp for designing and distributing newsletters.
2. Learned how to adhere to specific brand and communication guidelines.
3. Improved my proofreading and editing skills, particularly in adhering to stylistic rules.
4. Strengthened my ability to select and curate content for a diverse audience.
5. Enhanced collaboration skills by coordinating effectively with my supervisor and other team members.
6. Developed organizational skills by meeting deadlines and handling multiple components of the newsletter simultaneously.

Evidence

December 2024 Newsletter Draft

Letter from the Head of Academy

Dear Parents,

As we celebrate the birthday of His Highness the Aga Khan this month, we would like to highlight his visionary leadership and enduring commitment to fostering pluralism, freedom and responsibility in our global community. In his address at the Peterson Lecture at the Annual Meeting of the International Baccalaureate, held on 18 April 2008 in Atlanta, USA, His Highness beautifully articulated these values, emphasising the importance of embracing diversity and ensuring that education nurtures not only intellectual growth but also a deep sense of social responsibility.

He says, “In a world of rapid change, an agile and adaptable mind, a pragmatic and cooperative temperament, a strong ethical orientation – these are increasingly the keys to effective leadership. And I would add to this list a capacity for intellectual humility which keeps one’s mind constantly open to a variety of viewpoints and which welcomes pluralistic exchange.”

At the Aga Khan Academy Dhaka, we are deeply inspired by His Highness’s vision. We aim to provide an education that emphasises the interconnectedness of all people, nurturing students to become compassionate, thoughtful leaders who understand that true freedom comes with the responsibility to care for others.

As parents, your continued support plays a crucial role in reinforcing these values in our students’ lives and, together, we contribute to a shared commitment to a more pluralistic and just future.

Warm regards,
Suvina Shunglu
Head of Academy

What is happening around our campus

1. Grade 2 students presented their learning journey on “sharing the planet”, highlighting the ecosystem’s fragility and inspiring actions to protect the environment. Through creative displays and reflections, the event fostered knowledge and hope for a greener future. See more photos here.

2. Students from Grades 3 to 5 recently participated in a friendly inter-school football match against the International School Dhaka, hosted at the Academy. The young athletes showcased their sportsmanship through teamwork, determination and a passion for the game. Find more photos here.

3. Grade 4 students showcased their learning of past civilisations' influence on the present. The interactive display captivated parents while students presented their findings through various projects. The theme-based display inspired curiosity about history among students. Find more photos here.

4. Grade 7 students exhibited craftsmanship at the Big Draw Festival, creating stunning paintings. The Academy community participated, exploring their creative abilities. The theme was brought to life as students presented their artwork. Here is the event’s recap video.

5. Senior School students hosted a bake sale this week, raising funds for the school’s service learning initiatives. Featuring custom t-shirts, handcrafted ornaments and delicious treats, the event showcased their creativity, marketing skills and entrepreneurial spirit, earning applause from parents, teachers and the Academy community. To see more photos, click here.

6. The Senior School celebrated the birthday of His Highness at an assembly with speeches emphasising equality, equity and the Aga Khan Curricular Strands. The assembly featured inspiring stories from across the Academies network. To see more photos, click here.

7. Adiba Binte Ahmad Tuba, a Grade 10 student, was recently honoured with the prestigious Diana Award for her humanitarian work through the Esho Pashe Darai Foundation. Her efforts to combat poverty and support underprivileged communities in Bangladesh have made a significant impact. See more photos here.

8. The Academy was brimming with red and green yesterday as students celebrated Bangladesh's victory day. The Senior School students performed a captivating group dance and sang traditional patriotic songs to pay homage to the nation’s heroes who sacrificed their lives to win freedom for all. Find more photos here.

"Inspire the Young Series"

This academic year, the Academy is hosting alumni from the Aga Khan School, Dhaka to share their experiences with our Diploma Programme students in a series called, "Inspire the Young Series". In the first session, Barrister Syeda Faiza Hossain (Class of 2008), director of practice support at Accord Chambers, and Maimanat Hossain (Class of 2011), a corporate banking expert in Bangladesh, led engaging discussions on their professional journeys. Students delved into the speakers' career paths, gaining insights into their challenges, growth and accomplishments.

Latest news from AKA Dhaka

Learning, collaboration and growth: Recent highlights from the PDC at the Aga Khan Academy Dhaka

The Professional Development Centre at the Academy hosted several impactful events recently, showcasing its dedication to professional development and lifelong learning.

Quote of His Highness

"One of the central precepts of the International Baccalaureate Programme is to honour world-class standards, while also respecting cultural diversity. In this respect, its approach mirrors that of the Aga Khan Academies – to help students combine a cosmopolitan spirit on the one hand, with a strong sense of cultural identity on the other."

His Highness the Aga Khan
Kampala, Uganda, 22 August 2007

View this email in your browser

Academy Newsletter

December 2024



Dear Parents,

As we celebrate the birthday of His Highness the Aga Khan this month, we would like to highlight his visionary leadership and enduring commitment to fostering pluralism, freedom and responsibility in our global community. In his address at the Peterson Lecture at the Annual Meeting of the International Baccalaureate, held on 18 April 2008 in Atlanta, USA, His Highness beautifully articulated these values, emphasising the importance of embracing diversity and ensuring that education nurtures not only intellectual growth but also a deep sense of social responsibility.

He says, “In a world of rapid change, an agile and adaptable mind, a pragmatic

capacity for intellectual humility which keeps one's mind constantly open to a variety of viewpoints and which welcomes pluralistic exchange."

At the Aga Khan Academy Dhaka, we are deeply inspired by His Highness's vision. We aim to provide an education that emphasises the interconnectedness of all people, nurturing students to become compassionate, thoughtful leaders who understand that true freedom comes with the responsibility to care for others.

As parents, your continued support plays a crucial role in reinforcing these values in our students' lives and, together, we contribute to a shared commitment to a more pluralistic and just future.

Warm regards,
Suvina Shunglu
Head of Academy

What's happening around our campus?



Grade 2 students presented their learning journey on "sharing the planet", highlighting the ecosystem's fragility and inspiring actions to protect the environment. Through creative displays and reflections, the event fostered knowledge and hope for a greener future. See more photos here.

football match against the International School Dhaka, hosted at the Academy. The young athletes showcased their sportsmanship through teamwork, determination and a passion for the game. Find more photos here.





Grade 4 students showcased their learning of past civilisations' influence on the present. The interactive display captivated parents while students presented their findings through various projects. The theme-based display inspired curiosity about history among students. Find more photos here.

Grade 7 students exhibited craftsmanship at the Big Draw Festival, creating stunning paintings. The Academy community participated, exploring their creative abilities. The theme was brought to life as students presented their artwork. Here is the event's recap video.





Senior School students hosted a bake sale to raise funds for service-learning initiatives. Featuring amazing business ventures, the event portrayed students' creativity and entrepreneurial spirit, earning applause from parents, teachers and the Academy community. Click here for more photos.

birthday, with speeches emphasising



The assembly featured inspiring stories from across the Academies network, marking the celebration of His Highness's birthday. To see more photos, click here.





Adiba Binte Ahmad Tuba, a Grade 10 student at the Academy, has recently been honoured with the prestigious Diana Award for humanitarian work through the Esho Pashe Darai Foundation. Her efforts to combat poverty in Bangladesh have made a significant impact. See more photos here.

The Academy was brimming with red and green as students celebrated Bangladesh's victory day. The Senior School students performed captivating group dances and sang traditional patriotic songs to pay homage to the nation's heroes who sacrificed their lives to win freedom for all. Find more photos here.



"Inspire the Young Series"

This academic year, the Academy is hosting alumni from the Aga Khan School, Dhaka to share their experiences with our Diploma Programme students in a series called, "Inspire the Young Series". In the first session, Barrister Syeda Faiza Hossain (Class of 2008), director of practice support at Accord Chambers, and Maimanat Hossain (Class of 2011), a corporate banking expert in Bangladesh, led engaging discussions on their professional journeys.



Latest news from AKA Dhaka

Learning, collaboration and growth: Recent highlights from the PDC at the Aga Khan Academy Dhaka

The Professional Development Centre at the Academy hosted several impactful events recently, showcasing its dedication to professional development and lifelong learning.



"One of the central precepts of the International Baccalaureate Programme is to honour world-class standards, while also respecting cultural diversity. In this respect, its approach mirrors that of the Aga Khan Academies – to help students combine a cosmopolitan spirit on the one hand, with a strong sense of cultural identity on the other."

His Highness the Aga Khan
Kampala, Uganda, 22 August 2007

Share Tweet Forward

Copyright © 2024 Aga Khan Academies, All rights reserved.

Want to change how you receive these emails?

Project 3: Planning and Organizing the First Inter-School Football Tournament

Task Description

I played a key role in planning and organizing the inaugural Inter-School Football Tournament hosted by AKAD. Working alongside the Head of Physical Education and Wellness Coordinator and my supervisor (Communications Manager), I was responsible for event planning, branding, design, coordination, and ensuring smooth execution.

This involved addressing various aspects of the event, including:

1. Designing and printing branding materials (banners, placards, jerseys, etc.).
2. Categorizing branding elements such as trophies, medals, certificates, and jerseys for participants, volunteers, and admin staff.
3. Deciding the placement of branding materials across the venue.
4. Collaborating to finalize the event flow and the placement of the stage for chief guests.
5. Arranging photography and videography, including capturing photos myself due to budget constraints.
6. Selecting and designing the certificates, trophies, and medals for the participants.

Assignment Process

1. The assignment began with a discussion involving the Head of Physical Education, Wellness Coordinator, and Communications Manager to outline the event's requirements.
2. I coordinated with vendors and support staff to manage printing, logistics, and on-site branding material placement.
3. Since the event had no budget for external photographers, I and my supervisor handled the photography ourselves during the tournament.

Execution Steps

1. **Specific Actions Taken:**
    a. ***Planning and Coordination:***
        i. Collaborated with the Head of Physical Education and my supervisor to create the event flow and determine needs.
        ii. Organized branding materials by type and function (e.g., banners, placards, jerseys).
    b. ***Designing and Printing:***
        i. Designed materials such as banners, jerseys, certificates, and placards using Adobe Illustrator and Photoshop.
        ii. Submitted design files to vendors for printing and ensured timely delivery.
    c. ***Venue Setup:***
        i. Coordinated with support staff to place printed materials across the venue.
        ii. Oversaw the positioning of banners and stage setup for chief guests.
    d. ***Photography:***
        Took photographs during the tournament to document key moments, as hiring a professional photographer was not approved.
    e. ***Recognition Materials:***
        Selected and designed trophies, medals, and certificates of appreciation for participants and special mentions.

2. **Collaboration:**

    Worked closely with my supervisor (Communications Manager) and the Head of Physical Education.

3. **Tools and Platforms Used:**
    a. **Adobe Illustrator and Photoshop**: For designing banners, jerseys, and certificates.
    b. **Outlook and OneDrive**: For email communication and file sharing.
    c. **WhatsApp**: For real-time coordination with vendors and staff.

4. **Guidelines Followed:**
    a. Followed AKDN's brand guidelines to ensure color consistency and style alignment with the brand palette.
    b. Adhered to AKDN's writing and design conventions, such as British English and no Oxford comma.

Review and Approval

1. **Work Review Process:**
    a. All designs and plans were reviewed by my supervisor, the Communications Manager.
    b. Adjustments were made along the way to accommodate changes during the planning of the two-day event.

2. **Corrections or Changes Made:**

    Changes were implemented in response to evolving requirements and logistical considerations.

Final Outcome

The two-day tournament was successfully executed as planned. The event showcased adequate branding, smooth coordination, and execution. The photographs captured during the event also turned out well, highlighting the vibrant atmosphere.

Learning Experience

Having organized several events in the past, this project built on my existing experience but introduced new challenges that enhanced my skill set. For the first time, I had the opportunity to fully plan and organize an event that required strict adherence to consistent branding and communication standards. This aspect was particularly significant as it demanded attention to detail and alignment with institutional guidelines at every stage, from designing materials to coordinating on-site execution.

The project also reinforced the importance of balancing creativity and structure when managing such an event. While I was familiar with organizing events, integrating comprehensive branding elements such as banners, jerseys, and certificates across a multi-day tournament was a new experience.

This experience has strengthened my understanding of how to manage large-scale events with a focus on brand consistency and effective communication, skills that I look forward to applying in future projects.

Evidence (Attached Below)

1. Design files for banners, jerseys, certificates, and placards.
2. Pictures taken during the tournament.

The Aga Khan Academy Dhaka
Inter-School Football Tournament



High School Boys

The Aga Khan Academy Dhaka
Inter-School Football
Tournament



Middle School Boys

The Aga Khan Academy Dhaka
Inter-School Football
Tournament



Infirmary

The Aga Khan Academy Dhaka
Inter-School Football
Tournament



The Aga Khan Academy Dhaka
Inter-School Football
Tournament





Pictures of the AKAD Inter-School Football Tournament taken by me.

Project 4: Writing, Proofreading, and Editing Captions

Task Description

I was responsible for drafting captions for significant events and activities across the AKAD campus for social media handles. The event and activities included:

- Senior School Assembly
- Junior School Assembly
- Student Workshops
- Parent-Teacher Workshops
- Service Learning Activities
- Guest Speaker Sessions

Additionally, I proofread and edited captions drafted by my supervisor, the Communications Manager, ensuring consistency with organizational guidelines and tone.

Assignment Process

The assignment process required careful coordination and planning:

1. **Covering Assemblies:**
    a. The Academy organizes two weekly assemblies—Junior School Assembly (Wednesday) and Senior School Assembly (Thursday) at 8:00 a.m.
    b. Each assembly is themed, with students of specific grades presenting.
    c. I attended these assemblies, took notes, and subsequently drafted captions based on the theme and highlights.
2. **Covering Other Events:**
    a. Events such as workshops, speaker sessions, and service learning activities do not follow a fixed schedule
    b. The Junior and Senior School Coordinators informed the Communications Department of these events at least a week in advance.
    c. My supervisor either assigned himself or me to cover these events.
    d. During these events, I attended the sessions, took notes, and collected the necessary information to draft captions.

Execution Steps

1. **Specific Actions Taken:**
    a. Note-taking: Documented key points and quotes during assemblies and events.
    b. Keyword selection: Identified important themes and keywords for engaging captions.
    c. Writing: Drafted clear, concise, and engaging captions for social media posts.
    d. Proofreading and editing: Reviewed and refined drafts for accuracy, clarity, and adherence to AKDN guidelines.

2. **Collaboration:**
    a. Worked closely with my supervisor, who reviewed and provided feedback on my drafts.
    b. Collaborated with the Communications department of AKS for final review and approval.

3. **Tools and Platforms Used:**
    a. Google Keep: For note-taking during events and assemblies.
    b. Recorder App: For recording audio during events for reference.
    c. Microsoft Word: For drafting and sharing captions.

4. **Guidelines and Themes Followed:**
    a. Adhered to the AKDN's communication guidelines, including:
        i. Use of British English.
        ii. Avoiding the Oxford comma.
        iii. No comma between the month and year in dates.
    b. Ensured captions were aligned with the Academy's brand voice and tone.

Review and Approval

1. Drafts were uploaded to a shared Microsoft Word document for review.
2. My supervisor reviewed the captions and made necessary corrections or suggestions.
3. The final review was conducted by the Communications department of AKS.

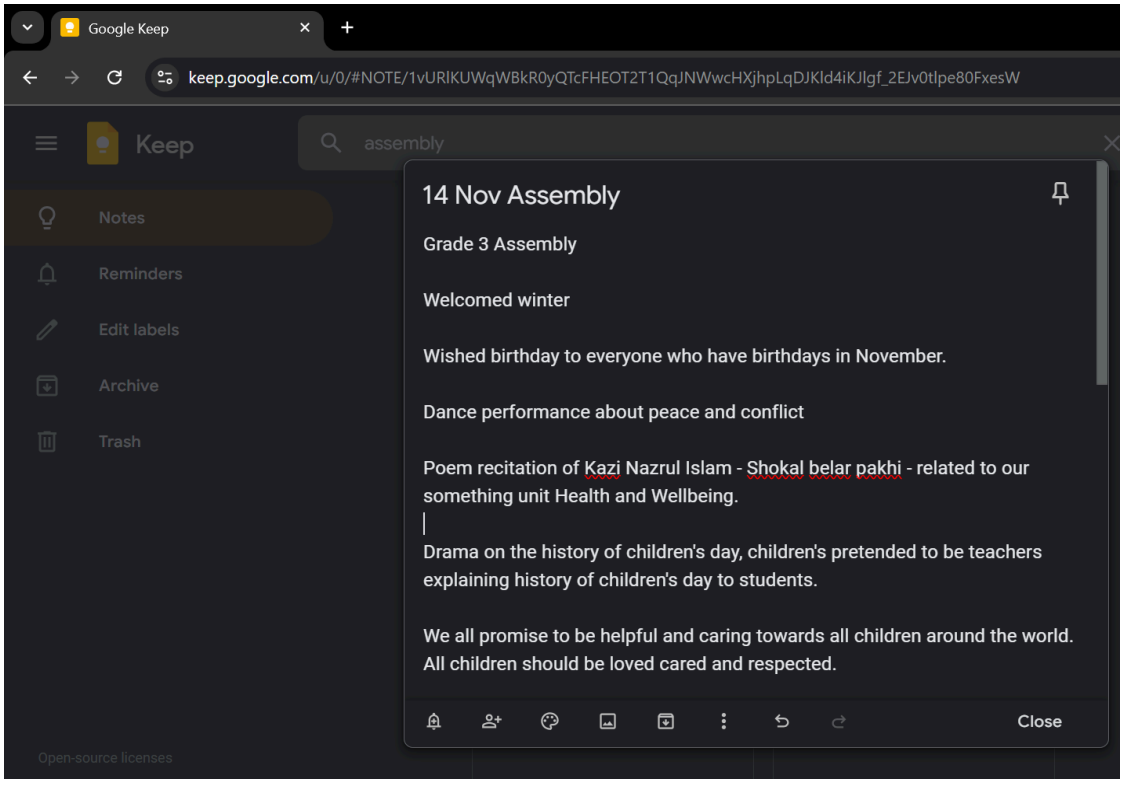
Final Outcome

Captions, along with relevant images, were posted across all the official social media handles of AKAD.

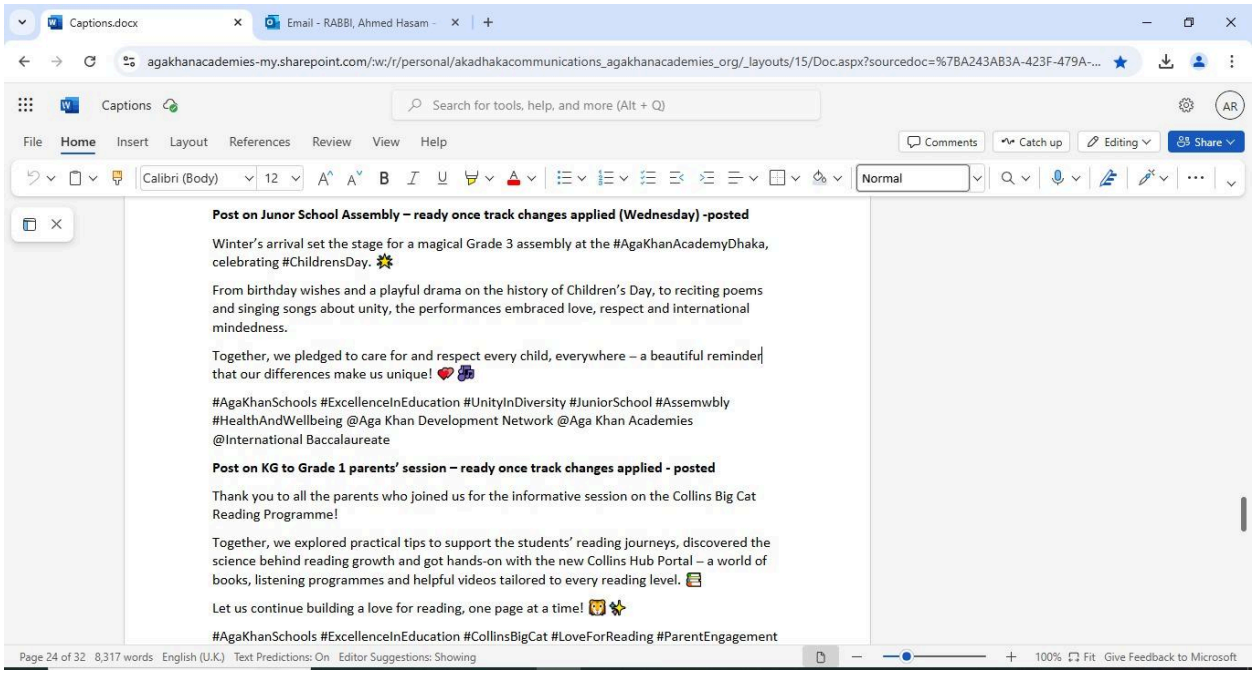
Learning Experience

1. **Technical Skills:**
    a. Learned how to craft engaging captions by extracting key points from notes and recorded content.
    b. Enhanced my proofreading and editing skills by adhering to specific guidelines.
2. **Communication Techniques:**
    a. Understood the importance of tone and clarity in social media captions to engage a diverse audience.
    b. Gained insights into creating content that aligns with organizational values and guidelines.
3. **Organization and Teamwork:**
    a. Improved my organizational skills by handling multiple events and captions simultaneously.
    b. Strengthened teamwork and collaboration skills by coordinating effectively with my supervisor and the Communications department of AKS.

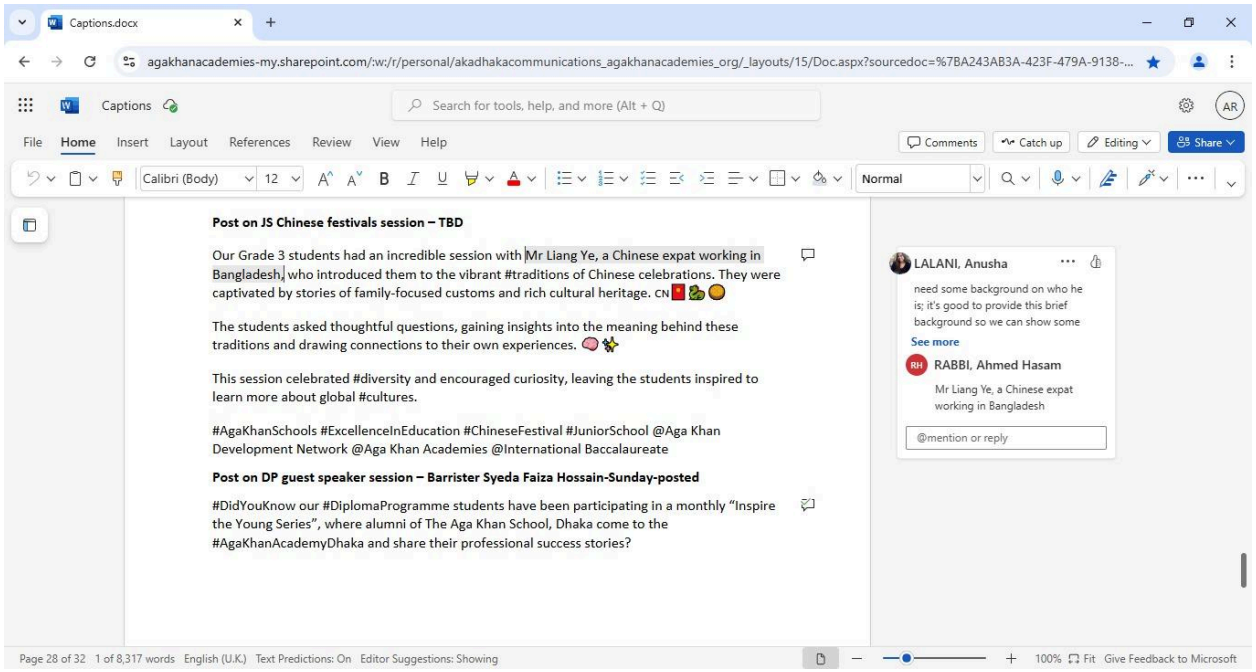
Evidence



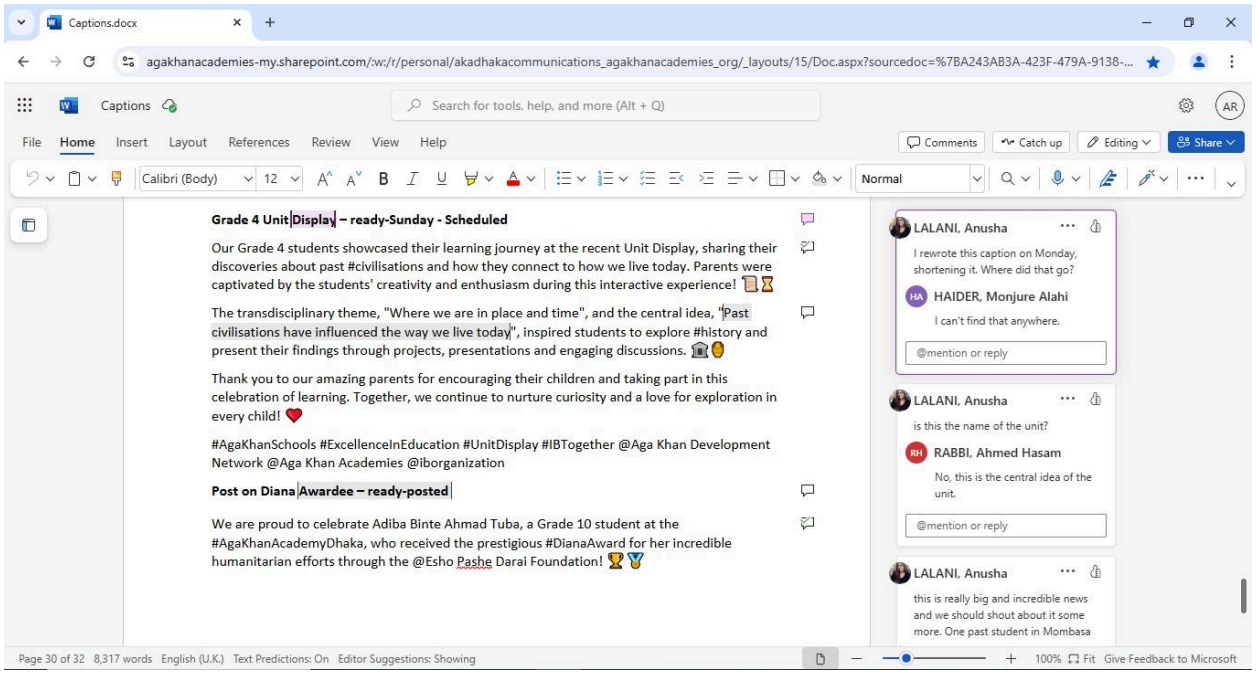
Screenshot of notes taken on Google Keep of Junior School Assembly held on 14 November 2024.



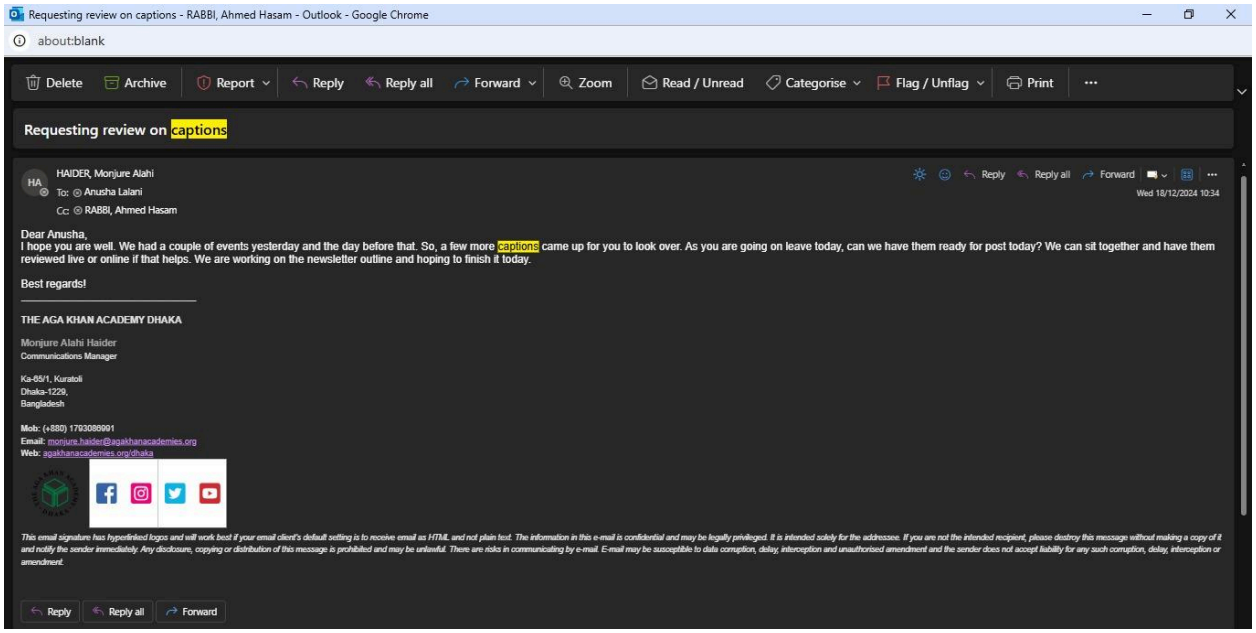
Screenshot of caption on Junior School Assembly held on 14 November 2024 drafted on Microsoft Word.



Screenshot of caption on Guest Speaker Session organised for Junior School Students.



Screenshot of caption on Grade 4 Unit Display.



Screenshot of email on updating AKS Communications of caption reviewed. ***(Rethink this line)***

Project 5: Drafting Request for Quotations (RfQ)

Task Description

This project involved drafting three separate Request for Quotations (RfQs) to hire vendors for the following services:

1. **Photography and Videography Services** for the Inter-School Football Tournament.
2. **Photography Services** for the Yearly Photography Session.
3. **Design and Printing Services** for the 2024–25 Yearbook.

As AKAD is a non-profit organization, we adhered to its policies of publishing tenders to invite competitive quotations and portfolios from vendors. These RfQs outlined the scope of work, deliverables, qualifications, and submission guidelines for each task.

Assignment Process

1. My supervisor, the Communications Manager, informed me about the need to hire vendors for these three services.
2. I gathered the necessary details about deliverables, timelines, and quality standards for each task.
3. Leveraging my prior experience with bidding on RfQs and Terms of Reference (ToR), I created the drafts for these RfQs.
4. The drafts were reviewed first by my supervisor and then by the AKS Communications department.

Execution Steps

1. **Specific Actions Taken:**
    a. Collected project requirements from my supervisor, including objectives, deliverables, and expectations.
    b. Ensured alignment with the AKDN guidelines and Code of Conduct, particularly regarding child protection and confidentiality.
2. **Collaboration:**
    a. Created detailed and structured RfQs for each task, incorporating elements like background, objectives, scope of work, deliverables, qualifications, and evaluation criteria.
    b. Used the **Photography Services for Yearly Photography Session** RfQ (attached) as a model to ensure consistency in tone and structure across all documents.

3. **Review and Approval:**
    a. Submitted the drafts to my supervisor, who provided feedback and made necessary corrections.
    b. The revised drafts were forwarded to the AKS Communications department for final review and approval.
4. **Tools and Platforms Used:**
    a. **Microsoft Word:** Drafting RfQs.
    b. **Outlook:** Email communication with my supervisor and the AKS team.
    c. **OneDrive:** Storing and sharing drafts for review.
    d. **WhatsApp:** For quick updates and informal discussions.
5. **Guidelines Followed:**
    a. Adhered to the AKDN writing style (e.g., British English, no Oxford comma).
    b. Followed specific guidelines for vendor selection and child protection outlined in the AKDN Code of Conduct.

Review and Approval

1. **Work Review Process:**
    a. All RfQs were reviewed by my supervisor for accuracy, consistency, and completeness.
    b. Final approval was granted by the AKS Communications department.

2. **Corrections or Changes Made:**
   Edits were made to ensure clarity, completeness, and adherence to organizational policies.

Final Outcome

1. The RfQ for Photography and Videography Services for the Inter-School Football Tournament was published but not executed.
2. The RfQ for the Yearly Photography Session led to the successful hiring of a vendor.
3. The RfQ for Yearbook Design and Printing Services is pending publication.

Learning Experience

1. **Skills and Insights Gained:**
    a. Learned to create detailed and professional RfQs that align with institutional policies.
    b. Strengthened my ability to gather and organize information into formal documents.
    c. Gained experience in coordinating with multiple stakeholders for approvals.
2. **Othe Key Takeaways:**
    a. The importance of clarity and precision in drafting communication materials.
    b. Understanding how to evaluate vendor portfolios to meet specific project requirements.
    c. The significance of adhering to institutional guidelines to maintain transparency and accountability.

Evidence (Attached Below)

1. Drafts of all three RfQs, including the attached RfQ for Yearly Photography Session.
2. Screenshots of email correspondence with my supervisor and the AKS Communications department.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

Request for Quotation (RFQ)

Photography Services for Yearly Photography Session

Aga Khan Academy Dhaka

1. Background

The Aga Khan Academy Dhaka will conduct its yearly photography session from **10-13 December 2024**. This initiative aims to document the Academy's vibrant environment, including **student portraits**, **staff portraits**, **student activities** and **architectural highlights** of the campus. The visuals will be used to support the Academy's communication efforts and align with the Aga Khan Development Network's (AKDN) standards for quality and style.

About the Aga Khan Academy Dhaka

The Aga Khan Academy Dhaka offers a world-class education in a state-of-the-art campus for 850 students and staff. The Academy fosters academic excellence, leadership and pluralism. For more information, visit https://www.agakhanacademies.org/dhaka.

2. Objective

The purpose of this request for quotation (RFQ) is to engage a qualified photography firm to deliver **high-quality images** that reflect the Academy's diverse and dynamic community while adhering to AKDN's brand principles.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

3. Scope of work

The contracted firm will be responsible for:

3.1 Student portraits:

- Capture professional-quality portraits of students over two days.

3.2 Student activities:

- Document key moments during classroom sessions, extracurricular activities and bilingual learning.
- Include visuals that depict the **Aga Khan Academies Learner Profile attributes** and the **Aga Khan Curricular Strands**. Refer to the following for details, with examples provided **here**:
  - **Aga Khan Academies Learner Profile**
  - **Aga Khan Academies Curricular Strands** (see sample photos **here**)

3.3 Campus architectural photography:

- Capture visually engaging photos of the Academy's facilities, including classrooms, sports areas and communal spaces.

3.4 Staff portraits:

- Capture professional-quality portraits of teachers.

3.5 Post-processing:

- Provide fully edited high-resolution (4K) images along with RAW files.

4. Deliverables

- **Photography output:** Approximately a minimum of **150 high-resolution photographs per day**, totalling 450+ photos.
- **File format:** Both RAW and edited images in the highest resolution.
- **Delivery timeline:** All deliverables must be submitted by **22 December 2024** on an external SSD (to be returned after data transfer).

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

5. Specific instructions for capturing images

- Avoid capturing excessive images of students making peace signs or other similar hand gestures. A few such poses are acceptable but should not dominate the collection.
- Demonstrate the usage of technology in learning environments.
- Capture images of students waving at the camera.
- Capture photos of students wearing hijabs.
- Ensure all students are in **proper uniform**, free of stains and wearing appropriate clothing (e.g., branded hoodies if applicable).
- Focus on **bilingual learning** and activities using **technology**.
- Ensure diversity is represented, including gender balance, in all images.

6. Roles and responsibilities

- The service provider must:
    - Assign two experienced photographers for the assignment.
    - Ensure alignment with AKDN's brand guidelines, to be provided during the pre-briefing.
    - Provide all necessary equipment.
- Sign a **non-disclosure agreement (NDA)** prior to commencing the assignment, ensuring that all captured and delivered materials remain confidential and are used solely for the Academy's purposes.
- Representatives from the Aga Khan Academy Dhaka's Communications Department will manage coordination and formalities.

7. Timeline and milestones

- **Photography dates:** 10-13 December 2024 (any 3 days)
- **Delivery deadline:** 22 December 2024

8. Budget

Firms are encouraged to submit **competitive budget quotations/financial proposals**. A **fixed-price contract** will be issued.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

9. Qualifications and Requirements

- Demonstrated expertise in institutional photography.
- Ability to deliver high-quality, brand-aligned visuals.
- Portfolio submission showcasing past work, particularly with educational or corporate institutions.

10. Proposal Submission Guidelines

- **Deadline:** Proposals must be submitted by **2 December 2024**.
- **Format:**
    - **Technical Proposal:** Include methodology, work plan and portfolio.
    - **Financial Proposal:** Provide a detailed breakdown of costs.
- **Contact Information:**

Monjure Alahi Haider
Communications Manager, Aga Khan Academy Dhaka
Email: **monjure.haider@agakhanacademies.org**

Ahmed Hasam Rabbi
Communications Officer, Aga Khan Academy Dhaka
Email: **ahmed.rabbi@agakhanacademies.org**

11. Evaluation Criteria

Proposals will be evaluated based on the following:

- **Technical Competency (50%)**: Proven ability to deliver high-resolution, high-quality images.
- **Proposed Timeline (20%)**: Feasibility of the work plan within the schedule.
- **Financial Proposal (30%)**: Cost-effectiveness and overall value for money.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

12. Intellectual Property Rights

All photographs captured during the session shall remain the property of the Aga Khan Academy Dhaka. The service provider may not use these materials without prior written consent of the Academy.

13. Risk Management

The service provider must:

- Ensure backup equipment is available to avoid delays.
- Communicate unforeseen challenges promptly to the Communications Officer.

We look forward to your proposal and to partnering with a firm that can capture the unique essence of the Aga Khan Academy Dhaka.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

Request for quotation (RFQ)
Photography and videography services for Inter-School Football Tournament, Fun Day and campus photography

1. Background

The Aga Khan Academy Dhaka will be hosting a series of activities:

- **Inter-School Football Tournament:** From November 1 to November 2, 2024, students will participate in a spirited competition, fostering teamwork and sportsmanship across schools.
- **Fun Day:** On November 23, 2024, from 10 am to 2 pm, the Academy invites prospective Grade 1 and KG2 students and their families to explore an exciting learning environment through interactive activities with the Growing Up Club.
- **Annual Campus Photography:** In January 2025, a photographer will document the daily life, facilities, and activities at the Academy to update the stock of promotional images for future use.

The visual content produced from these tasks will support the Academy's communication efforts and align with the Aga Khan Development Network's (AKDN) standards for quality and style.

About Aga Khan Academy

The Academy features state-of-the-art facilities, a multicultural student body and an experienced team of educators and staff. We provide students with education of the highest standard in order to prepare them for lives characterised by leadership and service.

As with all the Aga Khan Academies, we are committed to excellence in all aspects of education. This commitment includes the academic curriculum as well as the campus where students live and learn. Our campus is architect designed and purpose-built. It features state-of-the-art classrooms and resource areas, and extensive sports facilities. These outstanding facilities provide an inspiring environment for both students and staff.

At the Academy, we strive to create a balance between academic demands, sports, cultural activities, and community life. We challenge our students to be intellectually inquisitive and socially conscious. We also encourage them to respect and appreciate other people's cultures, social structures, values and beliefs.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

2. Objective

The purpose of this RFQ is to engage a consultancy firm or production company to provide photography and videography services for the three tasks. The assigned team will be responsible for delivering high-quality photographs, raw footage and professionally edited audiovisual videos that capture the essence of the events, while adhering to the Aga Khan Development Network's brand standards.

3. Scope of work

The contracted company will be responsible for:

- **Event coverage:**
    - **Inter-School Football Tournament:** Cover the entire event from 1 November to 2 November 2024, focusing on key matches, award ceremonies and notable moments.
    - **Fun Day:** Capture the event from 10 am to 2 pm on November 23, 2024, focusing on key activities, interactions and the vibrant atmosphere.
- **Campus photography:** Conduct a comprehensive two-day photo shoot in January 2025. The photographer will capture various aspects of daily life at the Aga Khan Academy Dhaka, including classrooms, sports facilities, extracurricular activities and the campus environment. The photos should portray a holistic view of the Academy, reflecting its dynamic atmosphere, diverse student body and modern facilities.
- **Photography deliverables:** Capture high-resolution 4K photos for both the events and the campus photography, delivering both raw and edited images. A minimum of 100 edited photos per event is required.
- **Videography deliverables:** Produce an edited audiovisual video (2-3 minutes in duration) for the Inter-School Football Tournament and Fun Day, featuring highlights and key moments, with appropriate royalty-free background music. Additionally, provide all raw video footage captured during the events.
- **Delivery Format:** Deliver the content on a hard drive which will be returned after copying.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

4. Deliverables

- **Photography deliverables:** Both raw and edited 4K resolution images for within 7 days after the respective events (Inter-school football tournament by 9 November 2024, Fun Day by 30 November 2024 and campus photography within 7 days of shoot).
- **Videography deliverables:**
    - an edited 2-3 minute audiovisual video for the Inter-School Football Tournament and Fun Day;
    - all raw footage captured during the events, delivered separately within the same timelines as the photographs.
- **Delivery format:** The content can be provided on a hard drive, which will be returned after copying the files.

5. Roles and responsibilities

The service provider shall:

- assign one experienced photographer and one videographer for Inter-School Football Tournament and Fun Day and one experienced photographer for campus photography;
- ensure the assigned team understands the Aga Khan Academy's brand identity and reflects it in the work;
- conduct sufficient research into the brand presence of the Aga Khan Academies across Bangladesh, Kenya, India, and Mozambique to maintain visual consistency with the organization's representation.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

6. Timeline and milestones

- All deliverables (photographs and videos) must be submitted within 7 days after shoot completion of each task (Inter-school football tournament by 9 November 2024, Fun Day by 30 November 2024 and campus photography within 7 days of shoot).
- If the output does not fully meet the agreed standards, the service provider must be prepared to accommodate up to four rounds of revisions.

7. Budget and resources

- No specific budget has been defined; companies are encouraged to submit competitive financial proposals for evaluation
- The selected company is responsible for providing all necessary equipment to complete the project.

8. Qualifications/Requirements

- The photographer and videographer should have proven experience working with educational institutions or similar organizations.
- The team must demonstrate the ability to produce content that is sophisticated and refined, resonating with the values of the Aga Khan Development Network.
- A thorough understanding of the Aga Khan Academies' brand principles is crucial, with adherence to established guidelines throughout the production process.
- The consultancy firm must present the portfolio of the photographer and videographer proposed for the assignment along with the quotation.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

9. Reporting and communication

- The team will report directly to the Communications Intern at the Aga Khan Academy Dhaka.
- The Communications Intern will provide necessary support during office hours to ensure smooth execution.
- Regular updates from the company will be expected throughout the project duration.

10. Risk management

- The service provider should have backup equipment and resources available to avoid delays due to technical issues.
- Any unforeseen challenges or delays must be communicated to the Communications Intern as soon as possible to allow for timely resolution.

11. Quality assurance

- The service provider is expected to adhere to high standards of professionalism, ensuring all deliverables meet the visual and stylistic guidelines of the Aga Khan Development Network.
- All materials should be reviewed internally by the service provider prior to submission to confirm quality.

12. Intellectual property rights

- All photographs and video footage captured during the events shall be the property of the Aga Khan Academy Dhaka.
- The service provider may not use the materials for any other purpose without prior written consent from the Academy.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

13. Evaluation criteria

Proposals will be assessed on the following criteria:

- **Experience and Portfolio (30%)**: Demonstrated expertise and quality in past work, particularly in the education sector.
- **Understanding of the Brand (20%)**: Ability to align with the Aga Khan Academies' brand identity.
- **Technical Competency (20%)**: Skills and proficiency in photography and audiovisual production.
- **Proposed Timeline (10%)**: Ability to meet the deadlines.
- **Financial Proposal (20%)**: Cost-effectiveness and overall value for money.

14. Additional information

The Aga Khan Academies form an integrated network of residential schools across Bangladesh, Kenya, India, and Mozambique. The schools provide an education of international standards that fosters leadership, ethics, pluralism, and responsible citizenship. Content produced should reflect the principles and ethos of the Aga Khan Development Network. For more information, visit www.akdn.org.

For any further queries, please contact the Communications Intern at ahmed.rabbi@agakhanacademies.org

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

Request for Quotatin (RfQ)

Yearbook Design and Production

1. Background

The Aga Khan Academy Dhaka is seeking a professional vendor to design and produce the 2024-25 yearbook. This yearbook will not only serve as a record of academic and extracurricular achievements but also as an important keepsake that captures the spirit of the Academy's mission. The yearbook will play a key role in celebrating milestones, showcasing achievements and engaging both current stakeholders and potential future students.

The vendor will work closely with the Academy's Communications department to ensure the yearbook reflects the institution's core values, cultural identity and branding. The final product will be a testament to the Academy's commitment to excellence in education and its connection to the local community.

About Aga Khan Academy

The Aga Khan Academy Dhaka is part of a larger network of Aga Khan Academies, established to offer high-quality education grounded in the ethics of pluralism, meritocracy and a global outlook. The Academies focus on nurturing intellectual curiosity, leadership and a strong sense of responsibility toward society. Students benefit from a rigorous academic curriculum, state-of-the-art facilities and a community dedicated to fostering a culture of lifelong learning.

As with all the Aga Khan Academies, we are committed to excellence in all aspects of education. This commitment includes the academic curriculum as well as the campus where students live and learn. Our campus is architect designed and purpose-built. It features state-of-the-art classrooms and resource areas, and extensive sports facilities. These outstanding facilities provide an inspiring environment for both students and staff.

This yearbook project reflects the Academy's dedication to holistic education and aims to capture the diversity and achievements of its vibrant student body. As such, the design and production of the yearbook should be mindful of the institution's guiding principles and brand aesthetics.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

2. Project scope and objectives

The Aga Khan Academy Dhaka's 2024-2025 yearbook will serve to document the academic year, highlight achievements, celebrate milestones, and reach prospective future students. The yearbook will be primarily targeted at students, parents, and external stakeholders.

The yearbook will include:

- Class photos
- Significant events
- Portraits of grade 11 and 12 students
- Messages from:
    - Chairman
    - CEO
    - Head of the Academy
    - Principal, Senior School
    - Principal, Junior School
    - University Counsellor
- Awards and recognitions
- Student artworks

3. Design and production requirements

- **Design style/theme:** Traditional, incorporating the brand colour palette of Aga Khan Academies and relevant cultural elements.
- **Format:** Approximately 100 pages, hardcover, printed on glossy 130 GSM paper.
- **Visual elements:** Text and photographs will be provided by the Academy. The designer may need to create infographics, which can be quoted separately.
- **Quantity:** 850-900 copies required.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

4. **Content and coordination**

- **Content:** The Communications department at Aga Khan Academy Dhaka will gather and organise the required content.
- **Involvement:** The Communications department will actively collaborate with the vendor throughout the design process to ensure adherence to Aga Khan Development Network guidelines.

5. Timelines and milestones

- **Project timeline:**
  - **First draft:** Due by 15 April 2025.
  - **Final proofing:** Completed by 30 April 2025.
  - **Delivery:** Printed yearbooks must be delivered by 15 May 2025.

6. Budget

Vendors are requested to provide a detailed quotation, including:

- Design charge per page
- Design charge for front and back cover
- Design charge per infographic
- Printing charge per yearbook

7. Vendor requirements

- **Experience:** Proven experience in yearbook or magazine design and printing. Vendors should be prepared to present samples of their previous work.
- **Collaboration:** The vendor is expected to coordinate closely with the Communications department throughout the project.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

8. Submission requirements

Interested vendors should submit:

- **Technical proposal:** Maximum of 4 pages.
- **Financial proposal:** Maximum of 1 page, with a detailed breakdown of costs.
- **Portfolio:** A designer's portfolio and samples of previously printed yearbooks.

Submission method: Proposals should be submitted online by 19 December 2024.

9. Evaluation Criteria

Proposals will be evaluated based on the following weighted criteria:

- **Experience and Portfolio Quality (30%)**
  - Proven expertise in yearbook or magazine design and printing, with an emphasis on experience in educational publications.
  - Quality and creativity in portfolio samples, particularly previous yearbooks or similar projects.
- **Design Creativity and Cultural Relevance (25%)**
  - Understanding and application of the Aga Khan Academy's brand and cultural identity.
  - Proposed design ideas or past work reflecting a culturally resonant, visually engaging approach.
- **Technical and Financial Proposal Quality (20%)**
  - Transparent, detailed cost breakdown, including separate charges for infographics and any additional design elements.
  - Value for money in relation to budget estimates and scope of services provided.
- **Timeline Feasibility (15%)**
  - A clear, realistic project plan that aligns with the milestones and delivery date.
  - Commitment to timely completion and adaptability to project feedback.
- **Client Collaboration (10%)**
  - Demonstrated ability and willingness to work closely with client representatives, ensuring the design aligns with expectations.
  - Responsiveness to communication and feedback.

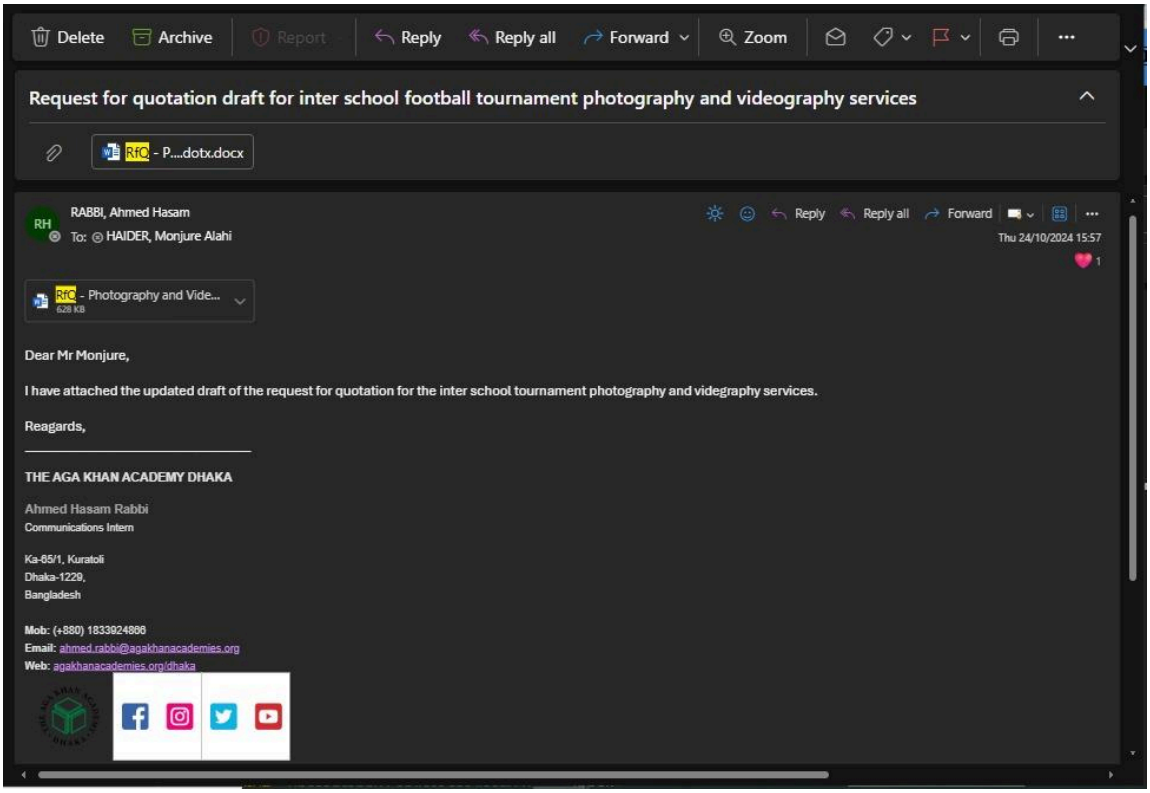
These criteria will guide the selection of a vendor whose proposal best meets the needs of the Aga Khan Academy Dhaka's yearbook project.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

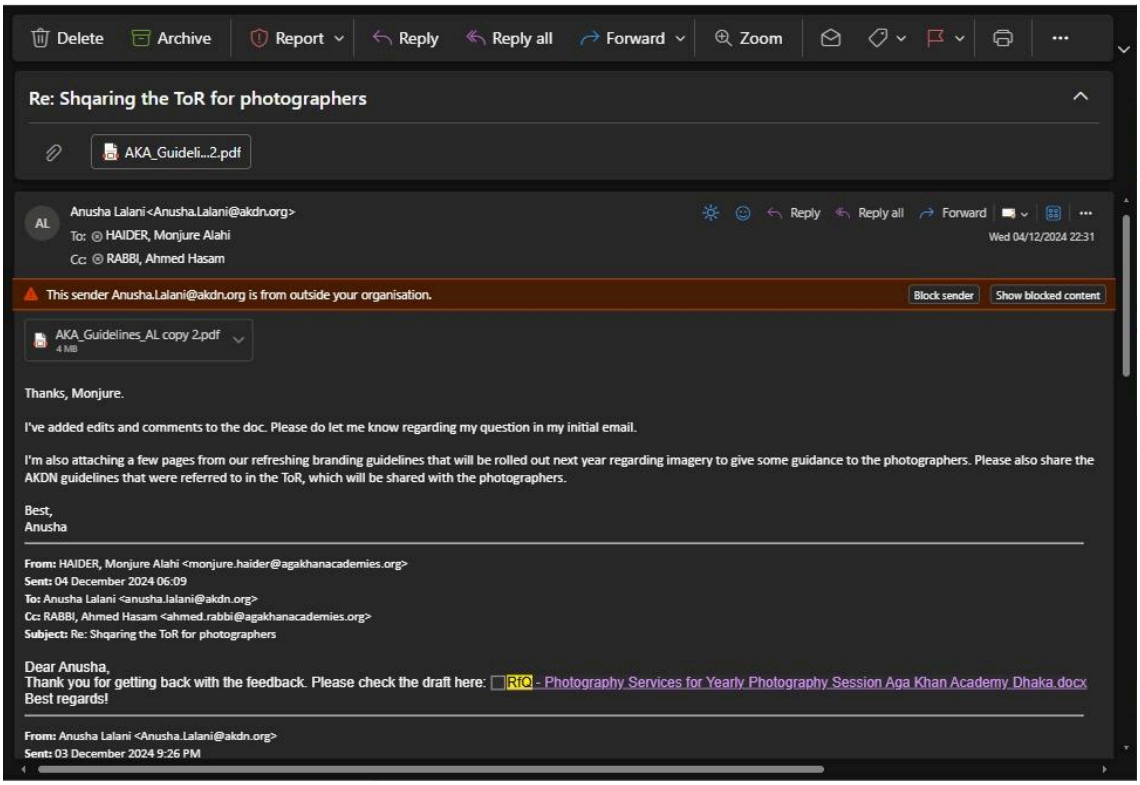
Contact information for queries

For any questions regarding this RfQ, please contact the Communications department at Aga Khan Academy Dhaka via ahmed.rabbi@agakhanacademies.org.

The technical and financial proposals shall be emailed to ahmed.rabbi@agakhanacademies.org with monjure.haider@agakhanacademies.org and delwer.hossain@agakhanacademies.org in cc.



Screenshot of email correspondence with my supervisor.



Screenshot of email correspondence with the AKS Communications department.

Project 6: Drafting and Publishing Press Release for Big Draw Festival

Task Description

This project involved drafting and publishing a press release for AKAD students participating in the global Big Draw Festival, a renowned event celebrating creativity through drawing.

As part of the process:

- I attended the event to observe its flow and take pictures.
- I conducted interviews with a Grade 7 student participant and Ms. Suvina Shunglu, HoA, to gather insights and quotes.
- After drafting the press release, I submitted it to my supervisor, the Communications Manager, for review.
- I also sourced scanned copies of student artwork, created a collage using Canva, and prepared visuals for publication alongside the press release.
- Upon approval, the press release and accompanying visuals were sent to various media platforms.

Assignment Process

1. My supervisor assigned me the task of covering the Big Draw Festival event for a press release.
2. I attended the event to gather information, capture photographs, and conduct interviews.
3. Based on my observations, I drafted a press release.
4. Upon review and approval from my supervisor, I forwarded the Press Release to various media platforms.

Execution Steps

2. **Specific Actions Taken:**
    a. ***Event Coverage:***
        i. Attended the event to document key moments and take photographs.
        ii. Conducted interviews with a student participant and the HoA for direct quotes.
    b. ***Drafting Press Release:***
        Wrote a detailed press release, incorporating event highlights, quotes, and the significance of the Big Draw Festival.

c. ***Visual Content Creation:***
    i. Sourced and scanned student artwork.
    ii. Designed a collage of the artwork using Canva to accompany the press release.
d. ***Review and Approval:***
    i. Submitted the draft press release and visuals to my supervisor for review.
    ii. Incorporated feedback and revisions suggested by my supervisor.
e. ***Publication:***
    i. Forwarded the finalized press release and visuals to multiple media platforms.
    ii. Successfully secured publication in **The Daily Star Online**.

4. **Collaboration:**

   No direct collaboration with other team members for this project.

5. **Tools and Platforms Used:**
    a. **Microsoft Word:** For drafting the press release.
    b. **Canva:** For designing the artwork collage.
    c. **Google Photos:** For organizing and selecting event photographs.
    d. **Outlook:** For email correspondence.
    e. **OneDrive:** For storing and sharing files.
    f. **WhatsApp:** For informal updates and quick communication.
5. **Guidelines Followed:**
    a. Used the AKDN writing style (British English, no Oxford comma).
    b. Ensured alignment with AKDN communication standards for press releases.

Review and Approval

1. **Work Review Process:**
   The press release draft and edited visuals were reviewed by my supervisor, the Communications Manager.

2. **Corrections or Changes Made:**
   Minor edits to the press release to enhance clarity and alignment with organizational standards.

Final Outcome

The press release was successfully published by **The Daily Star Online**, showcasing the Academy's participation in the global Big Draw Festival.

Learning Experience

1. Learned the importance of crafting media materials that align with organizational guidelines and effectively represent brand values.
2. Developed a deeper understanding of how to pitch content to media outlets for successful publication.
3. Strengthened my ability to work independently on end-to-end tasks, from content creation to publication.

Evidence (Attached Below)

1. Draft of the press release.
2. Screenshot and link to the published news article in The Daily Star Online.
3. Collage of student artwork created for publication.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

Press Release
For Immediate Release



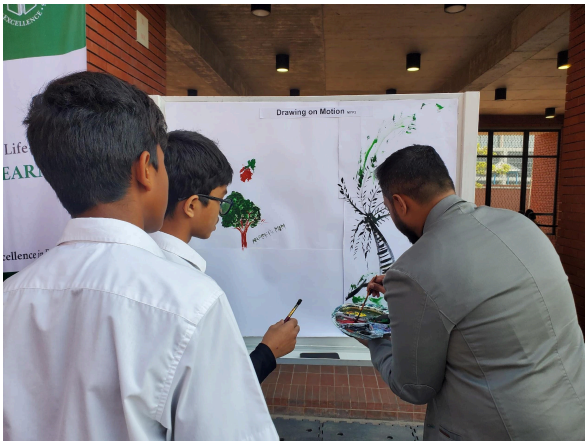
Aga Khan Academy Dhaka Students Participate in The Big Draw Festival 2024

Dhaka, 27 November 2024 – Grade 7 students of the Aga Khan Academy Dhaka joined the global celebration of creativity and visual literacy by participating in The Big Draw Festival 2024. This year's festival, themed 'Drawing in Motion', invited participants to explore the dynamic and ever-changing nature of drawing as a tool for capturing movement, energy and life.

The Big Draw Festival, founded in 2000 by the Guild of St George, is the world's largest drawing festival, encouraging millions worldwide to unleash their creativity. It fosters an appreciation of drawing as a vital human skill and a means of communication, self-expression and well-being.

At the Aga Khan Academy Dhaka, all 75 of the Grade 7 students took part in the festival, each creating an individual artwork that reflected their interpretation of the 'Drawing in Motion' theme. The creative process involved rigorous engagement, where students immersed themselves in the theme, explored ideas and translated their thoughts onto canvas. Their submissions were sent digitally to The Big Draw Festival organisers alongside numerous other entries from academic institutions around the world.

Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh



"Participating in The Big Draw Festival was an incredible experience," Zunaina Islam Zahra**,** a Grade 7 student said. "It allowed me to explore new ideas, express myself creatively and see how art can bring stories and emotions to life. It inspired me to think differently about how movement can be captured on paper."

The Academy also marked the occasion with a vibrant on-campus exhibition of the students' artworks, inaugurated by the Eminent Artist Professor Mostafizul Haque, Chairman of the Board of Trustees of Shanto-Mariam University of Creative Technology, as the chief guest. Professor Haque commended the students' creativity, highlighting the importance of nurturing artistic expression among young learners and celebrating their ability to reflect dynamic ideas through art.



Ka-65/1, Kuratoli
Dhaka-1229,
Bangladesh
(+880) 170 999 7515 / 963 811 1222
agakhanacademies.org/dhaka
An institution of the Aga Khan Education Service, Bangladesh

While the festival's results are still awaited, the Academy showcased students' creativity through an exhibition on campus. "We believe that art is an essential medium for self-expression and exploration," said Suvina Shunglu, the Head of Academy. "By participating in The Big Draw Festival, our students not only honed their artistic skills but also embraced the joy of creativity and collaboration. Initiatives like this align closely with our mission of fostering a holistic education that nurtures curiosity, innovation and critical thinking."

The Aga Khan Academy Dhaka has a proud history of participation in The Big Draw Festival. Notably, the Aga Khan Academies were joint winners in the Secondary School Award category at the 2022 festival for their creative engagement in visual arts, dance and poetry. The continued involvement underscores the Academy's commitment to global citizenship and a well-rounded education.

About the Aga Khan Academy Dhaka

The Aga Khan Academy Dhaka is part of a network of Academies established by His Highness the Aga Khan. These non-denominational schools provide an international standard of education while fostering leadership, ethics, pluralism and a strong sense of global citizenship.

The Academy offers a rigorous academic programme alongside a rich co-curricular experience, preparing students for higher education and enabling them to make meaningful contributions to their communities and beyond. By nurturing curiosity, creativity and critical thinking, the Aga Khan Academy Dhaka aims to inspire lifelong learners and leaders.

For further information, please contact:

Ahmed Hasam Rabbi
Intern, Communications
Aga Khan Academy Dhaka
ahmed.rabbi@agakhanacademies.org
+880 183 392 4866

Screenshot and link to the published news article in The Daily Star Online



Home News Opinion Sports Business Entertainment Life & Living Youth Tech & Startup Multimedia Feature More

Wednesday, December 25, 2024

The Daily Star

E paper Today's News বাংলা

PRESS RELEASES

Star Digital Report

Wed Nov 27, 2024 05:08 PM
Last update on: Fri Nov 29, 2024 12:40 AM

57 Shares

Most Viewed

1 Islami Bank MD forced out of office

2 Khulna-Dhaka train service via Padma Bridge takes off

3 First Security Islami Bank sacks DMD

4 Debunking myths about air pollution in Bangladesh

Students of Aga Khan Academy Dhaka participate in The Big Draw Festival 2024

Photo: Courtesy

Today, students of the Aga Khan Academy Dhaka participated in The Big Draw Festival 2024, a global celebration of creativity and visual literacy.

This year's festival, themed "Drawing in Motion", invited participants to explore the dynamic and ever-changing nature of drawing as a tool for capturing movement, energy, and life.

For all latest news, follow The Daily Star's Google News channel.

The Big Draw Festival, founded in 2000 by the Guild of St. George, is the world's largest drawing festival, encouraging millions worldwide to unleash their creativity. It fosters an appreciation of drawing as a vital human skill and a means of communication, self-expression, and well-being.

At the Aga Khan Academy Dhaka, all 75 of the Grade 7 students took part in the festival, each creating an individual artwork that reflected their interpretation of the 'Drawing in Motion' theme. The creative process involved rigorous engagement, where students immersed themselves in the theme, explored ideas and translated their thoughts onto canvas. Their submissions were sent digitally to The Big Draw Festival organisers alongside numerous other entries from academic institutions around the world.

BSRM TO BUILD TOMORROW'S BANGLADESH

HOLD YOUR Corporate

ENTRY + 12 RIDES + WATER KINGDOM at 900 tk.
FOR DETAILS 01969910100

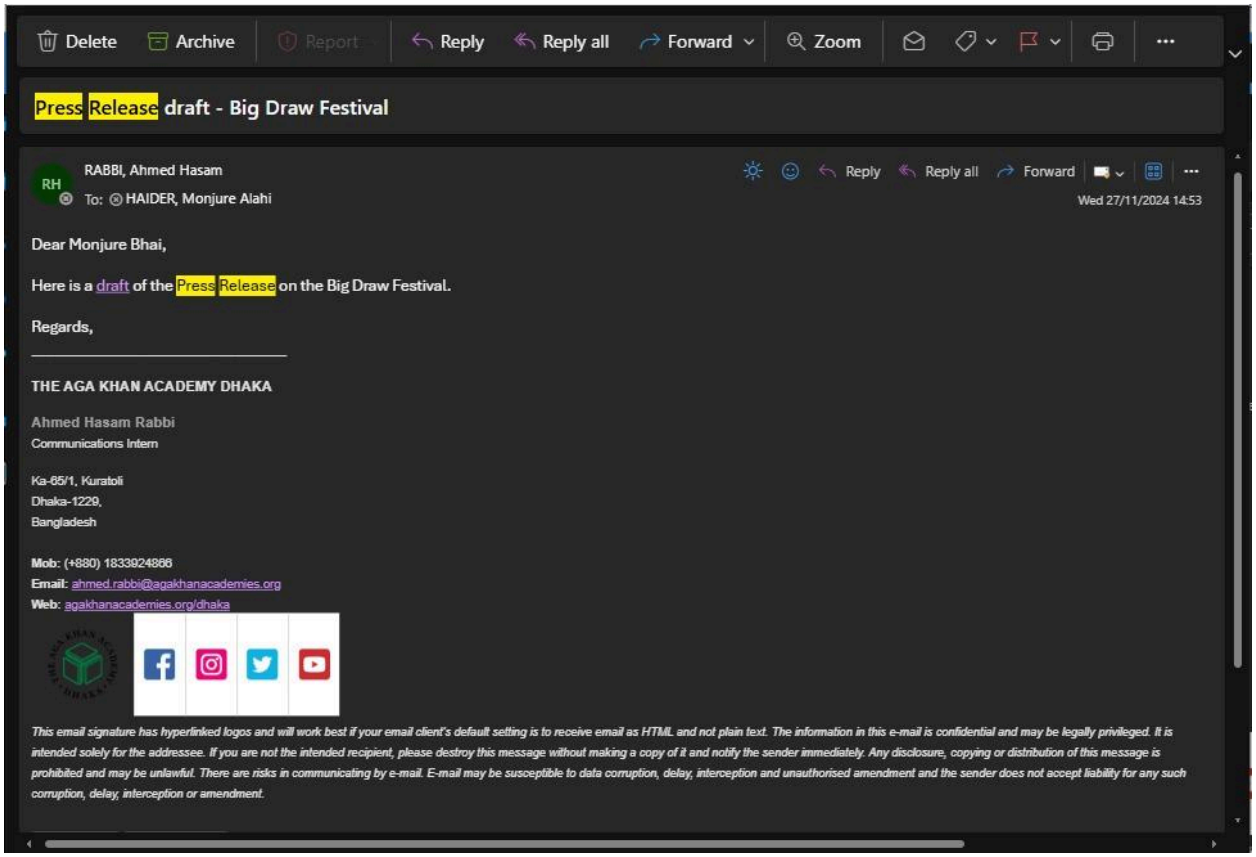
The Daily Star বাংলা

|আন্তর্জাতিক
৬৭ আরোহী নিয়ে কাজাখস্তানে আজারবাইজানের উড়োজাহাজ বিধ্বস্ত
বিবিসির প্রতিবেদনে এ তথ্য জানানো হয়েছে।
৪৩ মিনিট আগে

|অপরাধ ও বিচার
ক্ষোভ থেকে ঘুমের ওষুধ খাইয়ে কুপিয়ে হত্যা করেন ইরফান: র‍্যাব
২ ঘণ্টা আগে



Collage of students' artworks created on Canva for the Press Release.



Screenshot of email correspondence with my supervisor.

Project 7: Social Media Management for the Academy

Task Description

As part of my role, I managed the daily social media activities for the AKAD's **Facebook**, **Instagram**, and **LinkedIn** pages. This included:

1. Posting updates on significant events, assemblies, workshops, seminars, and occasions relevant to internal and external stakeholders.
2. Attending these events, taking notes to draft captions, and capturing photos to pair with each post.
3. Editing images to align with the Academy's brand guidelines and using them with approved captions.
4. Scheduling posts across platforms to maintain consistent engagement.
5. Managing queries on social media by selecting and personalizing set responses from a pre-approved list.

Assignment Process

1. I attended events and occasions organized by the Academy to gather content.
2. Drafted captions based on event notes and forwarded them to my supervisor for review.
3. Submitted edited captions to the Communications department at AKS for final approval.
4. Created visually appealing posts by editing pictures and scheduling them on all platforms.
5. Monitored social media acco unts for queries, personalized responses where necessary, and replied promptly.

Execution Steps

1. **Specific Actions Taken:**
    a. ***Content Creation:***
        i. Covered events, assemblies, and workshops by attending in person.
        ii. Drafted captions that accurately captured the essence of each event.
        iii. Edited images using Adobe Lightroom and Photoshop to meet branding standards.
    b. Content Approval:
        i. Submitted captions to my supervisor for review.
        ii. Made necessary revisions and forwarded captions to the AKS Communications department for final approval.

c. Post Scheduling:

Scheduled posts using platform-native tools to ensure daily engagement on Facebook, Instagram, and LinkedIn.

d. Query Management:

i. Responded to social media queries using a set list of responses.
ii. Personalized responses when required, ensuring alignment with institutional tone and guidelines.

2. **Collaboration:**

Worked with my supervisor, the Communications Manager, for content approval.

3. **Tools and Platforms Used:**
   a. **Google Keep:** For note-taking during events.
   b. **Google Photos:** For storing and organizing event pictures.
   c. **Adobe Lightroom and Photoshop:** For photo editing.
   d. **Microsoft Word and OneDrive:** For drafting and sharing captions.
   e. **Outlook and WhatsApp:** For communication with my supervisor and team.

4. **Guidelines Followed:**
   a. Adhered to the **AKDN brand guidelines**, including color palette usage and tone consistency.
   b. Followed AKDN's writing conventions, such as British English and avoiding the Oxford comma.

Review and Approval

1. **Work Review Process:**
   a. All drafted captions were reviewed by my supervisor before being sent to the AKS Communications department.
   b. Adjustments were made based on feedback to ensure quality and compliance.

2. **Corrections or Changes Made:**

Captions often underwent revisions to refine language, messaging, or tone.

Final Outcome

Daily posts were successfully published across the Academy's Facebook, Instagram, and LinkedIn platforms, maintaining steady engagement with stakeholders. Social media queries were managed effectively, ensuring a professional and timely response to inquiries.

Learning Experience

This project enhanced my skills in managing dynamic and diverse social media platforms. I gained insights into crafting engaging captions that adhere to brand guidelines while resonating with different audiences. The daily nature of this task helped me develop consistency and attention to detail.

Additionally, I improved my photo editing abilities and became adept at creating content that aligns with institutional standards. Managing queries strengthened my communication skills and taught me the importance of professionalism and tone when interacting with stakeholders online.

Overall, this experience solidified my understanding of how to maintain an active and engaging social media presence for a prestigious institution.

Evidence (Attached Below)

1. Screenshots of published posts showcasing captions and visuals.
2. Sample of query responses demonstrating the use of personalized replies.
3. Screenshot of captions review conversation with AKS Communications department.
4. Before-and-after examples of photo edits for social media use.

Aga Khan Academy Dhaka
Published by Ahmed Hasam Rabbi
· 21h ·

Last week, our #SeniorSchool students participated in an exciting bake sale to raise funds for their service learning initiatives. Parents, teachers and the Academy community celebrated the event and applauded the students' entrepreneurial spirit aimed at philanthropy.

From custom-designed t-shirts, hand-crafted ornaments and mouthwatering delicacies, students brought together a vibrant bazar, showcasing their creativity, marketing strategies and impressive entrepreneuri... See more



See insights and ads Boost post

56 3 comments 3 shares

Aga Khan Academy Dhaka
Published by Ahmed Hasam Rabbi
· December 24 at 1:30 PM ·

Happy #TakeMeBackTuesday!

Last week, the Academy was brimming with red and green as students celebrated Bangladesh's Victory Day through a mesmerising assembly. The #SeniorSchool students performed captivating group dances and sang traditional patriotic songs to pay homage to the nation's heroes who sacrificed their lives to win freedom for all.

#AgaKhanSchools #ExcellenceInEducation Aga Khan Development Network Aga Khan Academies



Aga Khan Academy Dhaka
Published by Ahmed Hasam Rabbi
· December 22 at 1:30 PM ·

Our Grade 4 students showcased their learning journey at the recent Unit Display, sharing their discoveries about past #civilisations and how they connect to how we live today. Parents were captivated by the students' creativity and enthusiasm during this interactive experience!

The transdisciplinary theme, "Where we are in place and time", and the central idea, "Past civilisations have influenced the way we live today", inspired students to explore #history and present ... See more



See insights and ads Boost post

70 2 comments 7 shares

Aga Khan Academy Dhaka
Published by Ahmed Hasam Rabbi
· December 23 at 1:30 PM ·

"No matter how an orange looks inside, when you peel it, all of them appear the same and so do we," said Yeasmin, a Time and Knowledge Nazrana (TKN) volunteer, who shared her education expertise with the #AgaKhanAcademies.

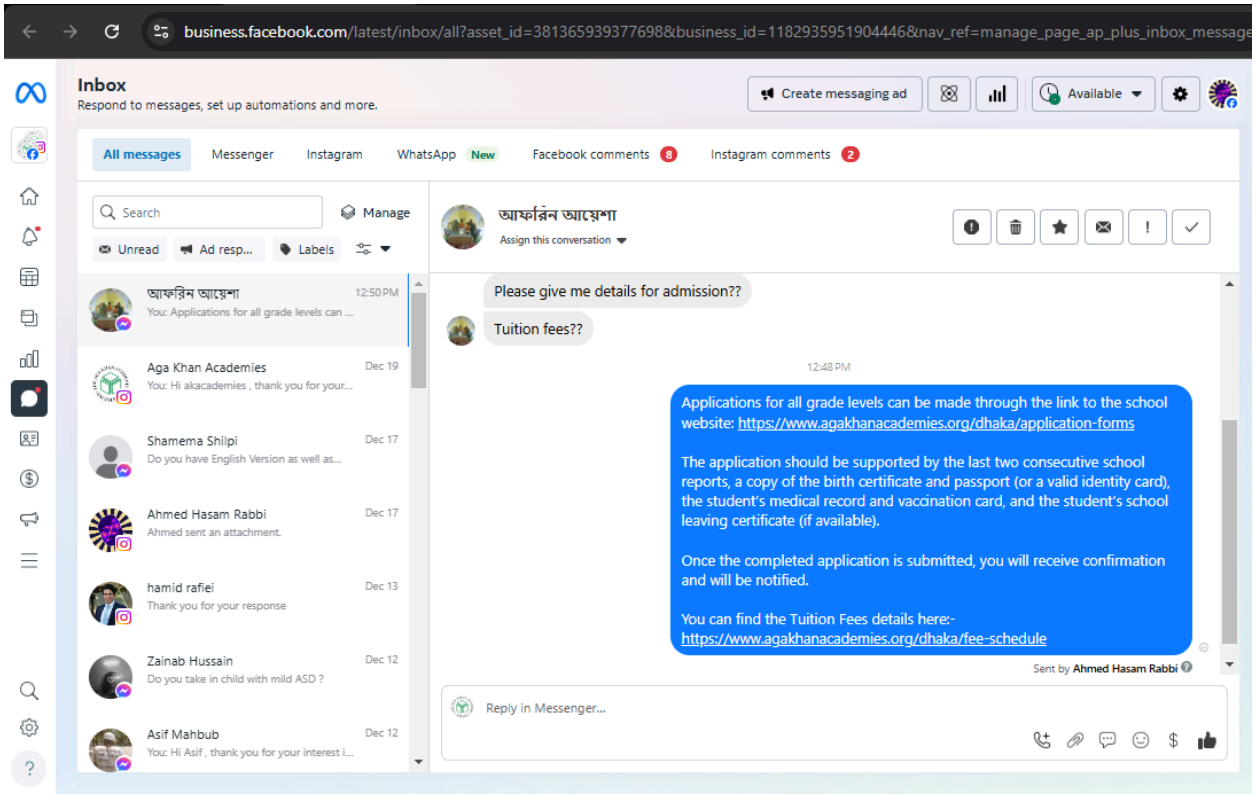
These words resonated at the recent #SeniorSchool assembly to highlight the significance of equality, equity and the Aga Khan Curricular Strands aligning with His Highness the Aga Khan's vision of ensuring #education for all.

Along with heartfelt ... See more

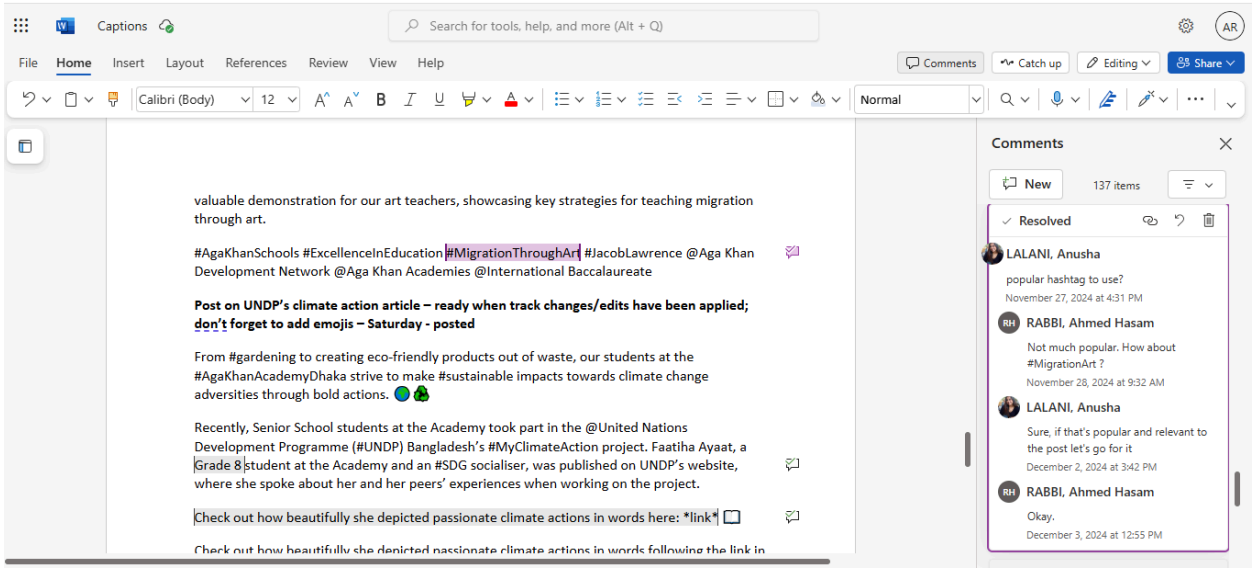


See insights and ads Boost post

98 2 comments 2 shares



Screenshot of query responses on Facebook.



Screenshot of captions review conversation with AKS Communications department.

Photo Editing

Before







After







Project 8: Writing and Publishing Articles on the AKAD Website

Task Description

This project involved writing and publishing three articles for the AKAD's official website. The articles highlighted key events, achievements, and stories that represented the Academy's mission and values.

The articles published were:

1. "Learning, collaboration, and growth: Recent PDC highlights at Aga Khan Academy Dhaka"
2. "Unity through sports: Aga Khan Academy Dhaka Inter-School Football Tournament 2024-2025"
3. "Aga Khan Academy Dhaka introduces new student council cohort"

My responsibilities included drafting the articles, ensuring adherence to the AKDN's communication guidelines, and collaborating with my supervisor for reviews and approvals. Once finalized, I uploaded the articles to the website.

Assignment Process

1. My supervisor assigned me the task of drafting articles to reflect the Academy's key activities and milestones.
2. After drafting, I submitted each article for review to ensure alignment with AKDN's communication guidelines.
3. Upon receiving feedback, I incorporated revisions and finalized the articles for publication.

Execution Steps

1. **Specific Actions Taken:**
    a. ***Content Creation:***
        i. Researched and wrote engaging articles based on event details, reports, and other sources.
        ii. Ensured each article accurately conveyed the essence of the event or initiative while aligning with the Academy's tone and values.
    b. Review and Revision:
        i. Submitted drafts to my supervisor, the Communications Manager, for review and incorporated their feedback.
        ii. Ensured all edits adhered to the AKDN's communication guidelines.
    c. Publishing:

        Uploaded the finalized articles to the AKAD website, ensuring proper formatting and inclusion of relevant visuals.

2. **Collaboration:**

   Worked closely with my supervisor throughout the writing and review process.

3. **Tools and Platforms Used:**
   a. **Microsoft Word:** For drafting and editing articles.
   b. **Outlook and WhatsApp:** For communication and feedback.
   c. **OneDrive:** For sharing drafts.

4. **Guidelines Followed:**
   a. Adhered to AKDN's writing standards, including the use of British English and specified formatting conventions.
   b. Maintained consistency with the AKDN's brand and communication guidelines.

Review and Approval

1. **Work Review Process:**
   Articles were thoroughly reviewed by my supervisor to ensure quality and compliance with organizational standards.

2. **Corrections or Changes Made:**

   Edits were made to improve structure, flow, and messaging clarity.

Final Outcome

All three articles were successfully published on the AKAD website. These articles effectively communicated the Academy's key messages and enhanced its online presence.

Learning Experience

This project further honed my skills in creating professional articles that effectively communicate an institution's mission and values. Writing for the Academy's website allowed me to improve my storytelling techniques and develop content that resonates with diverse audiences.

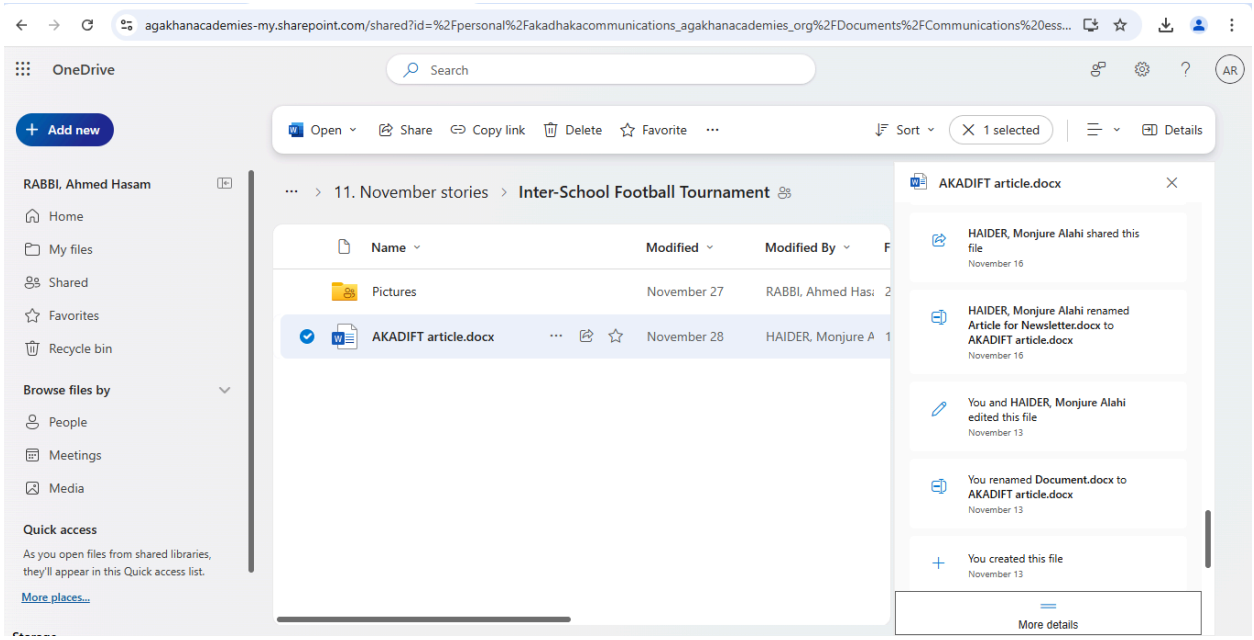
Additionally, the experience reinforced the importance of adhering to organizational guidelines while crafting engaging narratives. Managing feedback from my supervisor helped me enhance my ability to revise and refine my work effectively. This project strengthened my understanding of how well-written articles can serve as a powerful communication tool for building institutional credibility and engagement.

Evidence (Attached Below)

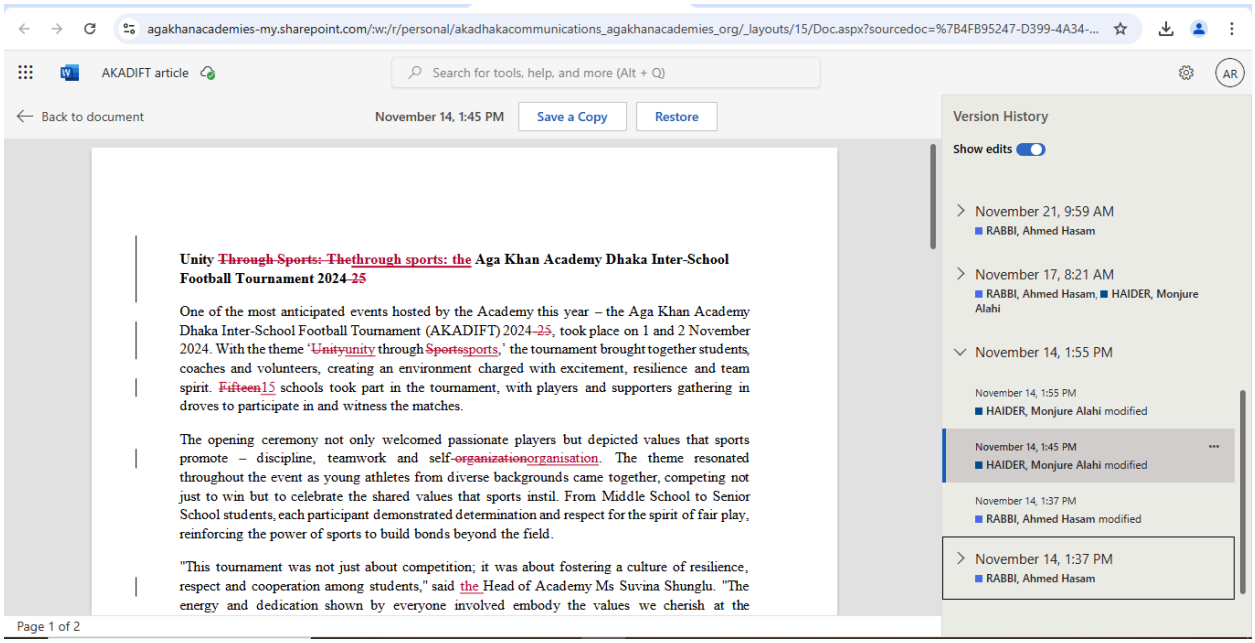
1. Links to the published articles:
    a. "Learning, collaboration, and growth: Recent PDC highlights at Aga Khan Academy Dhaka"
    b. "Unity through sports: Aga Khan Academy Dhaka Inter-School Football Tournament 2024-2025"
    c. "Aga Khan Academy Dhaka introduces new student council cohort"
2. Screenshots of the published articles.
3. Screenshot of file properties of each article I wrote.
4. Screenshot of edits made by my supervisor on the articles I wrote.



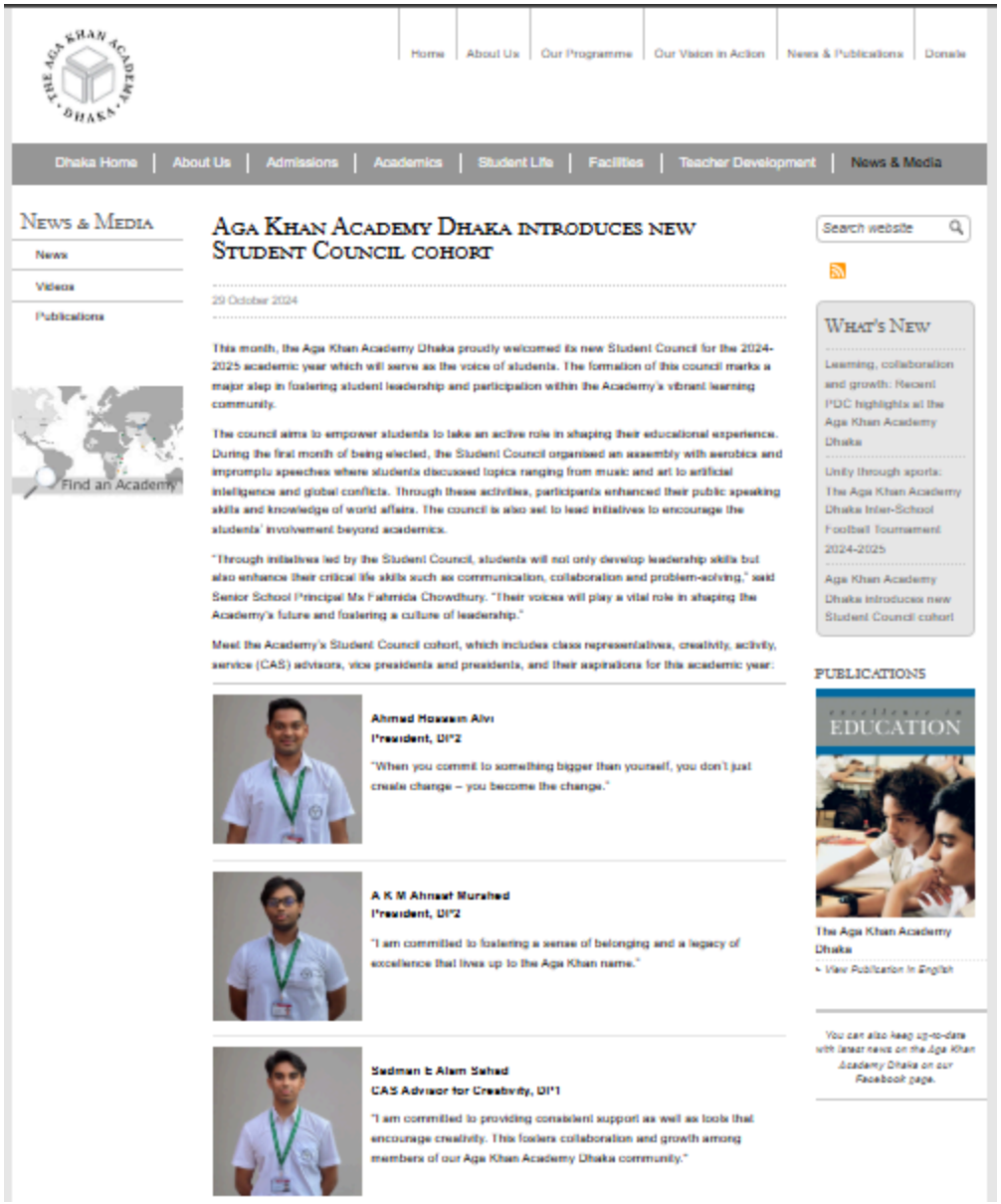
Screenshot of article I wrote on AKAD Inter-School Football Tournament published on AKAD's website.



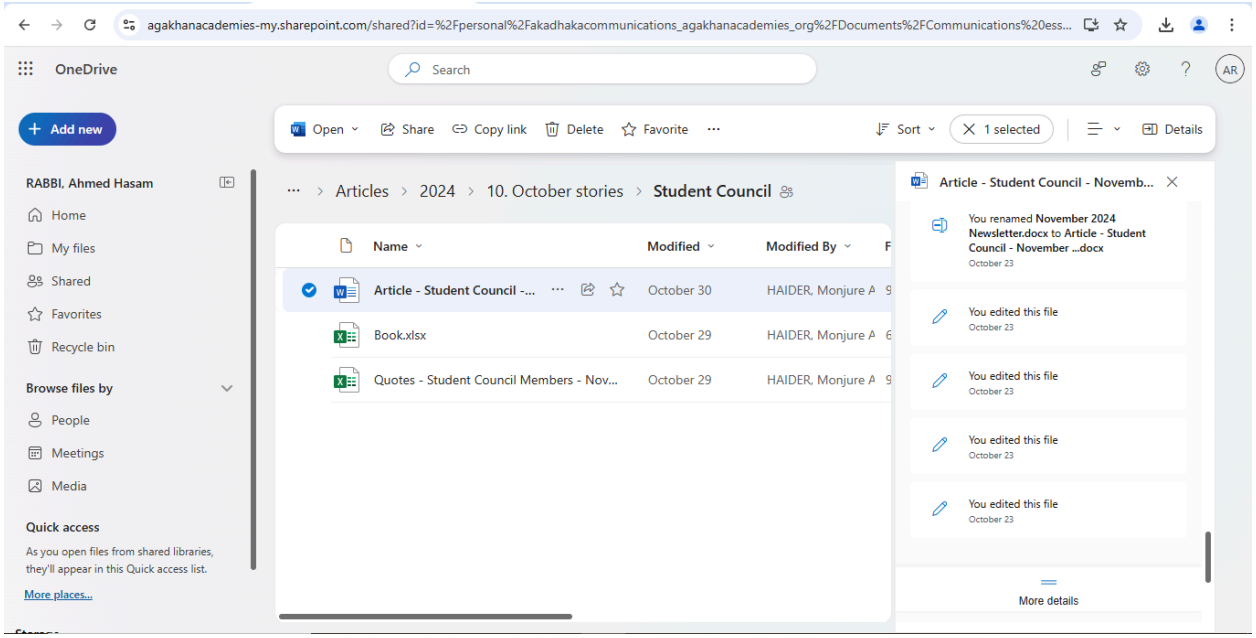
Screenshot of file properties of the AKAD Inter-School Football Tournament article file.



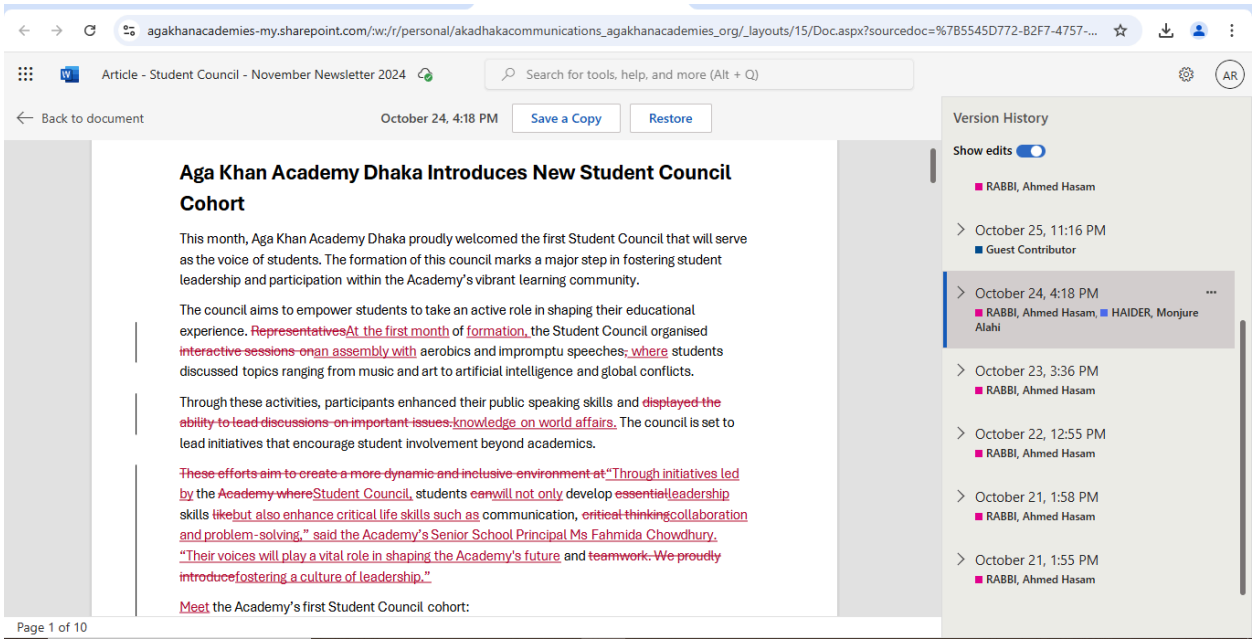
Screenshot of the article I wrote edited by my supervisor.



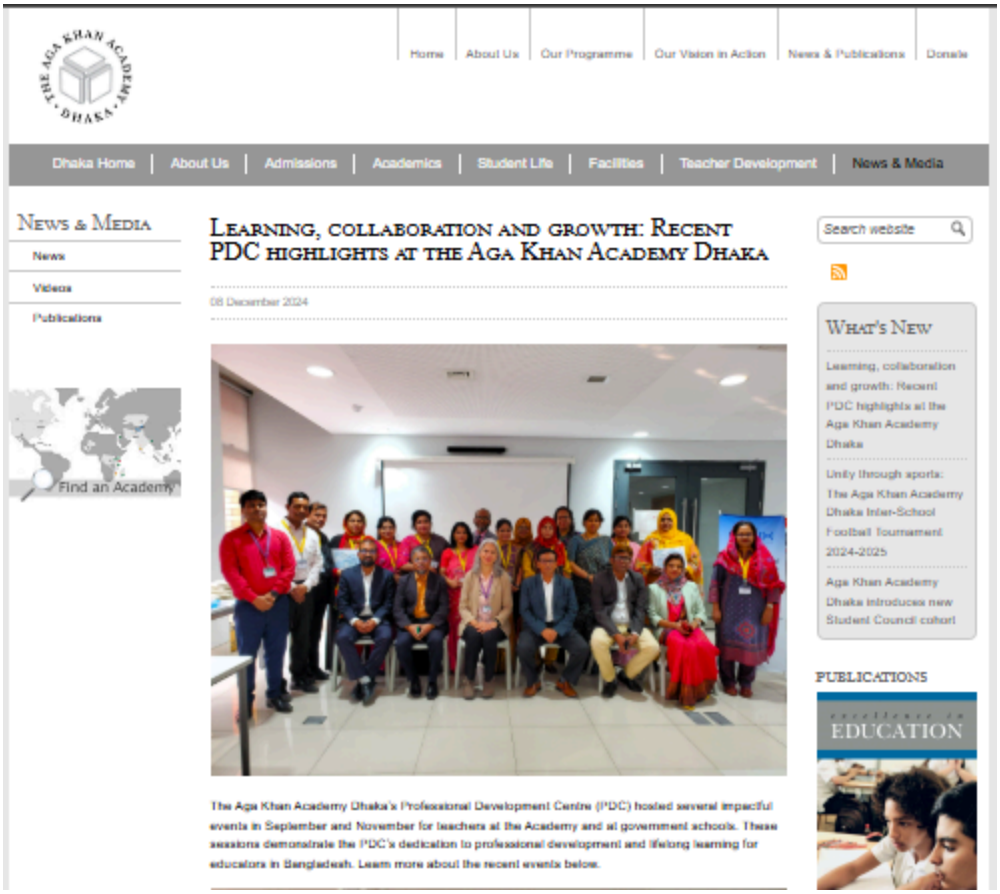
Screenshot of the article I wrote on AKAD newly formed Student Council published on AKAD's website.



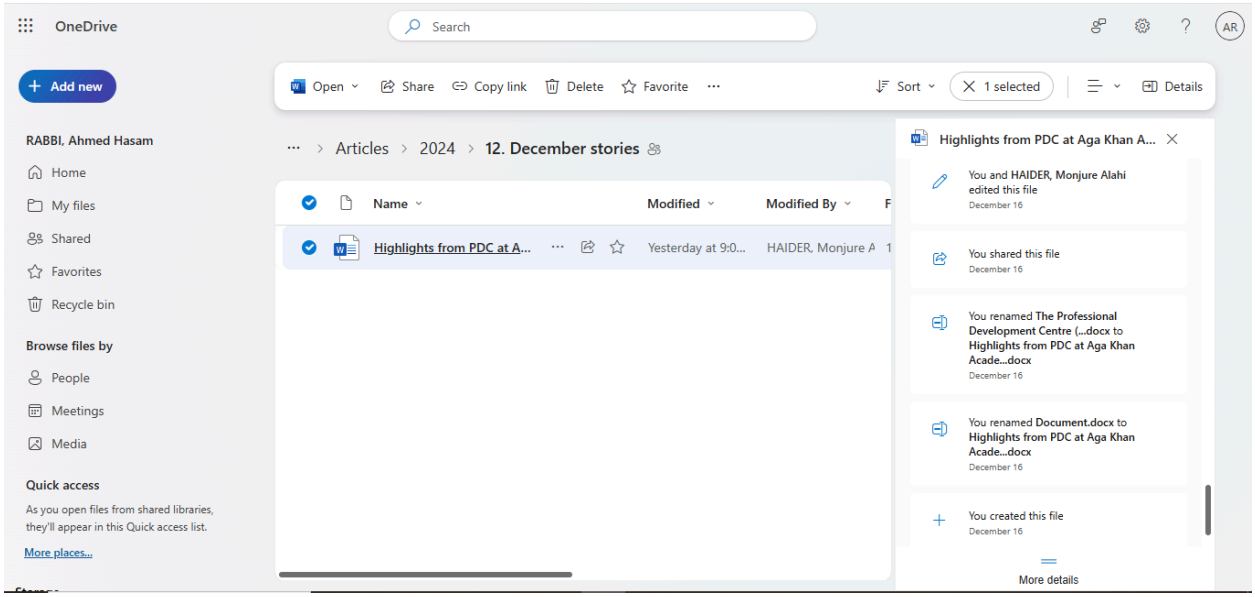
Screenshot of file properties of the AKAD Student Council article file.



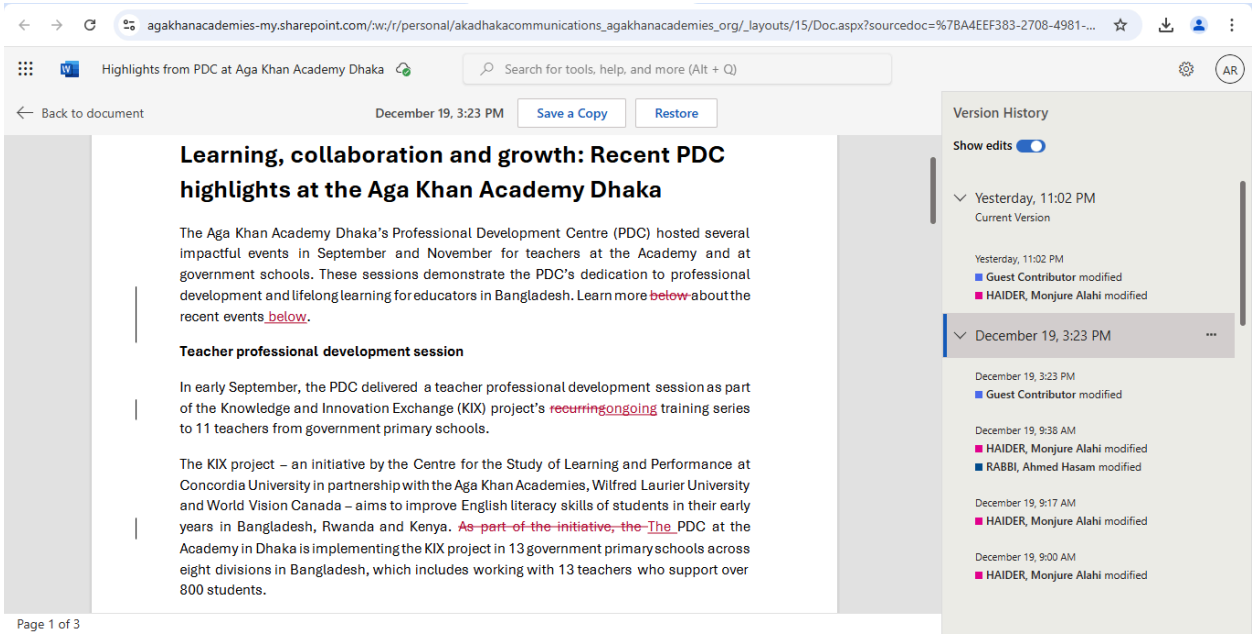
Screenshot of the article I wrote edited by my supervisor.



Screenshot of the article I wrote on PDC's recent activity highlights published on AKAD's website.



Screenshot of file properties of the PDF Highlights article file.



Screenshot of the article I wrote edited by my supervisor.

Internship Outcome

Advantages of Interning at the AKAD

Interning at the AKAD has been a transformative experience, offering numerous advantages:

Professional Growth

Being part of a globally recognized institution has provided me with exposure to high professional standards and best practices in the field of communication. Working under the guidance of experienced professionals, particularly the Communications Manager, has been instrumental in shaping my understanding of strategic communication.

Multidimensional Learning

The internship allowed me to engage in various aspects of communication, such as content creation, social media management, event coverage, and bilingual content development. This diverse range of tasks enhanced my ability to manage multiple priorities efficiently.

Exposure to International Standards

The AKDN's guidelines for communication materials, including their emphasis on British English and adherence to branding standards, have deepened my understanding of working within an international framework.

Networking Opportunities

The collaborative work environment facilitated interactions with professionals from diverse fields, including education, administration, and external partnerships, allowing me to build a network of contacts that will benefit my career in the future.

Creative Freedom

The Communications Department valued creativity and innovation, allowing me to contribute ideas and solutions while honing my skills in writing, editing, and visual content creation.

Drawbacks of Interning at the AKAD

While the internship experience has been overwhelmingly positive, there were a few challenges:

Time Constraints

Balancing internship responsibilities alongside my university coursework required strong time-management skills, particularly as some projects had tight deadlines.

Limited Autonomy in Decision-Making

As an intern, I occasionally felt restricted in making significant decisions, as most major approvals had to go through multiple levels of review. While this was understandable, it sometimes slowed the pace of execution.

Achievements

As a result of my internship, I have achieved the following:

Refinement of Existing Skills

While I already had prior experience in many of the tasks assigned to me, this internship allowed me to further refine my skills in content writing, editing, bilingual communication, and event coordination. The professional standards at the Academy have helped me elevate my work quality and attention to detail.

Familiarity with New Tools

I became proficient in using MailChimp, a tool I had little prior experience with, for creating and sending newsletters to multiple recipients.

I also gained confidence in using several applications within the Microsoft Office suite, such as Outlook, OneDrive, and Planner. These tools differ significantly from Google's equivalent software, and I now feel much more comfortable navigating and utilizing them for professional purposes.

Enhanced Professionalism

Working in a globally recognized institution like the AKAD has further reinforced the importance of adhering to guidelines, maintaining branding standards, and producing high-quality outputs that align with organizational values.

Networking

I was able to expand my network by interacting with professionals across education, communication, and administrative departments, as well as external stakeholders, which will be beneficial for my future career.

Adaptability

Although I was familiar with most tasks, the environment at the Academy demanded a high level of adaptability, especially when working with new tools and meeting tight deadlines.

Lessons Learned

Strategic Communication

I learned how to tailor content for different audiences, from students and parents to global stakeholders, ensuring clarity, consistency, and engagement.

Adaptability

The dynamic nature of the work required me to adapt quickly to new tasks and challenges.

Teamwork and Collaboration

Working closely with the Communications Manager and other stakeholders reinforced the importance of teamwork in achieving organizational goals.

Time Management

Balancing tight deadlines while maintaining high-quality output honed my time-management and prioritization skills.

Overall, my internship at the AKAD has been an invaluable experience that has equipped me with practical skills, professional insights, and a deeper understanding of communication in an international and educational context. The lessons and skills I've gained will serve as a strong foundation for my future career in public relations and communications.

The Workplace Log

Date: 23 / 10 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Today's Tasks:—

- Review captions – emoji added. – Reviewed –
- Review text of the October Newsletter – Reviewed –
- Collect information on the football championship trophy for today's assembly caption. Amit whatsapped – Collected –
- Chat bot integration on his Facebook, find vendors. Efficient vendors. Need AI technology for that.
- Need social hearing tool, paid or free
- Will receive Media kit samples for AKDN today. –
- Email ID exclusion list of parent who left the academy. Collect from Paul.

Also

- Collect quote from Senior School Principal for the Newsletter Article. – Quote received –
- Collect 20 SC members' details for the newsletter –
- Photography and Videography firm Source Photography, Videography final output delivery. Drone footage as well.

(video first thumbnail)

* Cinematography – 12 Overall – 50 – 100 k
Photography – 10 budget
Editing – 5-6 1p – 2 days
Days of editing – 4 days (video) Thum – 2 day
Photography editing – 2 days (photograph)
Audio – open library
Video Duration – 2-3 / minute, 2 videos

Website: www.campebd.org 1:30 minutes 90/90

Date: / / Sun / Mon / Tue / Wed / Thu / Fri / Sat

→ Tissue from stationary

→ Keys for room

→ Mouse and keyboard for laptop

Videography Rental – 6/day Shooting cost Total
Platform " – 2.5/day 60,000

Cinematographer – 3000/day
photographer – 2000/day

Photography Editing – ~~5000~~ 6,000
Videography " – 25,000

Trade license
VAT
BIN
Bank Account

Date of Events :– Football Tournament
Nov 1–2

Classic Five Weeks
Oct 27 to Oct 31

Date: 24 / 10 / 24 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Draft Caption For Junior School Assembly - Done by boss on 26/10/24 ? revised
Focus on earthquake safety protocols

Draft ToR for Photography - Needs Approval
→ Edit / Update according to house style
Updated, awaiting approval

Jersey Logo Size - Recommend 3 inch - do 2 inches -
Backside Font - Gotham Medium -

2 bills of Deluxe Shirt, one with us and
one with Paul - Suvina is not back yet
so we have to wait

Facebook Ad posted for Fun Day

Jersey Logo Size - Advised 2.5 inches
They want 3 inch
Alternative 2.75 inches
Arguing - all jerseys have 3 inch logos
it looks better
can't see 2.5 in sized logos
need all edits by today otherwise
won't have jersey on time

Date: 22/10/2024 ~~Sun~~ / ~~Mon~~ / Tue / Wed / Thu / Fri / Sat

Trifold brochures 50 pieces to be delivered to AKDN representative

Paul presented a floor plan for Fun Day. Everything seems to be in place

Photographer and Videographer for Fun Day

Review pictures for website and Love it received by Ayshen. (Deadline 30/10/24)

Website Content Update:- (Deadline 30/10/24)

Ishrat

→ Home page - count photos in the slideshow III - Shruti
Remove picture of Students (they are not ours) I - Carol

→ About Us - 7 sub-pages

All photos need to be replaced
Should resemble the text

1 language 1 robot (About the Academy)

→ Change Top Quantitative Photos (1 image)

→ Top of the Academy Picture change

Date: / / Sun / Mon / Tue / Wed / Thu / Fri / Sat

→ Admissions – Why chose the Academy

Having niche landscape

→ Admission Enquiries – landscape

→ Application Form – landscape, highlighting children

→ Admission Fee → Admission Requirement

→ Academics: –

Academic Program – laboratory model landscape

activity // portrait

→ Aga Khan Curriculum Study –

Action oriented with Service

(Social work) / landscape, / portrait

→ Primary Years Program – / landscape, / portrait

→ Middle Years Program – // //

→ Diploma Program – // //

→ University Counselling – / landscape

Date: / / Sun / Mon / Tue / Wed / Thu / Fri / Sat

Student Life :—

Living On Campus – 1 student portrait, 1 landscape event
change

On Stage – 1 landscape photo

Student Leadership – 1 landscape photo

Community Service – 1 " "

Enrichment Program – " " ", 1 portrait
highlighting co-curricular

Sporting Activities – 1/1 landscape, 1 portrait

Facilities :—

On Campus – ~~Arrowe Parkland~~ Dove Shot, 1 portrait

Teacher Development – 1 landscape

Date: 28 / 10 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

1'45 Caisses Fair Starts
2.30 Mini College Fair - Senior School Library
3.30 Meeting with Facilities Manager

→ Draft a section to highlight the laissez fair event - done by boss

→ Take Time with the website photo selection deadline - Wednesday (30th October)

→ Add 2 Centres to the newsletter doc - done

→ Update the RFQ, include Fun Day as well. - Done uploaded to Drive, awaiting approval

29/10/2024

→ Send printing material files to Delwar bhai give reminder the files will only be available for 3 days vendors must send colour less picking before going for print

→ Proof the printing materials

→ Installation has to be done by AKAD staff Discuss with Atiq bhai Our staff can start cleaning the materials and arranging the pieces and area for installation.

Date: 30 / 10 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Feedback Review of Articles, Newsletters and Captions

inform Anisha every time we have integrated feedback by mailing her

Football tournament breakfast, lunch, cracky caption daign - 100 each

Meeting with Facilities Manager at 9 am to figure out installation of mirrors for the football tournament

Take more time on sorting pictures for website

Certificates for participants in sports activities

Runners are being worked and will be received today

If possible, will be setup today as well.

Date: 03 / 11 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

↳ Process the bills pending so far. - Processed

→ Sort images for the website (ongoing task)

↳ Prepare option for Mini College Fair

→ University Counsellor Ms. Nusrat's feedback on the Score Highlights - go to her office physically. we red it by weekends.

→ This month we will create an article covering activities of Students outside classroom for the newsletter.
Topics - Football tournament
big drum fest
Grade 4 Unit Display

↳ Edit caption of Student Council post on all platforms

→ All binding materials should be send to ALGS for storage

→ IB DP Score Highlights - data is not public
should be meet her with permission only we if published without her consent?

→ we are not supposed to use this data

Website: www.campebd.org → people do not like it

Date: 04 / 11 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

→ Strength
→ Participation → Criteria for AWARDS
→ Sporting spirit → leadership
→ first time hosting → discipline, self organisation
→ volunteering spirit

→ Sort out storage space for your Conservation material
dust free, clean
select a corner in the main room

→ Collect Artists signatures on the invoices

→ Collect Hyderabad Yearbook from Mohsin Apu

→ Request for Proposal for Yearbook

Technical Proposal should not exceed 3 pages
Financial " " " " 1 page
Have to show the portfolio

Both design and print

850 pieces minimum hard binding
hard cover

100 - 150 pages

130 gsm glossy paper

Date: 05 / 11 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

→ GP KDF Materials Procure from Vendor

Check with the vendors

deadline – 14 November

quantity –

→ Separate data packages from regular ones (ADF)

→ 01733201456 – Hriday Bhai

Picture Sorting :–

Org 1	Org 1	Org 2	
2480	2175	2885	2618
2459	2172	2882	2688
2383		2829	2669
2343		2823	2566
2280		2807	2564
2244		2790	2552
2223		2692	2551
2215		2678	
2197		2627	2250
2191		2638	2349
2179		2629	2383
2177		2629	

Date: 07 / 11 / 2024 Sun / Mon / Tue / Wed / Thu ✓ / Fri / Sat

This month's Newsletter - Football Tournament

Ankle Quote -

Volunteer's Quote -

1 player's quote -

Focus on :- first-time organise

Keywords - sustainability was maintained - loss - 1 line

Keywords - strength, participation, sporting spirit, leadership, discipline, self organisation, volunteering spirit

Sort out storage space for the barrels

Collect Hyderabadis Yearbook from Ms. Mohita

Draft RfQ for Yearbook design and production

Lots of photos with less words up

3 segments - junior school, senior school, DP

(for each segment) 1 page for each grade and section (class photos)

significant events (1-3 lines option) (2 to 6 pages)

portrait of each student of DP and quote beside their photo.

Date: / / Sun / Mon / Tue / Wed / Thu / Fri / Sat

3 pages for potrait of DP
2 pages for class photo of DP

key events - 10 pages

Head of Academy Message
Director / Chairman 4
CEO 1/
2 Principals 1/
University Chancellor 1/

10 Pages

Draft captions for Yesterday's assembly.

Stroll around the campus to see students learning around and connect with teachers

Date: 10 / 11 /2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Article for Newsletter (November) (Tuesday Deadline)

All big events that took place in November

1) Aga Khan Inter-School Football Tournament (Article)

2) Assembly (5)

3) Big Draw

4) Unit Displays

1.) Head of volunteers Quote, Artist's Quote

Sort Storage space for banners and runners

Edit Logo for AKAD MUN

13/11/24 Wednesday

Draft the Article – Collect quotes

Draft caption for Assembly - drafted

Create CAS folder and upload pictures. - uploaded

Date: 14 / 11 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Junior School Library 1:10 pm - Covered

Draft Subtitles for Hero Video - Done

Update the Article - Done

Feedback on Presentation - UCAP

-> Targeted for US customers
-> Attaching Gillette.

17/11/24 Sunday

-> Draft Captions for Social Media posts (3 captions)

-> Poster design for Unit Display

18/11/24 Monday

-> Coming Up Next Week So We Need To Push That On Social Media

-> Fun Day will go as planned and will be done by Jawaad.

-> Remake Tear Away Banners

-> DS Rifle X Banner

Date: / / Sun / Mon / Tue / Wed / Thu / Fri / Sat

→ MYP kids are making cards for parents

→ Arranged Meals for visitors as well

→

20/11/24 Wednesday

Draft script for Early Years Program promotional video.

Duration - 1:30 minutes max

Deadline - Next Thursday

24/11/2024 Sunday

Email pictures of Events that occured in October and November to Sowmya Ma'am's P.A.

Grade 2 Unit display Building Straight Tower, CC Ms. Sowmya, CC. Manjari Ma'am

Own KG-1, KG-2 - 14th Dec

Flyers by this week - Wednesday

Finish to MYP-1 Own Image

Date: / / Sun / Mon / Tue / Wed / Thu / Fri / Sat

H Captions drafted for Grade 5 Art Walk and Fun Day.

25/4/24 Monday

- Facebook Bill may invoice for Reel
- Updating AKAD Wikimedia Page
- Reviews Newsletter Article
- Newsletter to be published by 28th November
- Open House Flyer for KG-1 KG-2.
- Academic Planner Draft for Next Year
- Big Draw on 27th November - Draft Communications Plan
- Planner Font - Gotham Book

Duration - 3 months' Calendar

Date: 26 / 11 / 24 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Big Draw list

Post Card! –

1. Red (VO of Panda and Asbiette)
2. Landscape (")
3. Happy Xmas of the exhibition
4. Showreel of artwork
5. PR for news coverage.

Early Years Video Script draft – Deadline (Thursday)

22/11/24 Wednesday

Photoshoot for Yearbook and stock – Tom drafted

TOR Draft for the photographers – drafted

2 photographers for two days and 1 photographer for landscape photographing (1 day)

Draft captions for the Big Draw Festival and the two JSL session from today.

Place corrections on Visit Display Invitation

Draft Press release on Big Draw Festival – published by TDS

Date: / / Sun / Mon / Tue / Wed / Thu / Fri / Sat

Paul - Certificate

Ruth - Annual Leave

Big Draw Artwork Only Video

28/11/24 Thursday

Draft Social Media Caption on 27th 28th for Events

Schedule Posts for Thursday, Friday and Saturday

Big Draw Festival Artwork Video Draft.

Update Academic Planner

02/12/2024

Draft article on Astrophysics, interview of teacher. Source pictures from him.

→ Why should students be attracted to Astrophysics?

→ Career prospects

→ Which Lessons in KS on this field

→ If some words to become, could should be their other steps.

Date: 03 / 12 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Podium Sticker Measurement for Sticker on PVC.

Have all the softwares install on your laptop.

Edit the Big Draw video speech as per Paul's feedback

Update captions on Word. (Add 1 section on Chinese festival workshop)

Update Service Learning Invitation on Canva - updated

Update big draw video reel (hyper lapse).

Update Big Draw artwork reel - updated

Go through works of Big Draw festival speech

00: 29 (Each Year)
01: 04 (contributions + clip

Academic planner updated

Date: 04 / 12 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Photoshoot plan :-

Junior School Class Photos - Architecture

Senior School Class Photos - TBD

Analyze the location and timing for the photography

05/12/24 Thursday

→ Portraits of Specific faculties who's quotes will be used in the yearbook

→ Pictures of students with their class teachers only for 10 students

→ Class of 2025 students

→ 1 Fixed photographer for portraits

→ 1 person must shot all the photographs

→ JS class photos 8:00 am starts

20 minute / class

14 class / day (rose check)

Date: / /

Sun / Mon / Tue / Wed / Thu / Fri / Sat

Safe time for Amphitheater

10 - 12 pm
(10am - 1 pm)

Interchanging PE Shools :- JS → SS

JS Start - 12th Dec
SS Start - 9th 4

Session Conductor - In General

↓ Storytellers on Subject Related

for Baba Bhai. Someone who is listened to by listeners.

⇒ Recommend 4 few such people to Baba Bhai.

KK all activities online Story book from start since Inception. Pictorial-based, 3-6 pages. It will be online. (like an e-document) Something similar to what Nayna Bhai did (less text, more images)

Mahfuz - 01957202083

Date: 19 / 12 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Admin, Teachers, Support Staff Group Photoshoot on Jan 6, 2024.

Segment the categories according to the categories.

Select location for photoshoot.

24 Certificates for Staff Appreciation → Sriram Mamam

Date: 08 / 12 / 2024 Sun / Mon / Tue / Wed / Thu / Fri / Sat

Communicate with Junior School and Senior School and finalize the photoshoot schedule for each class.

→ Collect ordered schedule from Paul for class photos.

→ Schedule meeting with photographers for tomorrow for the pre-shoot briefing.

→

10/12/2024 Tuesday

→ Share the revised plan with photographers.

→ Update Senior Malan about the extra shoot days. Get approval.

Annual Events Design //

→ Health Body Healthy Mind - Omitted from e-card, banner

Child Friendly

Self Assessment Form

Professional Competencies

During my internship at the AKAD, I developed and demonstrated several professional competencies that are crucial for a career in public relations and communications:

Content Creation and Editing

- Proficient in drafting, editing, and proofreading content that adheres to organizational guidelines.
- Skilled in creating engaging and bilingual communication materials, including newsletters, social media posts, and press releases.

Brand Compliance

Gained a strong understanding of adhering to brand guidelines, including tone, style, and visual identity, to maintain consistency in communication materials.

Digital Communication Tools

- Developed expertise in using tools such as MailChimp for designing and disseminating newsletters to a large audience.
- Advanced knowledge of Microsoft Office applications like Outlook, OneDrive, and Planner to organize, manage, and execute tasks effectively.

Project Management

Successfully coordinated multiple tasks simultaneously, including content creation, event planning, and social media management, under tight deadlines.

Interpersonal and Collaborative Skills

- Built professional relationships with team members, stakeholders, and service providers to ensure smooth communication and successful project execution.
- Gained experience in working collaboratively within a team to brainstorm ideas, provide feedback, and ensure the quality of deliverables.

Event Planning and Coordination

Contributed to organizing events and workshops, from planning to execution, while ensuring effective communication with all stakeholders involved.

Critical Thinking and Problem-Solving

- Applied critical thinking to evaluate the effectiveness of communication strategies and proposed adjustments where necessary.
- Adapted to unexpected challenges and developed creative solutions to maintain the quality of outputs.

Networking

Enhanced my professional network by interacting with individuals across education, communications, and administration fields, as well as external stakeholders, which will benefit future career opportunities.

Cultural Sensitivity and Pluralism

Developed communication materials that aligned with the values of pluralism and inclusivity, reflecting the organization's commitment to diversity and respect for different cultures.

Time Management and Organization

- Strengthened time management skills to meet deadlines while maintaining high-quality work.
- Successfully managed multiple responsibilities and projects simultaneously.