



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Department of Media Studies and Journalism

Internship Report

Submitted To:

Syeda Sadia Mehjabin
Senior Lecturer

Submitted By:

Faria Sultana
ID: 222012054

Course Code: MSJ 4298

Term: Fall 2025

Host Organization

BACK
PAGE
PR

Date of Submission: 17.12.2025

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Student Details

Name	Faria Sultana
ID	222012054
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Sustainable Development Studies
Career Objectives	My main goal is to fully understand how Public Relations (PR) works in practice, particularly focusing on how to write effective content and plan strategically, so I can meet international standards. I am committed to working diligently to make a big impact and help Bangladesh become a prominent player in the global media and public relations arena.

Internship Details

Host Organization	Back Page PR
My Working Session	Content writing and strategic planning
Supervisor	Tahsin Reza
Designation	Intern
Start Date	07/10/2025
End Date	Ongoing
Hours Per Week	40

Acknowledgment

I would like to express my sincere gratitude to everyone who contributed to the successful completion of my internship at Backpage PR.

First and foremost, I am deeply thankful to Syeda Sadia Mehjabin, my intern advisor, for her constant guidance, valuable insights, and constructive feedback throughout my internship. I am also profoundly grateful to my supervisor, Mr. Tahsin Reza (Manager, Client Servicing & Planning), for his invaluable support, mentorship, and encouragement during this period.

I extend my heartfelt thanks to Mr. Naim Ahmed Mujib Chowdhury (Manager, Strategy and Servicing) and Azam Chowdhury (Assistant Director) for their guidance, patience, and willingness to share their expertise. Their advice and support have greatly enriched my learning experience and understanding of the industry. I am also thankful to the entire communications and client service team for their warm welcome and cooperation.

Finally, I would like to thank Backpage PR for providing me with the opportunity to gain practical experience and apply my theoretical knowledge. I believe this internship has been a highly valuable experience that will greatly benefit my future career.

Plagiarism Declaration

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

Name: Faria Sultana

ULAB ID: 222012054

Signature

Faria

Internship Report Approval Form

Student Name: Faria Sultana

ID No. 222012054

Major: Public Relations

Year: 2025

Local Phone: 01792049081

Email: faria.sultana1.ms@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Back Page PR

Internship /Project Report

Topic: Internship Report

Semester (Tick one): ☐ Spring 2025 ☐ Summer 2025 ☒ Fall 2025

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____ Date: _____

Name: Syeda Sadia Mehjabin

Title: Senior Lecturer

E-mail: sadia.mehjabin@ulab.edu.bd

Phone: 01713008008

Introduction

The connection between theory and real experience is very important in media and journalism. What we learn in school gives us the basic ideas, values, and ways of thinking we need. But these really make sense when we use them in real work. My internship helped me connect these two sides by giving me hands-on experience in dealing with the fast-changing challenges and responsibilities of the media and public relations (PR) fields.

The internship was very practical and helped me build important Public Relations (PR) skills like scheduling, reporting, and creating content. I took part in key activities such as client service, researching brands and products, and writing copies.

A large part of my work focused on creating different types of content, including writing scripts, selecting visuals, and developing engaging materials for digital and social media platforms. This required understanding audience trends and preferences in detail. The experience helped me improve my storytelling, creativity, and visual communication skills, while also teaching me the importance of keeping brand consistency across different channels. I also learned to value content strategies that focus not just on sharing information, but on connecting deeply with the audience.

Apart from learning technical skills, the internship greatly supported my overall professional growth. Working in the fast-paced world of Public Relations (PR) taught me the importance of being flexible, communicating clearly, and working well with others. I gained valuable exposure to campaign planning, modern digital tools, and the changing global trends in PR through direct interaction with experienced professionals. The mentorship I received also played a key role in shaping my professional behavior and mindset. Overall, this experience was more than just observation it was a truly transformative period that prepared me for a career built on curiosity, integrity, and strong dedication.

Objective

While working actively in the public relations (PR) field, I gained hands-on experience in several important company processes. I developed key PR skills such as managing schedules, tracking results, writing copies, and creating content. This experience has given me a strong foundation to develop a complete PR project. This initiative will not only enhance my professional abilities but also help me apply my theoretical knowledge in a practical, results-oriented setting. Moreover, these projects aim to showcase my newly gained skills and make a meaningful contribution to a real or simulated PR campaign.

1. Practical Skill Application

I anticipate applying my acquired skills particularly in content development, copywriting, and client communication to a tangible, real-world scenario.

2. Enhanced Communication

My goal is to sharpen both verbal and written communication abilities by actively engaging in various content creation tasks.

3. Mastering Time Management

I intend to achieve mastery in time management by planning projects efficiently and consistently adhering to all established deadlines through effective scheduling.

4. Creative Expansion

Working on content strategy is expected to expand my creative thinking and storytelling capabilities.

5. Teamwork and Collaboration

I look forward to strengthening my teamwork skills through necessary collaboration, whether it be with clients, mentors, or other team members.

Host Organization

Back Page PR (Dhaka)

Boutique approach. Big results

With over seven years of experience, Backpage PR is a boutique public relations firm specializing in comprehensive PR management. The company offers a wide range of professional image consultancy services, including investor relations, digital PR, crisis communication, corporate strategy, and media engagement. With a creative and client-centered approach, Backpage PR skillfully navigates the complexities of today's media landscape, focusing on compelling storytelling and precise brand reputation management.

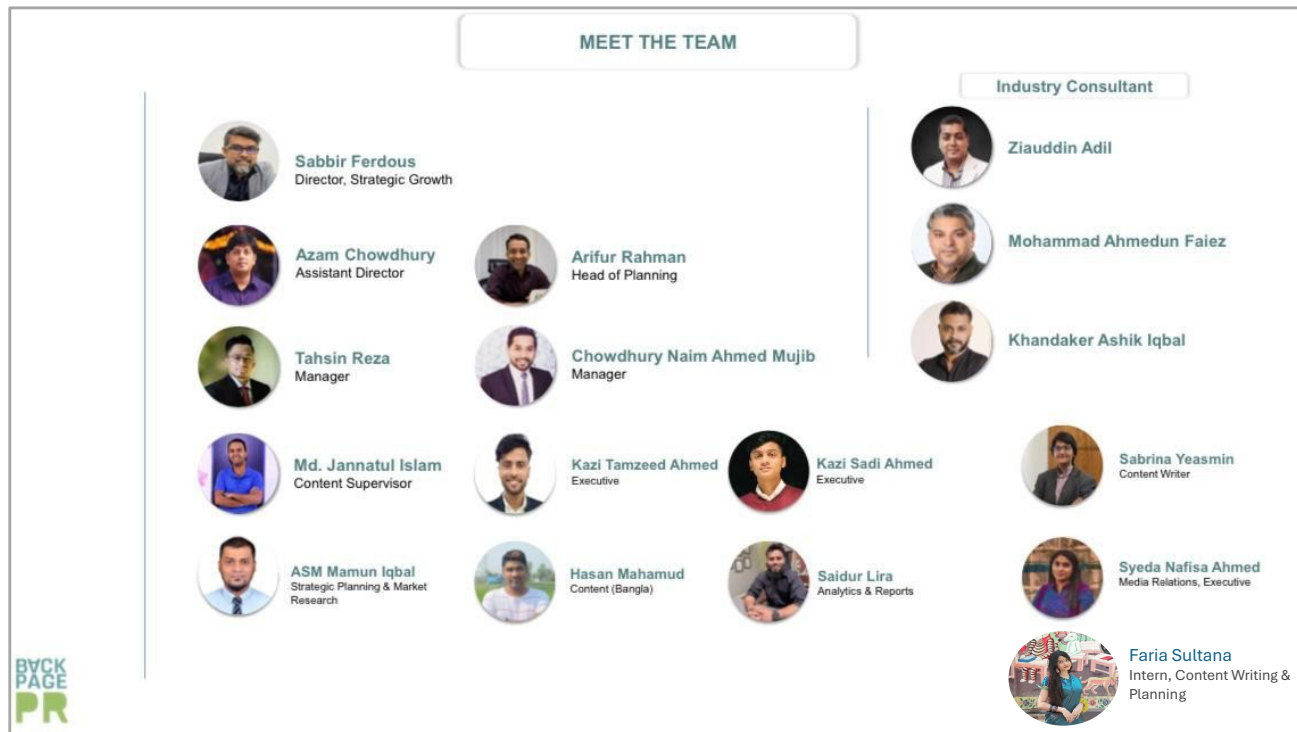
Backpage PR is dedicated to crafting powerful stories that help brands build genuine emotional connections with their audiences. By prioritizing authentic storytelling, the firm ensures that campaigns leave a lasting impact, foster brand loyalty, and strengthen audience engagement. Through strategic thought leadership initiatives such as curated articles, keynote speeches, interviews, and media placements, Backpage PR helps clients share their insights and establish themselves as trusted experts in their fields.

With a strong network of editors, journalists, and media professionals across industries, the firm secures timely and targeted coverage that amplifies brand messages across both traditional and digital platforms. Backpage PR also maintains close relationships with key government stakeholders, allowing it to effectively navigate regulatory environments, support policy alignment, and assist clients in engaging with public-sector initiatives an advantage in industries requiring active government involvement. As part of the Bitopi Group, Backpage PR integrates Below the Line (BTL) and Above the Line (ATL) communication strategies, enabling cohesive and impactful campaigns across multiple channels.

Logo of the Organization



Organogram



Workplace Environment

The work environment at my company is both dynamic and supportive, striking a perfect balance between independence and teamwork. While we work full-time, six days a week, there is flexibility to work remotely when needed. Regular in-person gatherings at the office help strengthen collaboration and build personal connections among colleagues.

From the first day of my work, I felt welcomed and valued. My ideas are appreciated, which has encouraged me to actively contribute and grow within the team. The culture emphasizes support, attentiveness, and encouragement, making the workplace feel like more than just a job it feels like a community.

Mentorship has played a key role in my development. A senior colleague has guided me patiently and thoroughly in content creation, helping me enhance both my technical skills and industry knowledge.

Leadership at the company also sets a remarkable example. The respectful, humble, and inclusive approach of the Director ensures that every employee feels recognized and valued. This leadership fosters trust, motivation, and a sense of belonging, which has greatly enriched my professional experience.

On our daily lunch breaks offer a chance for informal bonding. Sharing meals and enjoying casual conversations has strengthened team spirit, boosted morale, and created lasting positive memories.

Tasks

Throughout the period with the organization, my major tasks were content writing, digital outreach, community participation, and client assistance. I was extensively engaged in numerous writing and research-based assignments, adding considerably to the company's output.

Below is a summary of the key responsibilities and tasks I undertook:

1. **Creative Copywriting:** Writing engaging, brand-aligned captions and taglines for each planned post.
2. **Research & Concept Development:** To create the narrative, collect historical information, significant events, and brand values.
3. **Script Writing:** Write multilingual scripts in Bengali and English that strike a balance between factual accuracy and emotional appeal.
4. **Visual Planning:** Assist the production team by creating thorough visual descriptions that correspond with each screenplay part.
5. **Coordination with Stakeholders:** To guarantee content correctness and brand conformity, work together with the production, marketing, and human resources departments.
6. **Visual Coordination:** Collaborated with the design team or helped suggest ideas for creative. Matched post visuals with the written content to increase attention and relevance.
7. **Social Media Content Creation:** Composed the copy for the Facebook post, including hashtags and visual text.
8. **Client Communication:** Delivered a clear, organized storyboard with both visuals and copy to help the client easily.

Project Details

Project No.	Project Name	Start Date	End Date	My Contribution
Project-1	Content Writing for Tecno	15-Oct-25	27-Oct-25	Content writing (Bengali)
Project-2	Mama Lemon & JICA	20-Oct-25	31-Oct-25	Script Writing (English)
Project-3	Daraz 11.11 "The Real Boss" Mega Campaign PR	5-Oct-25	10-Oct-25	Picture adding and product content writing
Project-4	Godrej Bangladesh's Great Place to Work Certification PR Plan	1-Nov-25	5-Nov-25	Preparing the presentation slides
Project-5	Press release project for Grameen Danone's 'Milk for School Program'	5-Nov-25	10-Nov-25	Writing press release (English)
Project-6	Content Planning & Strategy Presentation for Maple Bear Canadian School, Dhaka	11-Nov-25	14-Nov-25	Preparing the presentation slides
Project-7	Press Release of Fintech Award 2025	3-Nov-25	9-Nov-25	Writing press release (English)
Project-8	Feature Writing for Viqarunnisa Alumni Australia (VAAUS)	10-Oct-25	13-Oct-25	Writing press release (English)

Project 1

Project Name: Content Writing for Tecno

Start Date: 15.10.2025

End Date: 27.10.2025

Overview

During the Tecno project, I was responsible for planning, creating, and scheduling engaging content for social media platforms. I developed a detailed monthly content plan, establishing key content pillars that aligned with the overall communication strategy, audience interests, and brand objectives. I also defined a consistent visual style to ensure the brand's aesthetic remained appealing across all platforms. This plan acted as a strategic guide for delivering cohesive and impactful content throughout the month.

Tasks and Responsibilities:

1. Developing creative and brand-aligned copy, including captions, taglines, and content in Bengali.
2. Creating and maintaining visual guidelines, including imagery, color palettes, and design styles to ensure brand consistency.
3. Conducting audience research to identify optimal posting times and understand engagement trends.
4. Collaborating with supervisors, creative teams, and project stakeholders to ensure smooth and cohesive content implementation.
5. Balancing interactive, lifestyle-based, and product-focused content to align with brand marketing goals.
6. Receiving and incorporating feedback from management to refine content and meet brand standards.
7. Tracking and analyzing content performance to ensure alignment with marketing objectives and improve engagement.

Before:

ফারিয়া রেসেন্ট গ্রাজুয়েট। আজও তার বিশ্ববিদ্যালয়ের দিনের কথা মনে পড়ে। তখন তার বেশি ভাবনা-চিন্তা ছিল সহপাঠী, লেকচার আর ক্লাস অ্যাসাইনমেন্ট নিয়ে। কিন্তু তার কাছে একটি স্মার্টফোন ছিল, আর সে মনে করতো—এটা থাকলেই সব সম্ভব।

কিন্তু ফারিয়া যখন পেশাদার এর জগতে পা দিল, তখন বুঝলো জীবনে অনেক পরিবর্তন এসেছে। সে তখনো পর্যন্ত বিশ্ববিদ্যালয়ে থেকে স্মার্টফোন নিয়ে সহজে প্রেজেন্টেশন বানাতো। এসাইনমেন্ট থেকে শুরু করে প্রেজেন্টেশন—সবকিছুই তখন খুব সহজ মনে হতো।

After:

ফারিয়া সুলতানা রিসেন্ট গ্রাজুয়েট, আজও তার বিশ্ববিদ্যালয়ের কথা মনে পড়ে। তখন তার বেশিরভাগ সহপাঠী ল্যাপটপ নিয়ে ক্লাসে আসত। কিন্তু, তার কাছে কেবল একটি স্মার্টফোন ছিলো; আর তার মনে হতো এটা হয়তো যথেষ্ট নয়। তবে ফারিয়া যখন তার ফাইনাল সেমিস্টারে পৌঁছায়, ততদিনে তার জীবনে বেশ পরিবর্তন এসেছে। সে তার পুরো বিশ্ববিদ্যালয় জীবন কেবল স্মার্টফোন দিয়ে শেষ করেছে। অ্যাসাইনমেন্ট থেকে শুরু করে প্রেজেন্টেশন, শুরুতে এসব অসম্ভব মনে হলেও, সবকিছুই তার স্মার্টফোনে করা সম্ভব হয়েছে।



Image 1.1: Complete Published Final Content in Kaaler Kontho

Publish Link: <https://www.kalerkantho.com/online/corporatecorner/2025/10/27/1597659>

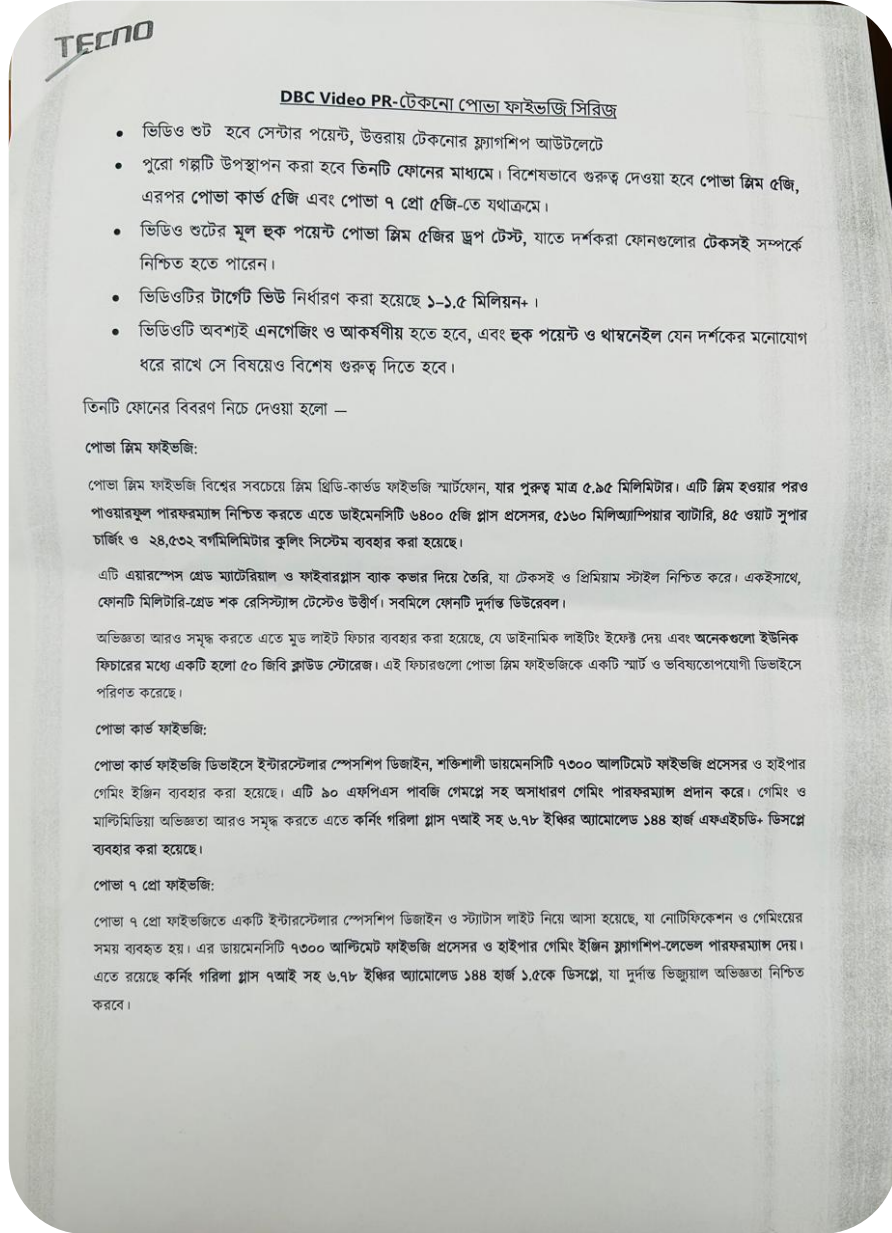


Image 1.2: Script for Tecno PR Shoot

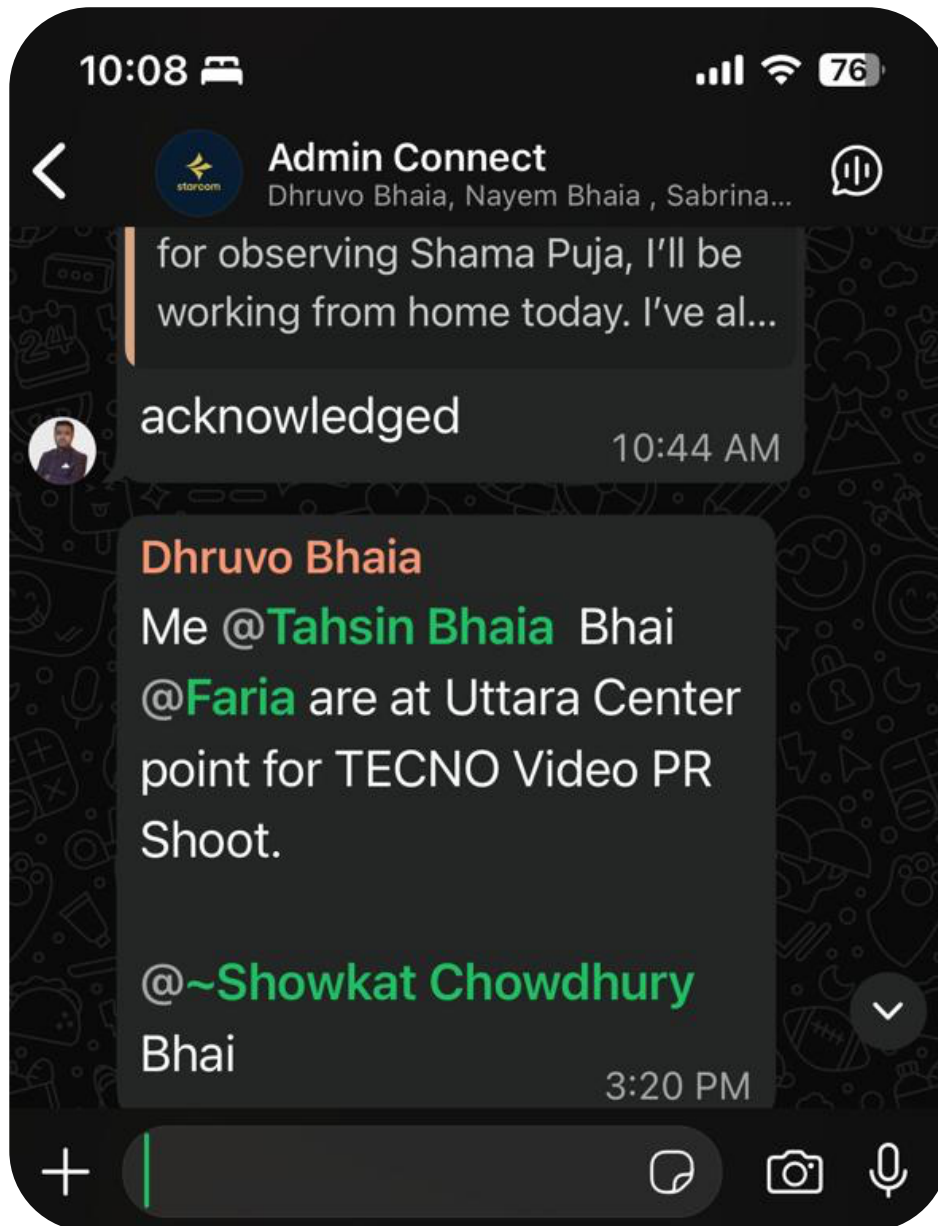


Image 1.3: Group Conversation for Tecno PR Shoot

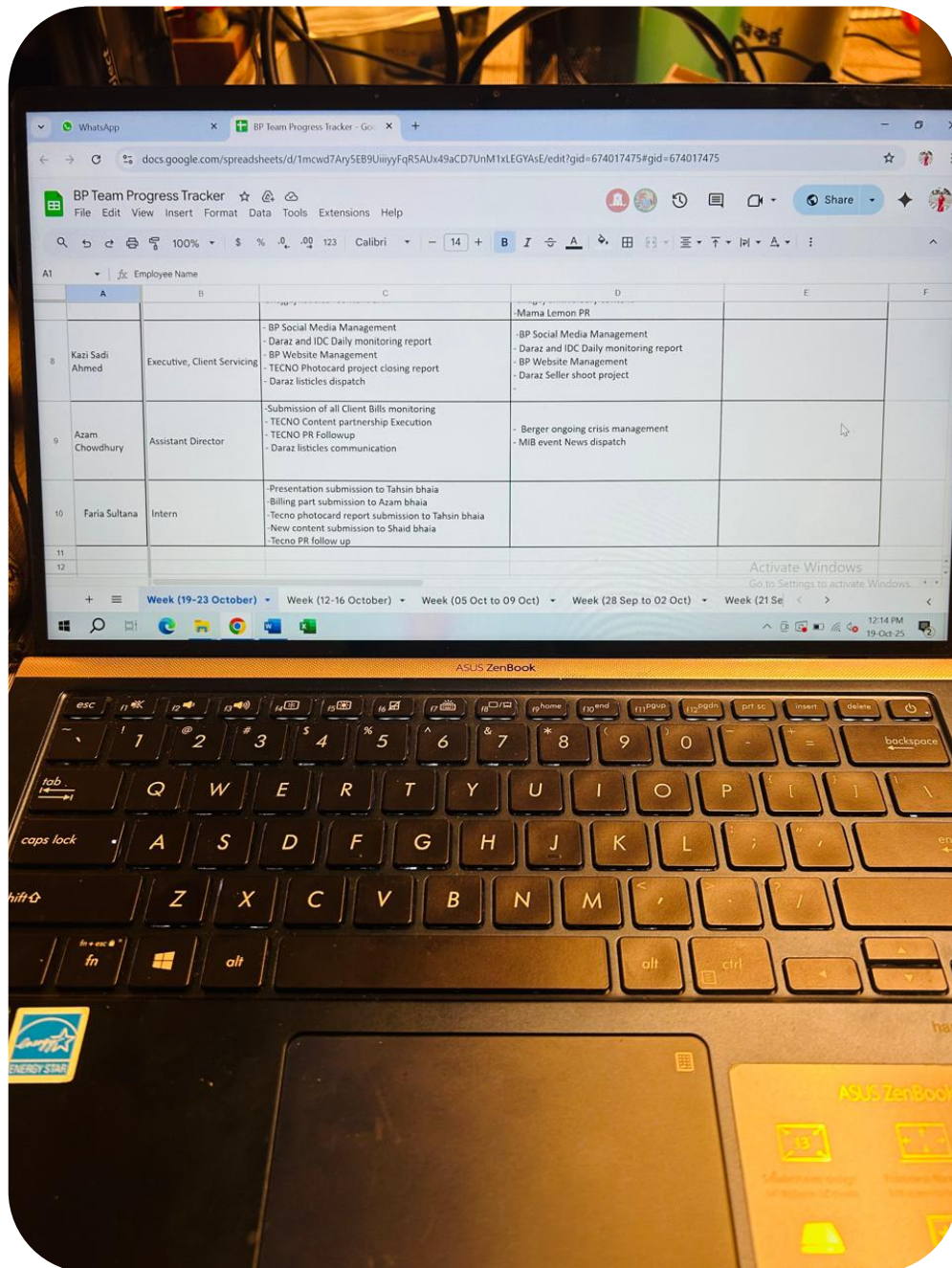


Image 1.4: Tracking Weekly Team Progress

My Challenges

1. Writing all content in Bengali was challenging for me.
2. Managing time effectively to prepare drafts for supervisor review was difficult.
3. Meeting management expectations after receiving feedback was a significant challenge.
4. Conducting detailed audience research to determine the best posting times and maximize engagement required careful effort.

My Mistakes

1. Struggling with writing all content in Bengali occasionally slowed down the content creation process.
2. Inefficient time management sometimes delayed the preparation of drafts for supervisor review.
3. Initially, I found it difficult to fully meet management expectations after receiving feedback.
4. I underestimated the effort required for detailed audience research, which affected optimal content scheduling and engagement.

My Learning and Outcome

1. I improved my proficiency in writing content in Bengali, which enhanced my ability to communicate effectively with the target audience.
2. I developed better time management skills, allowing me to prepare drafts efficiently and meet deadlines for supervisor review.
3. I learned to interpret feedback more constructively and align my work with management expectations, improving the overall quality of my content.
4. I gained a deeper understanding of audience research and content scheduling, which helped me maximize engagement.

Project 2**Project Name:** Mama Lemon & JICA**Start Date:** 20.10.2025**End Date:** 31.10.2025**Overview**

The "Mama Lemon & JICA" project was a content generation and localization task derived from a ground-level public awareness campaign. The campaign, which was conducted in 651 primary schools across the Manikganj district of Bangladesh, focused on promoting safe food habits and proper hygiene practices, especially among children in grades 3 and 4.

Tasks and Responsibilities:

1. I got a video from my supervisor, and my job was to write everything down from the video and translate it from Bengali to English.
2. I made a simple message for the campaign that says: using liquid dishwash is safer than using bar soap because it stops bacteria.
3. I created the final English script that the company will use later for their international marketing.

Before	After	Explanation
This activity is being run in a total of 651 schools across the Bogra district of Bangladesh.	This activity is being run in a total of 651 schools across the Manikganj district of Bangladesh.	Swapped the correct district name (Manikganj) with an incorrect one (Bogra).
JICA provided a donation to UNICEF, which is used to deliver the training...	JICA provided a donation to Lion Corporation, which is used to deliver the training...	Replaced the actual partner (Lion Corporation/Mama Lemon's parent company) with a common developmental organization (UNICEF).
Stage 2 (Local Dissemination): The master teacher returns to their union and trains three teachers from every single school...	Stage 2 (Local Dissemination): The master teacher returns to their union and trains one teacher from every single school...	Changed the number of teachers trained in Stage 2 from the efficient "one" to the less efficient "three."
...ensuring dishes are cleaned properly with stagnant water.	...ensuring dishes are cleaned properly with running water.	Used the exact opposite term (stagnant) of what the campaign promotes (running water), directly undermining the core solution.

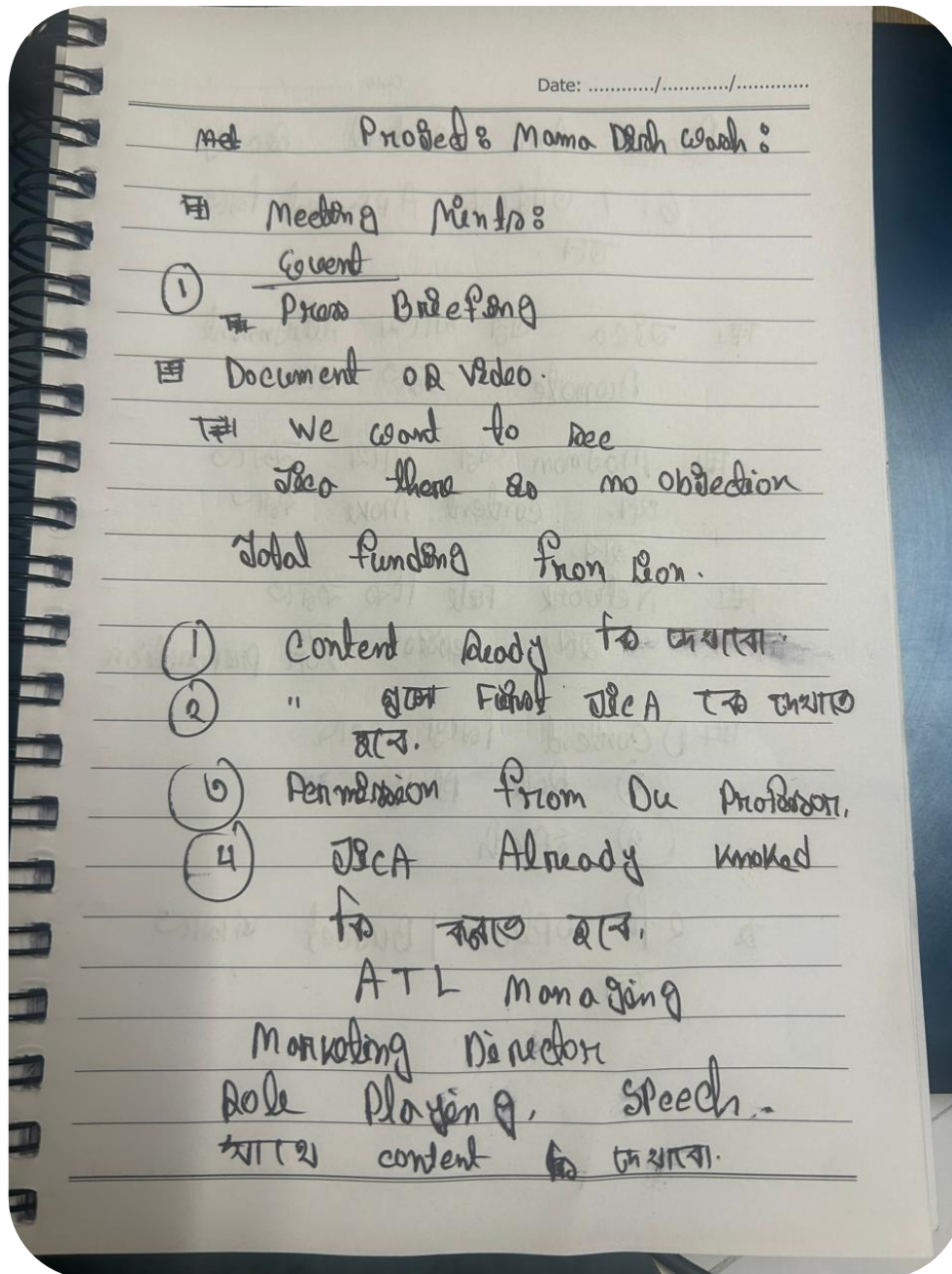


Image 2.1: Initial Barnstorming for the Project

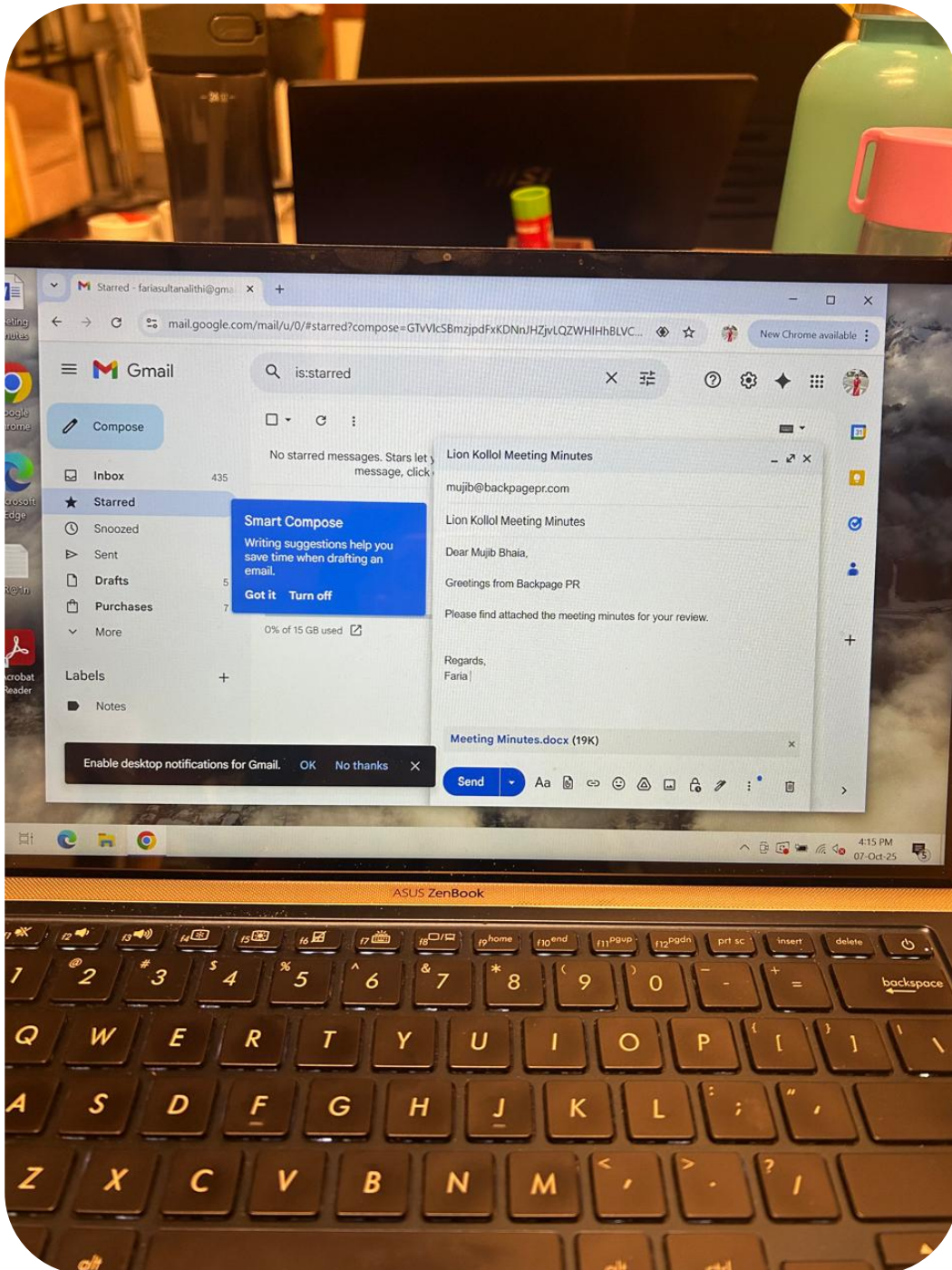


Image 2.2: Meeting Minutes for the Project

My Challenges

1. Accurately representing the roles of the two distinct organizations, the FMCG company (Mama Lemon) and the development agency (JICA) required careful attention to detail. I had to ensure technical terms like JICA's STRC project and the three-phase training structure were explained concisely without losing institutional credibility.
2. The content inherently mixed a commercial product promotion with a social objective. The challenge in writing and planning was to structure the output, so the social/health message dominated, framing the product as a solution to a genuine hygiene problem, not just a sales pitch.
3. The primary challenge was capturing the natural, conversational flow of the interview/voice-over content, which often contained cultural nuances and filler words, and translating it into professional, clear English that maintained the original speaker's intent and tone for a PR audience.

My Mistakes

1. I initially focused too much on making the transcription sound like perfect, polished writing, which led to losing some of the authentic, urgent messaging from the field consultants and primary teachers.
2. Since this was a collaboration, I sometimes lost track of which English draft was the final approved version after internal feedback, causing a slight delay.

My Learning and Outcome

1. I learned that for transcription intended for localization, the first draft must prioritize word-for-word accuracy and tonal fidelity. Subsequent PR edits should be a separate, iterative process. I learned to distinguish between a "Transcription" and a "PR Copy" deliverable.
2. For content planning, especially in public health/CSR, it's vital to understand the science or sociology behind the messaging. This mistake pushed me to ask, "Why does bar soap pose a risk?" and incorporate that scientific grounding to make the PR message more compelling and educational.
3. The clear overview of the "why" and the "how" enabled the creation of high-impact social media posts, CSR reports, and corporate website articles, effectively linking the brand's product to a positive social outcome in Bangladesh.

Project 3

Project Name: Daraz 11.11 "The Real Boss" Mega Campaign PR

Start Date: 05.10.2025

End Date: 10.10.2025

Overview

The "Daraz 11.11 The Real Boss Mega Campaign PR" project centered on launching the annual, biggest single-day sales festival for Daraz Bangladesh. As a Content Intern, my primary role was supporting the communication strategy for the press release and internal communications leading up to the launch on November 10th at 8 PM, which then continued until November 21st.

The central goal was to position the event not just as a sale, but as a "nationwide celebration of online shopping," featuring the theme "The Real Boss" to celebrate the customer. Key campaign highlights included:

- **Massive Discounts:** Flash Sales and Mega Deals up to 80% off, Hot Deals up to 75% off.
- **Engagement:** The popular 1 Taka Game, offering high-value prizes like a Royal Enfield Hunter 350 and a Sri Lanka couple trip.
- **Partnerships:** Highlighting collaboration with major payment partners (e.g., bKash, Nagad, Mastercard, and 15 banks) to offer up to 20% extra savings.
- **Trust:** Announcing the revamp of DarazMall with an Authenticity Guarantee and 3x cashback to build consumer confidence.

Tasks and Responsibilities:

My task involved localizing the international campaign narrative, ensuring the Bangla press release was punchy, clear, and accurately communicated the complex layers of deals, payment discounts, and engagement mechanisms to the local media. I was responsible to provide the product image into the content to make it more visually appealing.

Before:




দারাজ ১০.১০ ব্যান্ড রাশ ক্যাম্পেইনে টাইম সেন্টার থেকে কারেন ৯০৯২ লাক্সারি কোয়ার্টজ ওয়াচ নিয়ে আসুন আপনার হাতে এলিগ্যান্সের কোয়া। ব্রিমিয়াম কোয়ালিটির এই ঘড়িটি আপনার প্রতিটি পোশাকে যোগ করবে স্টাইল এবং আত্মবিশ্বাস।

- এখন মাত্র ১,১৬৭ টাকায় (মূল দাম: ১,৭১৬ টাকা) - ৫৪% টাকা সাশ্রয়ে ৩২% ছাড়
- স্টোরওয়াইড ফ্লাট ৩০% ছাড়, ব্যান্ড রাশ আওয়ারে অতিরিক্ত ডিল এবং ফ্রি শিপিং

[এখনই কিনুন](#)

ন্যাভিফোর্স এনএফ৯০৩৮ অ্যানালগ ওয়াচ ফর মেন



After:

কারেন ৯০৯২ লাক্সারি কোয়ার্টজ ওয়াচ



দারাজ ১০.১০ ব্যান্ড রাশ ক্যাম্পেইনে টাইম সেন্টার থেকে কারেন ৯০৯২ লাক্সারি কোয়ার্টজ ওয়াচ নিয়ে আসুন আপনার হাতে এলিগ্যান্সের কোয়া। ব্রিমিয়াম কোয়ালিটির এই ঘড়িটি আপনার প্রতিটি পোশাকে যোগ করবে স্টাইল এবং আত্মবিশ্বাস।

- এখন মাত্র ১,১৬৭ টাকায় (মূল দাম: ১,৭১৬ টাকা) - ৫৪% টাকা সাশ্রয়ে ৩২% ছাড়
- স্টোরওয়াইড ফ্লাট ৩০% ছাড়, ব্যান্ড রাশ আওয়ারে অতিরিক্ত ডিল এবং ফ্রি শিপিং

[এখনই কিনুন](#)

ন্যাভিফোর্স এনএফ৯০৩৮ অ্যানালগ ওয়াচ ফর মেন



টাইম সেন্টার থেকে **ন্যাভিফোর্স এনএফ৯০৩৮** সিলভার স্টেইনলেস স্টিল অ্যানালগ ওয়াচ ফর মেন হলো ক্লাস এবং স্থায়িত্বের নিখুঁত সমন্বয়। সিলভার এবং হোয়াইট ফিনিশ সহ শ্মুথ ডিজাইনের এই ঘড়িটি প্রতিটি পোশাকে যোগ করে সফিস্টিকেশন এবং স্টাইল।

- এখন মাত্র ১,৭৭৯ টাকায় (মূল দাম: ২,৬১৬ টাকা) - ৮৩% টাকা সাশ্রয়ে বিশাল ৩২% ছাড়
- স্টোরওয়াইড ফ্লাট ৩০% ছাড়, ব্যান্ড রাশ আওয়ারে অতিরিক্ত ৩২% ছাড় এবং ফ্রি শিপিং

My Challenges

1. **Translating High-Impact Commercial Copy:** The language needed to be translated from a standard corporate draft into energetic. The challenge was maintaining excitement while ensuring all technical details like discount percentages.
2. **Information Density and Hierarchy:** The 11.11 campaign is complex, involving dozens of brands, multiple payment partners, different tiers of discounts, and various contest mechanisms (1 Taka Game, Midnight Vouchers, Themed Days). My challenge was structuring the press release to give media outlets the most crucial, high-impact details first without overwhelming them.
3. **Cross-Functional Collaboration:** The content required verification from multiple internal teams Commercial, Legal, Logistics, and Partnership teams to confirm prize details, sponsor lists, and terms and conditions. Aligning these inputs quickly under a tight launch deadline was a significant coordination challenge.

My Mistakes

1. I wrote the content in a very serious, formal way. But a big sales campaign like 11.11 needs fun, exciting, energetic language to attract customers.
2. I listed Platinum, Gold, and Silver sponsors alphabetically But the correct order should show the most important sponsors first (Platinum), so people understand the hierarchy.
3. I didn't include standard notes like rules for prizes. These are important for legal and customer clarity.
4. I initially included too many small details at the start, which distracted from the main story.

My Learning and Outcome

1. I learned that for high-volume consumer events, the PR copy must adopt an energetic, active, and almost festive tone, mirroring the campaign's theme ("The Real Boss"). The press release needs to be sellable to journalists.
2. I learned to prioritize partners based on tier (Platinum first) and then highlight those relevant to the key prize giveaways (e.g., Dettol, Lotto) immediately near the 1 Taka Game mention.

Project 4

Project Name: Godrej Bangladesh's Great Place to Work Certification PR Plan

Start Date: 01.11.2025

End Date: 05.11.2025

Overview

The "Godrej Bangladesh's Great Place to Work Certification PR Plan" project involved designing a multi-phased communication strategy to publicly announce and maximize the impact of Godrej Bangladesh receiving the prestigious Great Place To Work (GPTW) Certification. This certification validates an organization's high-trust, high-performance culture based on extensive employee feedback

Tasks and Responsibilities:

My core responsibility was to support the development of a structured PR plan that would:

1. Educate the public on *why* workplace happiness matters.
2. Deliver the official news with corporate credibility.
3. Showcase employee experiences and culture through features.
4. Position CEO as thought leader on people-centric culture.

The plan required generating specific titles, objectives, content structures, and suggesting media platforms for four distinct phases to organically reinforce Godrej's brand reputation as an inspiring employer in Bangladesh

Before:

BACK
PAGE

PR

Overview of the Plan

Godrej Bangladesh has recently earned the Great Place To Work Certification, a global recognition that celebrates organizations fostering trust, respect, and employee well-being. This certification validates Godrej Bangladesh's people-first approach and strong workplace culture, aligning with its ambition to be a leading and inspiring employer in Bangladesh.

Objective: Position Godrej Bangladesh as a progressive, people-centric organization that has earned the Great Place To Work Certification, highlighting its culture, local talent development, and employee experience, while organically reinforcing brand reputation in Bangladesh.



After:

BACK
PAGE

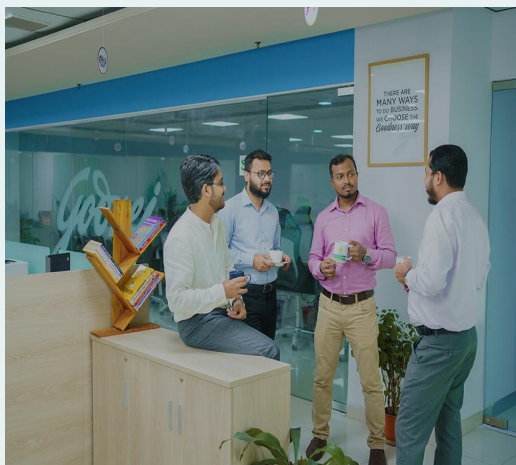
PR

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Presentation Link: https://drive.google.com/file/d/1xvXiC9_8bHCUPnXawqlb54D-C1lc8QNW/view?usp=drivesdk

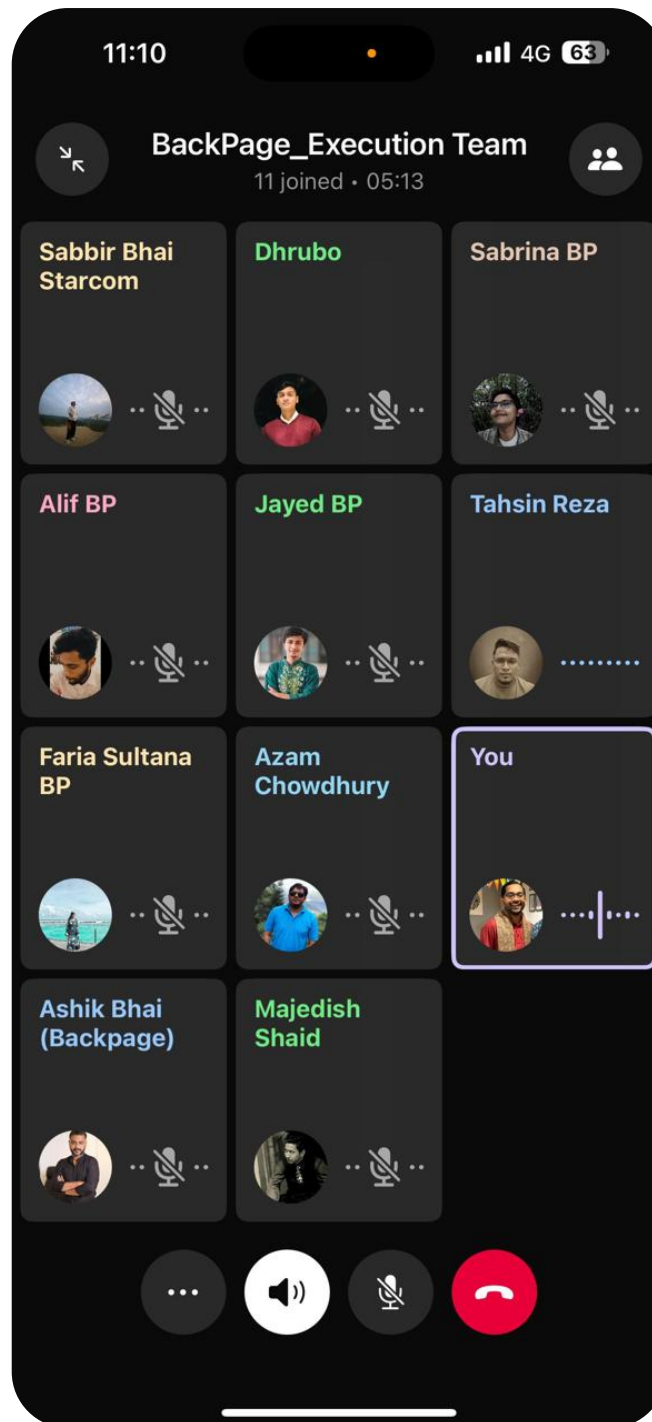


Image 4.1: Initial Group Meeting for the Project

My Challenges

1. The primary challenge was ensuring the tone shifted effectively across phases. The plan needed to move from a formal, objective announcement to an emotional, employee-driven human-interest story while maintaining brand consistency.
2. For Phase 1, the "Non-Branded Article," I had to create a generalized narrative about "Why Happy Employees Build Stronger Companies" without mentioning Godrej initially. The difficulty lay in crafting a compelling, educational piece that would naturally lead into the GPTW announcement days later, requiring a high degree of editorial subtlety.
3. I needed to match the suggested content format to the appropriate media outlets and social platforms. This involved understanding which outlets (e.g., Bangladesh Brand Forum for CXO interviews; The Daily Star for formal releases) would give the most visibility and credibility to each phase.

My Mistakes

1. I initially suggested overly formal titles like "Certification Announcement" and used corporate terms like "talent retention strategy" extensively.
2. I initially focused too much on the Phase 2 press release, neglecting the groundwork needed in Phase 1 to set the cultural context for the announcement.
3. For the Phase 3 Feature Report, I initially just listed points like "talk to employees."

My Learning and Outcome

The resulting PR Plan provided a clear, actionable roadmap for Godrej Bangladesh to leverage its GPTW certification across traditional and digital media effectively.

1. The plan successfully created a four-stage, cohesive narrative, ensuring maximum message penetration and sustained media engagement over several weeks, rather than a single-day announcement.
2. The specific suggestions for Traditional Digital Media and F-Media Platforms ensured that each content piece reached the desired professional and mass audiences.
3. This project significantly honed my ability to move beyond simple content writing to strategic communication planning, including audience analysis, message framing, and the sequential deployment of different content types (articles, releases, interviews) to achieve a unified business objective.

Project 5

Project Name: Press Release Project for Grameen Danone's 'Milk for School Program'

Start Date: 05.11.2025

End Date: 10.11.2025

Overview

This project involved leveraging the news of Grameen Danone Foods Limited winning the First Runner-Up in the Social Impact Project of the Year (Small) category at the PMI Bangladesh Awards 2025 to create compelling back-page PR content. The goal was to translate a technical award (Project Management Institute recognition) into an engaging, human-centric story focusing on the social mission of the 'Milk for School Program.' The program, launched in Ullapara, Sirajganj, is a true example of a shared value initiative. It operates a dedicated Milk Chilling Center that ensures local women dairy farmers receive a fair price for their milk. This collected milk is then processed into Shokti+ fortified yogurt and distributed free to 2,245 schoolchildren, directly addressing SDG 2 (Zero Hunger) and SDG 5 (Gender Equality). The content needed to emphasize this dual social and economic impact.

My Task and Responsibilities

As an intern on the Content Writing and Planning team for this project, my responsibilities are centered on transforming formal corporate news into impactful public relations assets:

1. Conceptualizing and drafting the back-page feature article, with the primary objective of shifting the core narrative from the "PMI Award" to the program's social and economic impact on the Sirajganj community.
2. Drafting high-quality copy that balanced the corporate achievement with the grassroots human-interest story. This involved rewriting formal press release quotes into conversational and empathetic language suitable for a feature article.
3. Ensuring the content accurately and concisely explained the program's full cycle: how the Milk Chilling Center empowers women farmers and how the Shokti+ yogurt benefits school children.

Before

Grameen Danone earned this **recognition** for its **tranformative** Milk for School Program, **implemeted** in partnership with Heifer International Korea and Heifer International Bangladesh. The initiative, launched in Ullapara, Sirajganj, **empeers** local women dairy farmers by **ensuringg** them a fair price for their milk through a **dedicatted** Milk Chilling Center. The **collected** milk is used to produce Shokti+ fortified yogurt, which is **disributed** free of cost to \$2,245\$ **school children** in the community.

After

Grameen Danone earned this recognition for its transformative Milk for School Program, implemented in partnership with Heifer International Korea and Heifer International Bangladesh. The initiative, launched in Ullapara, Sirajganj, empowers local women dairy farmers by ensuring them a fair price for their milk through a dedicated Milk Chilling Center. The collected milk is used to produce Shokti+ fortified yogurt, which is distributed free of cost to 2,245 schoolchildren in the community.

Publish Link: <https://english.spotlightnews24.com/institution-news>

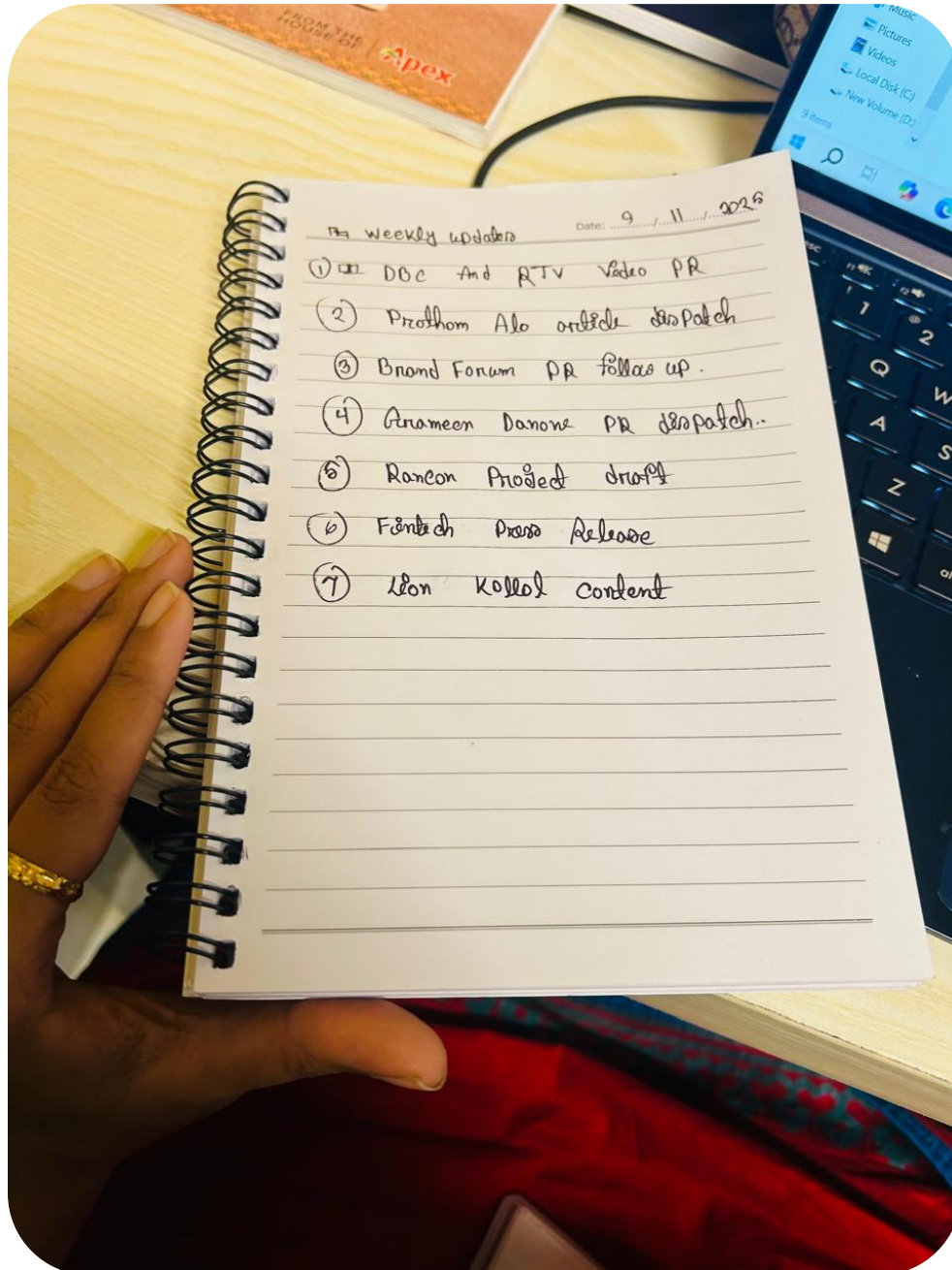


Image 5.1: Log of Weekly Updates



Image 5.2: Appreciation from It's Humanity Foundation

My Challenges

1. The primary challenge was ensuring the content celebrated the PMI award *without* letting the formality of the award overshadow the genuine human-interest story of the women farmers and the malnourished children. The narrative had to flow seamlessly from a technical recognition of project management excellence to a powerful story of community empowerment.
2. I had to translate corporate language into language accessible to a broad newspaper readership, ensuring the concepts were clear and impactful, not just buzzwords.
3. For Backpage PR, strong visuals are critical. A challenge was planning the right images to accompany the text, and it couldn't just be the awards ceremony. It needed to include the Milk Chilling Center, portraits of the women farmers, and pictures of the children enjoying the yogurt to prove the social impact visually.

My Mistakes

1. I initially used too many direct quotes and phrases from the official press release, which made the resulting Backpage article sound formal and corporate, not like an organic human-interest feature.
2. I initially focused primarily on Child Health, giving less importance to Women's Empowerment and the guaranteed fair pricing mechanism.

My Learning and Outcome

1. The press release is the foundation, but the back feature is the story. I learned to immediately rewrite formal corporate quotes into more conversational, high-impact pull-quotes, adding a layer of empathy and local context.
2. I learned that the true strength of a CSR story like this lies in the complete economic cycle of the program not only provides the finished product but creates the supply chain. Content must give equal weight to both ends of the value chain.
3. We successfully shifted the narrative focus from the PMI award to the sustainable livelihoods created for women in Sirajganj, making the recognition feel earned and tangible for the public.

Project 6

Project Name: Content Planning & Strategy Presentation for Maple Bear Canadian School, Dhaka

Start Date: 15.10.2025

End Date: 10.11.2025

Overview

This project involved in developing a multi-phased Public Relations Strategy and Content Plan for Maple Bear Canadian School, Dhaka Centre. The core objective was to position the school as a truly international institution that successfully blends a global Canadian curriculum with localized needs, aiming to nurture curiosity, confidence, and critical thinking in students. The final deliverable was a detailed, three-phase content roadmap designed to run from early November to early December, targeting key English and Bangla news media. The strategy focused on:

1. **Addressing Market Myths:** Directly challenging misconceptions about what constitutes a truly international education.
2. **Highlighting USPs:** Showcasing specific differentiators like strong teacher-student relationships, small class sizes, and personalized learning environment.
3. **Demonstrating Global Reach:** Emphasizing strength of the Maple Bear global network.

My Task and Responsibilities

My primary responsibility was to synthesize the complex, multi-phase communication strategy and financial details into a persuasive and visually compelling slide presentation for internal review and client communication.

1. Translating the detailed written plan into a clear, high-level narrative suitable for presentation. This included creating dedicated slides for the PR Objective & Strategy and the Audience Insights.
2. Creating visual representations (e.g., a roadmap or timeline) that clearly mapped the three sequential phases i.e. Advertorial, Interview, and Feature Article to their specific media placements.
3. Designing slides to clearly display the financial proposal (timeline, phases, content, medium, and estimated cost) in an organized and easy-to-read table format, ensuring transparency in the campaign execution.

Before

PKKPR
Overview of Maple Bear Canadian School, Dhaka Centre

At **Maple Bear Dhaka**, we are dedicated to providing a transformative educational experience built upon a foundation of **strong teacher-student relationships** and a truly **personalized learning environment**. We believe that genuine connection is the key to unlocking a student's full potential.

We maintain deliberately **small class sizes** to ensure that every student receives the individualized attention they deserve. Here, students are more than just a number they are known **by name**, their unique strengths are recognized, and their specific learning needs are addressed. This intimate setting fosters a sense of belonging and encourages active participation and courageous inquiry.

The curriculum is thoughtfully designed to go beyond rote memorization, intensely focusing on the development of essential life skills:

- **Building Unshakeable Confidence:** Through varied activities and supportive feedback, students learn to trust their abilities and take on new challenges.
- **Fostering Independence and Agency:** We equip students with the skills to manage their own learning, make responsible choices, and become self-reliant.
- **Sharpening Critical Thinking:** Students are encouraged to question, analyze, and solve complex problems, developing the intellectual agility required in a rapidly changing world.

After

PKKPR
Overview of Maple Bear Canadian School, Dhaka Centre

At Maple Bear Dhaka, the focus is on strong teacher-student relationships, small class sizes, and a personalized learning environment where every student is known by name. The school promotes inclusive, gender-neutral education and emphasizes building confidence, independence, and critical thinking, preparing students to succeed both locally and globally.



Presentation Link:

<https://drive.google.com/file/d/1c8PuAeVGqwcQ0F8eB1Rigd1DB5Ucwed8/view?usp=drivesdk>

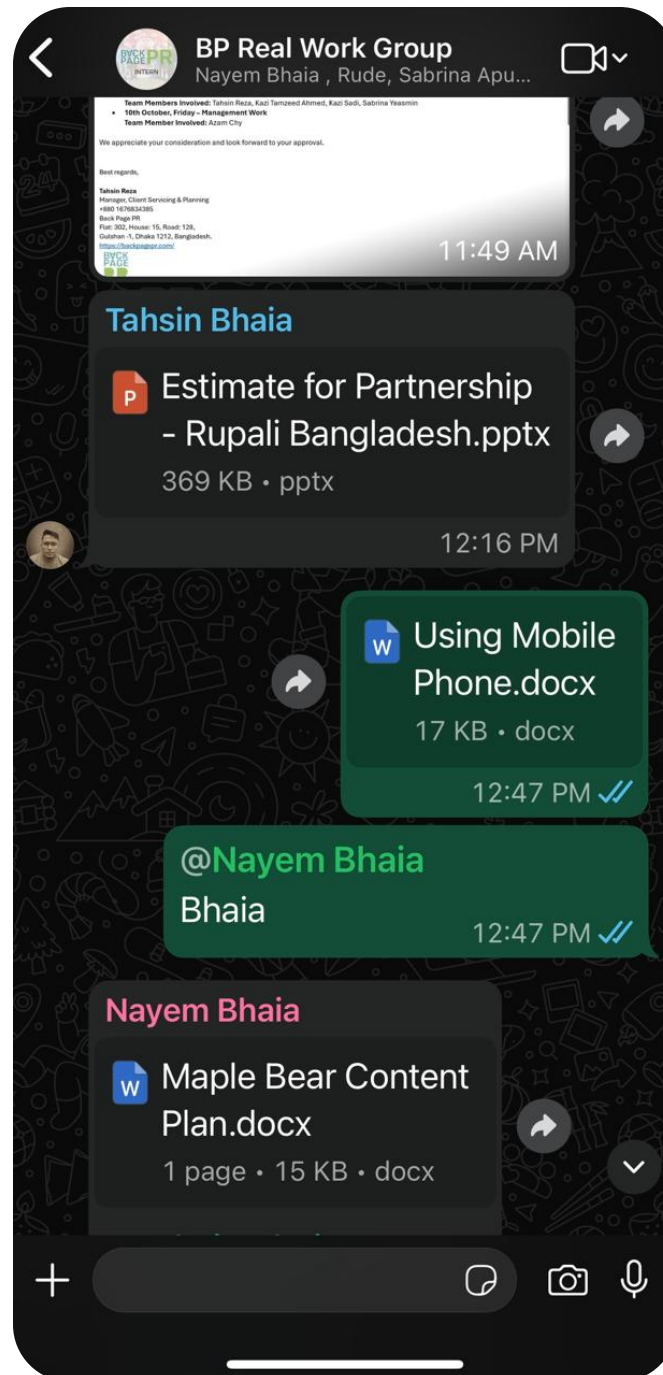


Image 6.1: Text Conversation with Team on Project Details



Image 6.2: Project Presentation

My Challenges

1. The plan hinged on complex concepts like "blending global education approach with localized needs." The challenge was simplifying this into punchy, client-facing language for the slides and titles, ensuring the message was immediately understood by stakeholders without diluting the academic credibility.
2. The content was structured to build trust over time. I found it challenging to ensure that the slide-deck sequence clearly explained *why* we needed the non-branded Advertorial (Are Dhaka's 'International Schools' Truly International) to set the stage before moving to the Interview (Debunking Myths). The progression had to feel logical and deliberate.
3. Aligning the right type of content with the specific publication required careful justification within the slide notes.

My Mistakes

1. I initially tried to fit the entire narrative description, objective, and publication list for each phase onto a single slide, resulting in dense, overwhelming text blocks.
2. In the first draft of the slide deck, I emphasized the "global network" too early, neglecting the local differentiators like "small class sizes" and "personalized learning".
3. I treated the financial table as purely administrative data to be placed at the end.

My Learning and Outcome

1. I learned that presentation slides must prioritize action and impact. I restructured the slides to use minimal bullet points and focused on visualizing the timeline and using high-impact titles as the main visual anchor.
2. I learned that for international brands entering local markets, the content must first highlight the localized benefit before demonstrating the global scale. I adjusted the slides to lead with the student experience and the community feel, making the plan more relatable to Dhaka-based parents.

Project 7

Project Name: Press Release of Fintech Award 2025

Start Date: 03.11.2025

End Date: 09.11.2025

Overview

The project involved creating the official English Press Release for the 3rd Bangladesh Fintech Award, presented by Mastercard and powered by Prime Bank PLC. This high-profile event, organized by the Bangladesh Brand Forum, recognized 26 exemplary fintech innovations across 14 categories, underscoring the rapid growth and potential of Bangladesh's financial technology sector. The core objective of the press release was to formally announce the results, capture the gravity of the event, and disseminate key quotes and statistics to local and international media, positioning the awards as the definitive measure of innovation in the industry.

My Task and Responsibilities

My primary responsibility was to transform the raw data and speeches from the gala ceremony and summit into a structured, formal, and authoritative press release suitable for immediate publication.

1. Drafting a compelling headline and the crucial introductory paragraph (lead) that immediately summarized the "who, what, and when" to grab the media's attention.
2. Accurately transcribing and strategically placing formal quotes from the Honorable Chief Guest (Governor of Bangladesh Bank) and the Founder of Bangladesh Brand Forum to provide authoritative commentary on the state and future of the fintech sector.
3. Organizing complex information into a standard PR format.

Before:

October 9, 2024; Dakha: Unveiling its 3rd edition, the **Visa Presents** Bangladesh Fintech Award Powered by Prime Bank PLC **honnoured 36 exemplary** fintech innovations and solutions in **36** distinct categories through a **presteguous** gala ceremony at Pan Pacific Sonargaon Dhaka on November 8. This year, 14 entries secured Winner accolades and 12 received Honourable Mentions, **reflectingg** the depth, diversity, and ambition of Bangladesh's fast-growing fintech landscape. Initiated by Bangladesh Fintech Forum and **organized** by Bangladesh Brand Forum, the **acolade** celebrates trailblazing initiatives that continue to drive the nation's financial technology transformation. The gala was graced by Dr. Ahsan H. Mansur, **Chairman, Bangladesh Brand Forum**, as the **Honrable** Chief Guest. In his remarks, he stated, "Bangladesh's fintech sector is stepping into a defining phase of its journey. As digital services advance, innovation must be inclusive, secure, and purpose-driven. The initiatives recognised tonight reflect the leadership and commitment **requird** to build a strong, **efficent**, and future-ready financial ecosystem."

After:


3rd Bangladesh Fintech Award Marks 26 Recognitions Representing the Country's Fintech Potential

November 9, 2025; Dhaka: Unveiling its 3rd edition, the Mastercard Presents Bangladesh Fintech Award Powered by Prime Bank PLC honoured 26 exemplary fintech innovations and solutions in 14 distinct categories through a prestigious gala ceremony at Pan Pacific Sonargaon Dhaka on November 8. This year, 14 entries secured Winner accolades and 12 received Honourable Mentions, reflecting the depth, diversity, and ambition of Bangladesh's fast-growing fintech landscape.

Initiated by Bangladesh Fintech Forum and organised by Bangladesh Brand Forum, the accolade celebrates trailblazing initiatives that continue to drive the nation's financial technology transformation.

The gala was graced by Dr. Ahsan H. Mansur, Governor, Bangladesh Bank, as the Honourable Chief Guest. In his remarks, he stated, "Bangladesh's fintech sector is stepping into a defining phase of its journey. As digital services advance, innovation must be inclusive, secure, and purpose-driven. The initiatives recognised tonight reflect the leadership and commitment required to build a strong, efficient, and future-ready financial ecosystem."

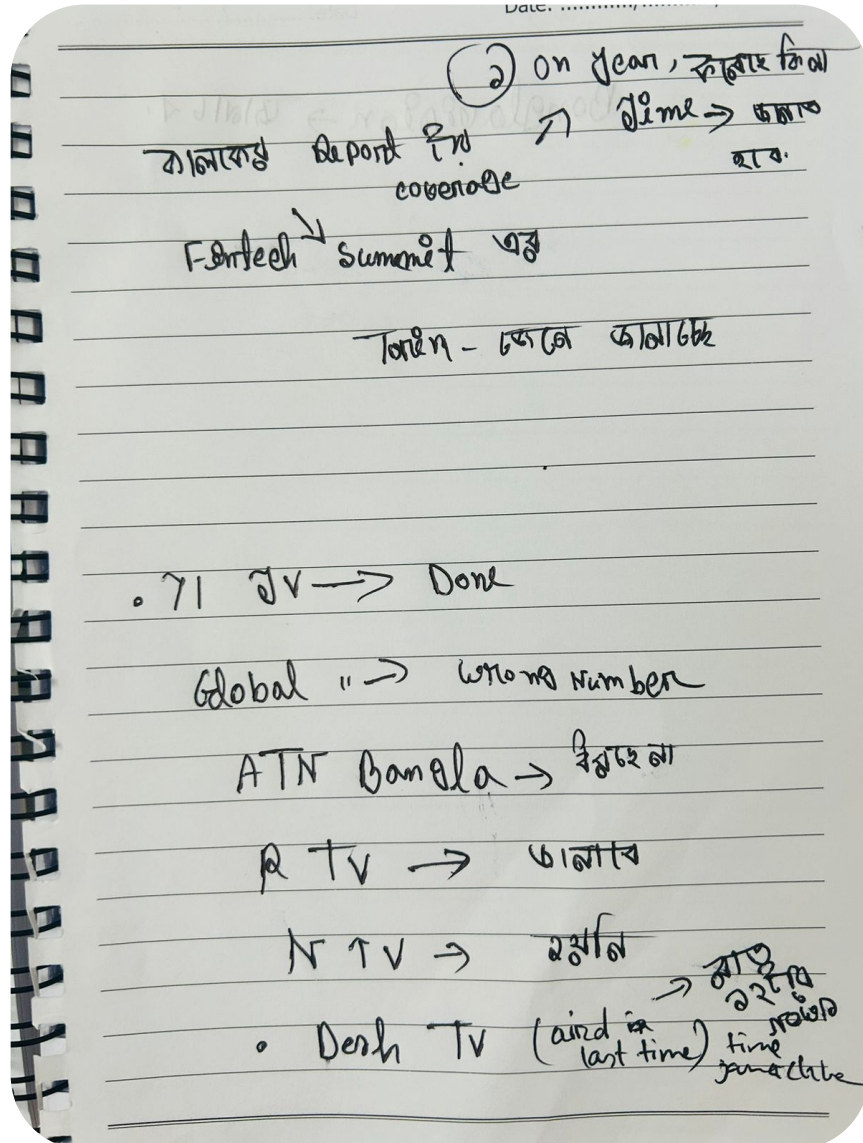


Image 7.1: Coordination Update with Different TV Channels



Image 7.2: Fintech Summit at Pan Pacific Sonargaon



Image 7.3: Fintech Summit at Pan Pacific Sonargaon

My Challenges

1. The document was heavy with numbers (301 submissions, 13 jurors, 26 awards, 14 categories). The challenge was embedding these precise details—which are crucial for credibility—into the narrative without making the text feel like a dry data report or a simple list.
2. As an official announcement featuring the Governor of the Central Bank, the tone had to be strictly formal, credible, and unbiased. The challenge lay in ensuring the language was elevated and respected the stature of the recognized institutions.
3. Quickly identifying and listing the most commercially relevant winners (Mastercard, City Bank, bKash) and ensuring the subtle but important distinction between a Winner and an Honourable Mention was immediately clear to prevent misreporting by the media.

My Mistakes

1. My initial draft focused heavily on the winners and quotes, but I overlooked the small section detailing the evaluation process.
2. I grouped all 26 recognitions together in the first draft, which risked confusing the media and downplaying the top-tier winners.

My Learning and Outcome

1. My initial draft focused heavily on the winners and quotes, but I overlooked the small section detailing the evaluation process (301 submissions, multi-step assessments by 13 jurors).
2. I grouped all 26 recognitions together in the first draft, which risked confusing the media and downplaying the top-tier winners.
3. I learned that in official award announcements, the transparency of the vetting process is essential for maintaining integrity. Including these details proves the merit and value of the recognition.
4. I learned to explicitly state the breakdown: "14 entries secured Winner accolades and 12 received Honourable Mentions." This clarity ensures media outlets report the exact achievement accurately.

Project 8

Project Name: Feature Writing for Viqarunnisa Alumni Australia (VAAUS)

Start Date: 10.10.2025

End Date: 13.10.2025

Overview

The project involved developing a compelling feature story for media publication about the Viqarunnisa Alumni Australia (VAAUS) organization. The core objective was to communicate how this alumni group, born from the Viqarunnisa Noon School in Dhaka, transformed into a registered Australian charity (ACNC/DGR status) to create meaningful social change across Australia. The article had to synthesize VAAUS's seven years of impact (e.g., \$42,000+ donated to 12 organizations), highlight specific charitable acts (flood aid, Share the Dignity, Little Heroes Foundation), and most critically, launch their ambitious 2025 initiative: "CHANGE THE STORY," which focuses on ending domestic and gender-based violence by promoting awareness and male allyship.

My Task and Responsibilities

My role was to take the detailed brief (history, charity facts, and reunion details) and structure it into a cohesive, high-impact feature article suitable for publication in a major newspaper, ensuring the narrative was both emotional and authoritative.

1. **Crafting the Narrative Lede:** Developing a powerful, emotional opening that immediately demonstrated the impact of the sisterhood. This involved starting with the story of the pregnant woman who escaped domestic violence and was supported by VAAUS members in the labor room during the pandemic.
2. **Synthesizing Diverse Impact:** Consolidating a vast amount of past work—from flood relief in Queensland to funding the Kids Research Institute—into a punchy, readable section that proved the group's geographical and thematic reach across Australia.
3. **Launching the 2025 Campaign:** Ensuring the messaging for the "CHANGE THE STORY" campaign was clearly articulated, emphasizing the shift in focus towards men becoming allies and the support provided to organizations like ALO Enlightened Women and CDNI.

Before

Since its beginning VAAUS has contributed more than \$42,000 to twelve organisations across six Australian states and territories. Supporting health, education, and dignity initiatives for women, childs, and families.

Over the yers, VAAUS has carried out countless acts of compassion across the Australias. In 2022 when floods devastated Queensland and New South Wales, instantly aid was sent by them through the Red Cross.

They join hands with Share the Dignity for support women in crisis with essential hygiene supplies, orgenized a charity dinner in Adelaide for the Little Heroes Foundation to help children battling illness serious, and funds raised in Perth for the Kids Research Institute to advance children's health research.

Those are only a few of the many initiatives that reflect VAAUS's unwavering spirit of service and its mission to turn empathy in action. Beyond Australia, VAAUS partnership with the AIM Initiative Foundation in Bangladesh to improvement education and infrastructure for underprivileged children, building a bridge of kindness between their homeland, and their new home.

After**Seven years of impact**

Since its beginning, VAAUS has contributed more than \$42,000 to twelve organizations across six Australian states and territories, supporting health, education, and dignity initiatives for women, children, and families.

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Publish Link: <https://www.dhakatribune.com/business>

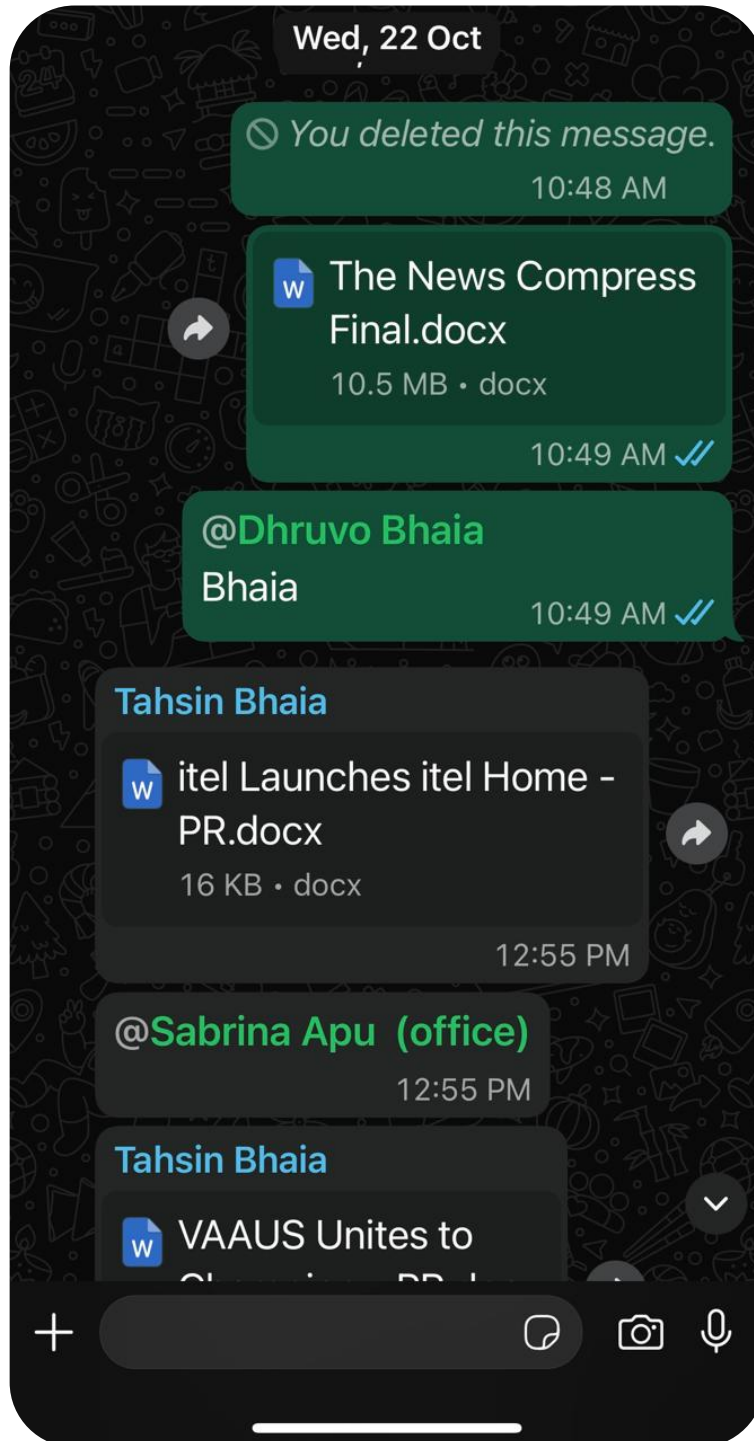


Image 8.1: Text Conversation with Team on Project Details

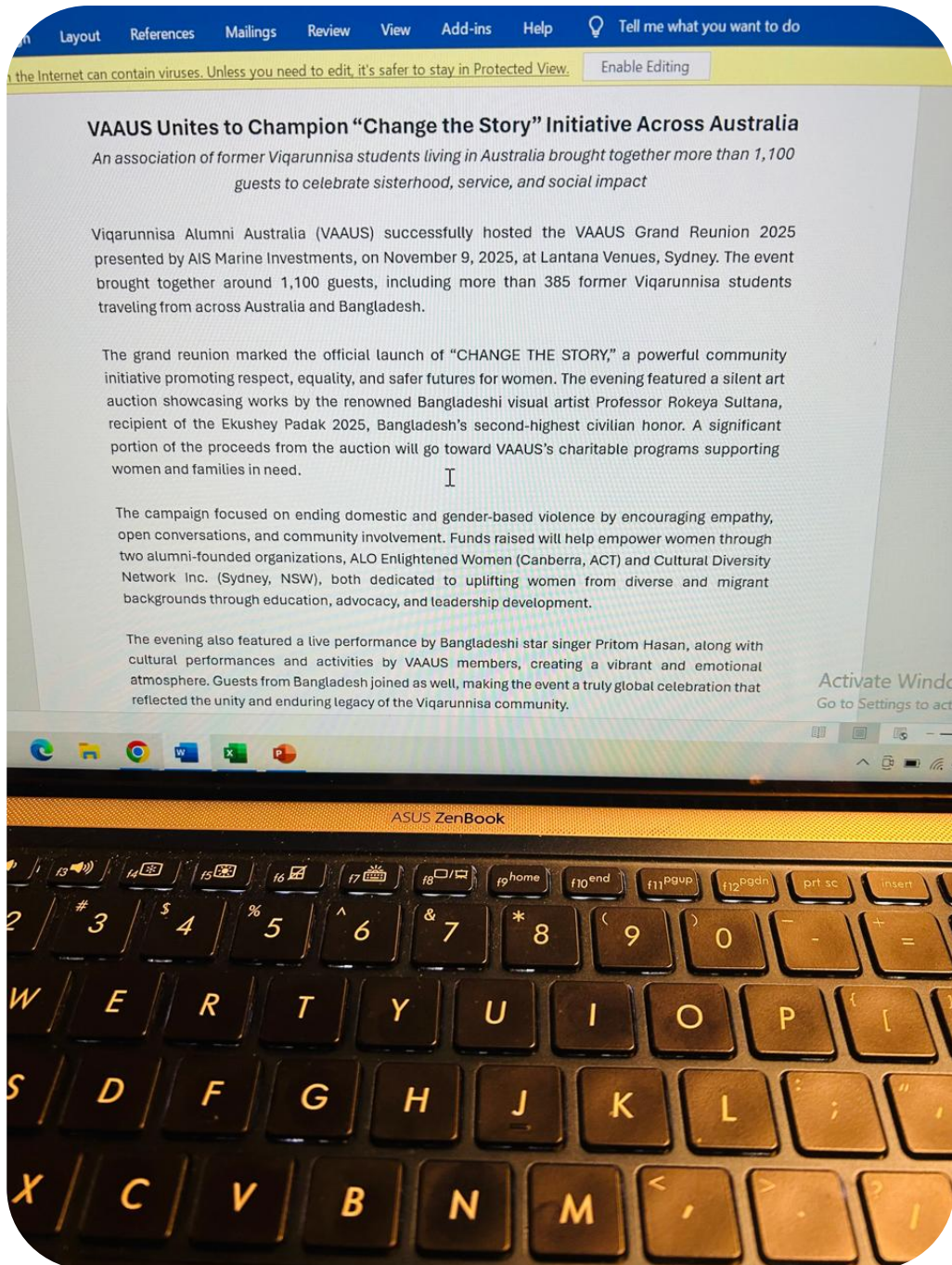


Image 8.2: Initial Draft Before Publishing

My Challenges

1. **Balancing Emotion vs. Authority:** The primary challenge was ensuring the opening anecdote about the mother in crisis, while necessary to demonstrate compassion, did not feel overly dramatic or overshadow the group's legal status as a registered charity. It required a very swift transition from the personal story to the official mission statement.
2. **Managing Geographical Scope:** The narrative needed to smoothly connect Dhaka with Australia. It was challenging to continuously remind the reader of the "global gathering of the Viqi spirit" without making the text feel repetitive or fragmented between the two continents.
3. **Future Pacing the Campaign:** The article had to announce a reunion happening nearly a year in the future. The challenge was maintaining a sense of excitement and urgency around the reunion and the "Change the Story" campaign launch, despite the distance in time.

My Mistakes

1. My initial draft started chronologically, discussing the 2016 restaurant meeting first. This made the opening slow and lost the emotional impact.
2. I initially missed the opportunity to explicitly link the work of VAAUS to the Viqarunnisa Noon School's legacy of service, focusing only on the founders.

My Learning and Outcome

1. I learned that asking for information early helps avoid delays and keeps work on track.
2. I realized that working with others and sharing tasks makes projects run more smoothly.
3. I improved my writing for different audiences, making it clear and easy to understand while still accurate.
4. I understood the importance of managing time well, starting work early, and leaving room for feedback and revisions.
5. I became more confident in turning academic ideas into clear public communication, like press releases.

Internship Outcome

During my internship at Backpage PR in Dhaka, I had the opportunity to connect what I learned in school with real work in the field of Public Relations (PR). This experience helped me understand how PR works in the real world and gave me practical skills that cannot be learned from books alone.

One of the most valuable outcomes of this internship was gaining hands-on experience in content creation and communication. I worked on writing scripts, preparing copies, selecting visuals, and creating engaging content for digital and social media platforms. These tasks taught me how to understand audience preferences, maintain brand consistency, and deliver messages in a way that truly connects with people.

I also learned important professional skills such as scheduling, reporting, and managing multiple projects at the same time. Working in a fast-paced PR environment helped me improve my time management, teamwork, and adaptability. I got the chance to collaborate with clients, mentors, and team members, which strengthened my communication and coordination skills.

My academic knowledge in media and PR was very useful during this internship. Concepts like branding, media engagement, and strategic communication helped me approach tasks with a clear plan and purpose. At the same time, seeing these concepts applied in real PR campaigns deepened my understanding of the field and prepared me for future professional work.

Finally, working under experienced professionals at Backpage PR gave me mentorship and guidance that shaped my professional behavior and mindset. I learned how to respond to feedback, handle challenges, and deliver work with confidence.

Overall, this internship was a transformative experience. It bridged the gap between classroom learning and professional practice, enhanced my PR skills, and prepared me for a career in media, communication, and public relations.

THE WORKPLACE LOG

Teeko Spark 40 50

Hitar A. Halim	Infotech BD	01819-481313
Sakib Hasan	Samsak	01711902376
Nazmin Nahar	Monthly Tech World	01978-447325
Arifan	Dhaka Post	01717-083404
Mahbubur Rahman	Tech sangeed	01711-940750
Rohan	Saradin News	01824183664
Rasel	Rupali Bangladesh	01942-552982
Md Mahub Hossain Sharif	Daily Digital Somoy	01616160225
Emdadul Haque Tuhin	Sarabangla.net	01676518191
Anjan Chandra Deb	Bangla Report	01515-602588
Sazedur Rahman	Bangladesh Post	01712-314520
Mirajul Islam Jhon	Notun Shomoy	01623-8444776
Hamidur Rahman	Tech Zoom	01770634783
Anwar H. Sujon	The Daily Share Biz	01911-167169
Imdadul Haque	Bangladesh Post	01972600579
Touhidul Islam Tushar	www.digibanglatech.news	
Mizan Sobel	Independent	01711668221
Tarique Rahman Khan Badoi	Daily Jagantor	01711115085
Gulam Dostagir Touhid	Prothom Alo	01758-535285
Imrad Tushar	Computer Bichitra	01916-760303
Saiful Islam Shanto	Biz Tech	01911-587330
Mohammad Kawser Uddin	Sangbad	01712-198039
Washkur Rahman Shahin	Techzoom	01677-700555
Arafat Siddique Shohag	ATN NEWS	01716-533532
Nazmul Hasan	Naya Diganta	01712-424112
Khaled Ahsan	ICT News	01710-325447
Gazi Monsur Aziz	Dhaka Voice	01911-960128
Naim Al Zico	Boishakhi TV	01719-975769
Moidul Islam	NTV	01712-731139
Biprejit Chandra	Mohona TV	01714-111950
Rasel Mahmud	Jago News	01711-170247
Monirul Hoque Firoz	Rising BD	01957-931703
Najmul Hossain	Jamuna TV	01713-863305
Niaz Zaman Sajib	ATN Bangla	01716-785147
Syed Abdul Muhi	Banglavision	01711-465136
Mahadi Hasan Shimul	RTV Online	01723-000033
Fazle Rabbi	ATN Bangla	01732-215413
Kumar Biswazit Roy	BTB	01780-369030
Badruddoza Mahmud Tuhin	Champs21	01911-464710

No.	Media	Facebook Link	Insta Link	Post Reach	Interaction	Impression
1		Link		5255	1,051	10,510
2		Link		33285	6,653	66,530
3		Link		552435	110,487	1,104,870
4		Link		23830	4,766	47,660
5		Link		64510	12,901	129,010
6		Link		113140	22,628	226,280
7		Link		164175	32,835	328,350
8		Link		65510	13,101	131,010
9		Link		273285	54,657	546,570
10		Link		164175	32,835	328,350
11		Link		38605	7,720	77,200
12		Link		15502	3,100	31,000
13		Link		113140	22,628	226,280
14		Link		152600	30,520	305,200
15		Link		58855	11,771	117,710
16		Link		6602	1,320	13,200
17		Link		29455	5,891	58,910
18		Link		53330	10,706	107,060
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Meeting Minutes - Word

Project Name: Lion Kitchen Hygiene

Meeting Minutes

Date: 7.10.2025

Client name: Lion Kollol

Participant: Backpage Top of mind and Madman

1. Sample PR photo to Madman

2. Checklist giving to Madman BPRR (PR Checklist)

Microsoft Word - Lion Kitchen Hygiene

Project Name: Lion Kitchen Hygiene

Meeting Minutes

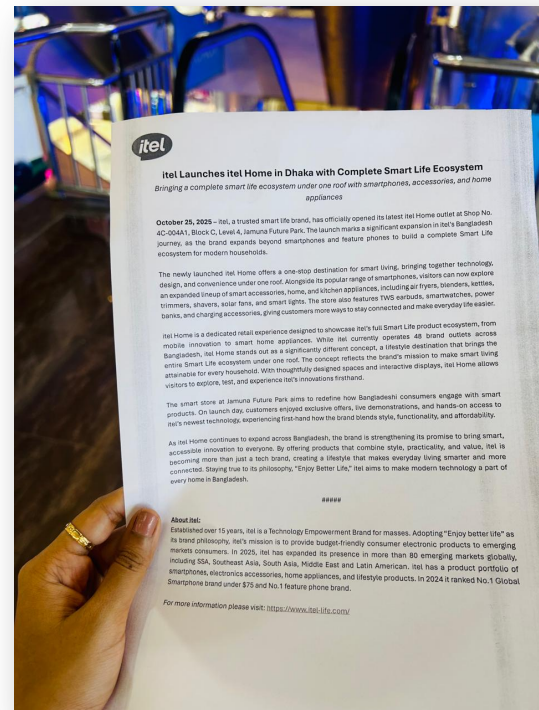
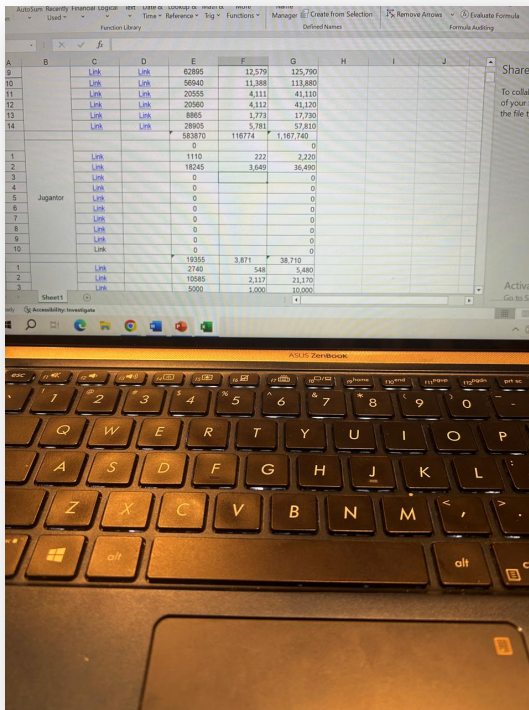
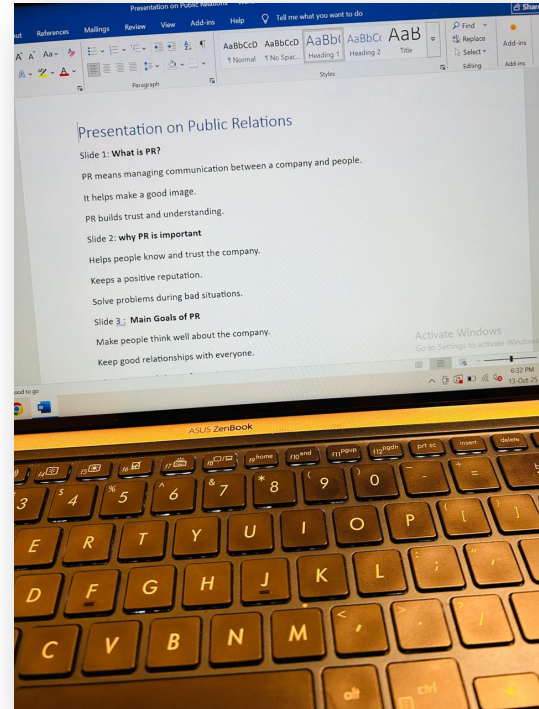
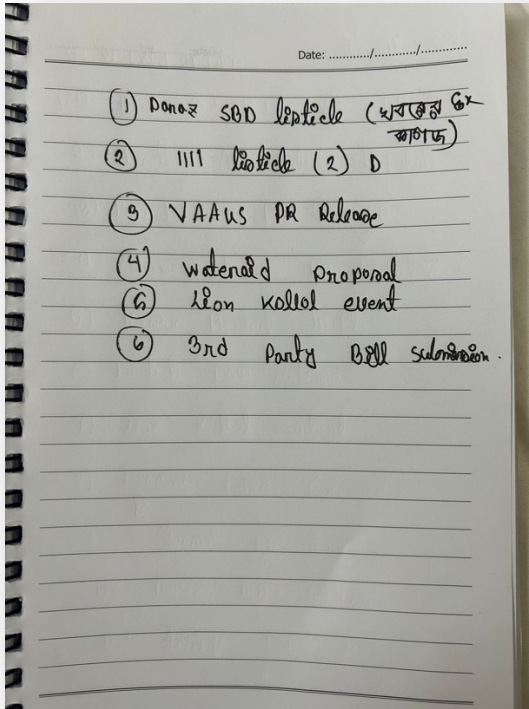
Date: 7.10.2025

Client name: Lion Kollol

Participant: Backpage Top of mind and Madman

1. Sample PR photo to Madman

2. Checklist giving to Madman BPRR (PR Checklist)



SELF-ASSESSMENT FORM

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

performed. Name of Intern: Faria Sultana

University ID: 222012054

Name of the Organization	Backpage PR
Corporate Office Address	Road 127, Gulshan, Dhaka, Bangladesh
Email	faria@backpagepr.com
Website	https://www.facebook.com/share/1bpGafHaHz/?mibextid=wwXIfr

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

40 Hours

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

Yes. 5 Thousand Taka

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

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

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

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

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	4
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	4
8	I can persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I can work cooperatively with others	5
12	I can communicate effectively	5

13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem-solving)	4
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I can connect academic subject matter to the real World.	5

NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialized technical skills for a specific job function	5
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.68

General Comments

I'm quite grateful for my experience at Backpage PR. From the start, I was regarded as a valuable team member rather than merely an intern. I got the opportunity to work on actual projects. The work environment was collaborative, fast-paced, and learning-focused. More than simply coworkers, I met mentors and friends. This encounter has really improved my professional confidence and skills.

Foria

Signature of Intern

Professional Competencies

Professional competencies are the knowledge, skills, and attitudes that one acquires mostly through work. The following lists the professional skills I acquired during my internship:

- 1) Writing and Communication
- 2) Content Development
- 3) Maintaining Transparency and Professionalism
- 4) Meeting Deadlines
- 5) Attention to Details
- 6) Time Management
- 7) Adaptability
- 8) Working Under Pressure
- 9) Critical Thinking
- 10) Willingness to Learn

Concluding Remarks

Completing my internship at Backpage PR feels like closing a meaningful chapter in my academic and professional journey. When I first joined, I expected to gain basic experience, but what I learned here went far beyond technical skills or day-to-day tasks.

For the first time, I truly experienced what it means to work in a team that trusts me with real responsibilities, listens to my ideas, and encourages me to grow. I never felt like “just an intern”, I was treated as a colleague, a contributor, and someone with potential.

The work environment at Backpage PR is dynamic and fast-moving, yet always supportive. Even during hectic moments, there was room to ask questions, seek guidance, or share thoughts without hesitation. This taught me that progress isn't only about working harder but also about communicating clearly, thinking creatively, and staying calm under pressure.

On a personal level, this internship helped me discover the kind of work I connect with and the kind of professional I hope to become. It strengthened my confidence not only in my abilities but also in my capacity to adapt, learn quickly, and add value wherever I can.

Although I have completed my project, the lessons from this internship will continue to guide me. I carry forward everything I learned at Backpage PR with gratitude and a strong sense of pride.

APPENDIX



Image 9.1: Office Get-together

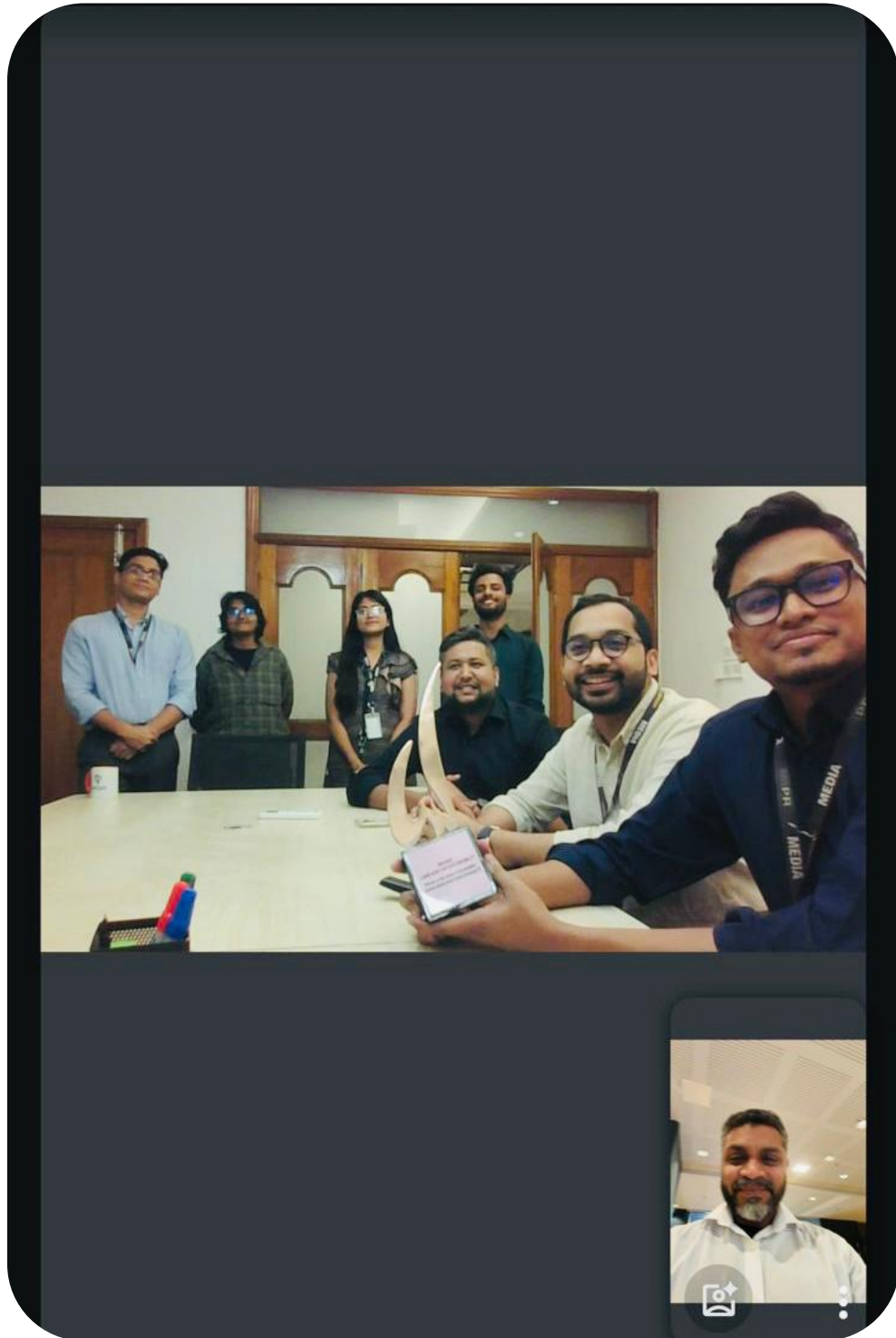


Image 9.2: Office Group Meeting



Image 9.3: Before proceeding to Tecno Event



Image 9.4: Birthday Celebration with Colleagues



Image 9.5: Backpage PR receives Award for Outstanding Performance

THE END