



Internship Report

Department of Media Studies and Journalism

Fall 2023

Submitted to:

Dilshad Hossain Dodul,

Senior Lecturer

Submitted by:

Morium Sultana Muna 191012075

Host Organization



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Student Details:

Name	Morium Sultana Muna
ID	191012075
Department	Media Studies and Journalism
Major Concentration	Communication for Development
Career Objective	I want to be a development professional and work to remove inequity. I think my unique specialized academic skills will help me to achieve my career objectives.

Internship Details:

Host Organization	Team Associates
Address	Tarokalok Complex (4 th floor), 24 Green Road, Dhaka 1205
Working Section	Communication consultancy
Supervisor	Pulok Raha
Designation	Junior Communication Specialist
Start Date	16 September 2023
End Date	30 November 2023
Hours per Week	32
Total Working Period	11 weeks approx..

Acknowledgement:

I would like to show my gratitude towards my source of power and encouragement and that is my parents. There was always a pat on my shoulder that I have felt all along my whole undergrad journey. The immense amount of joy and appreciations towards me from them was the greatest encouragement of my life. All of my hard work and dedications were acknowledged at my home and that has boosted my confidence level to excel further.

The acknowledgement towards my university and faculty members cannot be mentioned by my words actually. I would like to precisely praise some of their actions here. Dilshad ma'am, Aminul Islam sir, Nandita Tabassum ma'am and Barbaq sir these are the persons who have helped me throughout the whole journey. I don't remember all of my study materials but I have learned some very unique information from each of the persons. They were very formally informal towards their students while teaching. None of them have ever got bothered by my thousands of queries. In fact, my curiosity was acknowledged and appreciated by them. There is no words that can describe how thankful I am to them. They understood all my problems both professional and personal and considered every time I have reached to them.

Finally, my supervisor and the director of the company Pulok Raha was the person who has taught me the things that I have studied later but worked before. There has been some ups and downs throughout my whole internship program but I have never seen the man to get upset over those things. The optimistic energy was very contagious. I loved every bit of my internship journey. He was very flexible and very straight forward about my work quality. The constructive feedbacks have helped me to grow and in the end glow like a star. I can now relate all of the theories that I have studied in the classroom because of this wonderful opportunity to work with this man.

I am very grateful to have such amazing mentors in my university, my workplace, my north stars. And my friends who have helped me to make the journey so fun and memorable for me. Especially, Niti and Azan. They have never stopped taking my mental break downs and always considered my emotions as a priority.

Plagiarism Declaration:

INTERNSHIP REPORT APPROVAL FORM

Student Name: Morium Sultana Muna ID No: 191012075

Major: Communication for Development Year: 2023

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Junior Communication Specialist, Team Associates

Internship /Project Report

Topic: _____

Semester (Tick one):

☐ Spring 2023 ☐ Summer 2023 ☒ Fall 2023 –

Advisor APPROVAL

(Please place a Tick)

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

(If Not Approved/Pretrial/Full Rewrite):

Signature: _____ Date: _____

Name: Dilshad Hossain Dodul Title: Senior Lecturer

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

Introduction:

Although I am a student of “Media Studies and Journalism” but my first priority was never to become a journalist specifically. But it was a turning point of my life that literally happens once in a lifetime. So, I always wanted to become a psychologist at the first place of choosing my career path. Life never stops giving me surprises. I would like to introduce myself in a new way because of this sudden change of my life. I am Morium Sultana Muna with a new dream of becoming a development professional.

When I started my journey in University of Liberal Arts Bangladesh, I were so certain that I would take PR as my major. And again, our department started a specialized coursework named C4D (Communication for Development). I can now proudly say this to other people that I was one of the people from the first batch of C4D. The major and courses just clicked very well with my career path and I am blessed to make this decision.

I think my hard work and dedication towards this career path just aligned exactly how I wanted it to be. I am very fortunate to do my internship in “Team Associates”. Because of this communication consultancy firm, I had the opportunity to explore for diverse amount of works. It was very different from any other NGO, because in other NGO’s people get to play a specific role for their assigned designation. But here, I was able to play several roles for different aspects of development sector. As a third-party firm, we use different types of projects from many renowned NGOs, and work directly with them.

As a result of such an amazing opportunity, I have the confidence to become a responsible development expert. My main target is to work against inequity. I would love to know this sector more and start with educational inequity and skill-based education as a kick-start of my profession.

My academic learning and professional learning were happening at the same time and this is the reason why I expect from myself to do better and excel in my career. There were many times

when I had to handle a lot of pressure by myself, but there were some times when I had to do a team work here. Both of them were very hectic and fun at the same time. Let's have a peek on my reflection about my internship and responsibilities.

Expectation:

During the whole internship program, I have gained a few soft skills. My expectation was to implement those soft skills in field work. More than that to learn how to apply my academic learnings in real life situations. To be very honest, learning about the theoretical material and implementing those in life has a huge difference. To set up an expectation the must needed thing is to set up a goal first and then move on. My goal was to learn how to be a social development expert. My expectations were:

Professional:

- Handling meetings.
- Arranging workshops.
- Preparing project pitch.
- Implementing the theories.
- Building team collaboration mindset.
- Maintaining good will among people.
- Building relationships and building networks with people.

Personal:

- Improving Interpersonal skills.
- Dealing with the target audience.
- Developing time management skills.
- Handling work pressures.
- Developing specific need-based learnings.

- Being empathetic towards stakeholders.

Soft skills:

- Improving Copyrighting skills.
- Being Tech savvy.
- Improving photoshop and other software skills.
- Improving proposal writing skills.

Host Organization:

TEAM Associates Limited (TA) is an organization working in the field of development communication for social mobilization, behavior change communication and policy advocacy. We work for changing social norms for the wellbeing of the communities when and where it is required. TEAM Associates (TA) has the experience of conducting SMART Media Advocacy interventions, series of social awareness raising campaigns, communication event management and staging interactive popular theatre at national, divisional, district, upazilla, union and community set-up. TA has the experience of developing program communication materials and social behavior change communication tools including development training organizing and training material development. TA leads the nation-wide theatre groups' network having 170 members from 64 districts. Besides the theatre movement TA runs several communications for development projects and has a linkage of well experienced technical professionals all over Bangladesh capable of conducting any social and cultural events within shortest period notice and ensuring involvement of local level authorities and social leaders. TA keeps coordination with youth organizations and CBOs nationwide working for rights based social development and good governance. TA has a sound skills to produce animation films and audio visual productions.

Task:

I got the opportunity to work with Team associates as a junior communication specialist. I had varieties of tasks and project-based roles for this designation. Some of my tasks are:

Documentation Officer:

- Documenting meeting minutes.
- Keep track on the project progress.
- Checking for deadlines.

Junior Communication Specialist:

- Preparing plans for different projects.
- Aligning plans with theoretical methods.
- Planning methodologies.
- Executing the project according to the inception report.
- Listing Stakeholders.

Junior Copywriter:

- Module development.
- Preparing Lesson Plan.
- Building curriculum.
- Proof-checking reports.
- Preparing questionnaire.
- Preparing final reports for the project.

Junior Marketing Executive:

- Preparing project portfolio for the company.
- Looking for procurements.
- Writing project proposals for bidding.

- Making project pitch.

Project 1:

Title: Meeting minutes in general and stakeholder meeting

Project Brief:

The project focused on understanding and documenting meeting minutes, with a particular emphasis on stakeholder meetings. It involved a thorough analysis of how meeting minutes are effectively recorded, the essential elements they must contain, and the role they play in maintaining the continuity and accountability within a project. Additionally, the project aimed to highlight the nuances of stakeholder meetings – a critical aspect of project management where decisions, feedback, and strategies are discussed among key project contributors. Through this project, I gained insights into the formal processes of meeting documentation and the strategic importance of stakeholder engagement in project success.

My Responsibility & Task:

My primary responsibility in this project was to assist in the organization and documentation of meeting minutes. This task involved actively participating in various meetings, taking detailed notes, and then converting these notes into formal minutes that accurately reflected the discussions and decisions made. Additionally, I was responsible for ensuring that these minutes were distributed among the stakeholders and team members in a timely manner. This role required a high level of attention to detail, the ability to summarize complex discussions succinctly, and a deep understanding of the project's objectives and the stakeholders' interests.

Challenges:

The challenges I encountered during this project were multifaceted.

- Firstly, accurately capturing the essence of discussions without omitting crucial details was a significant challenge, especially in meetings with rapid exchanges of ideas.
- Secondly, ensuring that the minutes were objective and unbiased presented another layer of difficulty, as it required a neutral stance regardless of my personal opinions or understanding of the project.
- Lastly, managing the timely distribution of these minutes while maintaining their accuracy and confidentiality was a balancing act that required both discretion and efficiency.

Mistakes:

- One notable mistake I made was in the initial phase of my internship, where I failed to capture a key decision in the minutes of a crucial stakeholder meeting.
- This oversight led to confusion and a delay in the project timeline. It taught me the importance of thoroughness in documentation and the need to double-check facts with meeting participants.
- Additionally, I learned the value of asking for clarifications during the meetings, instead of making assumptions about the discussions, to avoid misinterpretations in the minutes.

Learning Outcomes:

The experience was highly educational, offering numerous learning outcomes.

- Firstly, I developed a keen eye for detail and an understanding of how to distill extensive discussions into concise, actionable minutes.
- Secondly, I learned the significance of stakeholder communication and how well-documented minutes can aid in project transparency and accountability.

- Finally, the project honed my skills in time management and organization, as I learned to effectively balance the timely delivery of minutes with their accuracy and comprehensiveness.

Weekly Staff Meeting

17th October, 2023

Team Associates has arranged a staff to discuss the work progress and distribute weekly duties to every employee. The meeting was arranged in an online platform, using application software called 'Zoom' as the employees could not attend the office physically due to COVID-19 pandemic. The purpose of this meeting was to create a group communication to enable every employee to deliver their best effort in the running project '**Strengthening Family Planning Through Advocacy**'. The project has been implemented by **Marie Stopes Bangladesh** since 2016 with the support of AFP (Advance Family Planning) and Gates foundation aiming to advocate for improving quality of family planning services through collective advocacy initiatives in Bangladesh.

Duration:

11.00 A.M. to 12.00 P.M.]

Agenda

1. Follow up the previous week activities
2. Round Table with **Samakal**
3. District Working Group workshop
4. Next Week Plan
5. Other Issues

Meeting Summary:

Tanjina Pritha (Program coordinator) inaugurated the meeting by giving a welcoming speech. Then everyone presented at the meeting reported their previous week's activities and their next week's plan one by one. **Quazi AKM Mohiul Islam** (Technical Adviser) provided some guidelines and showed some pathways of resources to get the work done accurately.

Discussion Summary:

Participant List:

- **Pulak Raha** – Team Leader/ CEO
- **Quazi AKM Mohiul Islam** – Technical Adviser
- **Tanjina Pritha** – Program Coordinator
- **Sumeet Islam** – Program Officer

- **Morjum Sultana Muna** – Research Management and Documentation Officer
- **Saitur Rahman Miran** – Sub-National (Barisal) News Tracker
- **Sharful Alam** – Liaison and National Tracking Officer
- **Sujoy Saha** – Account Officer
- **Shudhangshu Mallik** – Sub-National (Khulna) News Tracker

Meeting with Mr Kabir Hossain, Joint Director Passenger and Traffic, Sadarghat on 3rd October, 2023

The main discussion points were;

- a. Traffic jam must be 'zero' – a 5 minutes reach to Sadarghat from Gulistan has to be ensured for passengers to reduce the Padma bridge communication impact on waterways
- b. Water transport consumes more fuel than other transports though they carry large amount of goods/passenger at a time compared to others
- c. Toll should be waived for attracting passengers
- d. Regular transport services need to be introduced at the Sadarghat for hassle free mobility for next stop
- e. Day services should be introduced – already a company has initiated to Ijisha.
- f. A dedicated App for BIWTA alone need to be developed – which will provide all the relevant information in terms of fare, distance, schedule, live location of a vessel on route etc. including all safety information and guidelines
- g. Mobile operators should send SMS/Voice SMS to the passengers including the Master, Driver when they enter into the waterways areas (from the closest tower)
- h. A dedicated hotline may introduce for BIWTA
- i. Passenger vessel should not carry commercial goods
- j. Awareness campaign needed for passengers on not polluting river
- k. Locker and rest room facilities need to be introduced for hourly basis for the launch passengers

Mobarak Hossain Mojumder, Deputy Director, Public Relation Officer, BIWTA

The discussion points;

- a. BIWTA, as a government service providing organization follows its citizen charter in provides services to the people – available in website
- b. All the information is available in the website – regarding public relation please read # 37 of the charter.
- c. We usually maintain all the public relation works through –
 - i. Newspaper
 - ii. Electronic media
 - iii. Print materials – sticker, poster
 - iv. Nodi Bangla – a quarterly
 - v. Annual Report
- d. Also any one can access to information through RTI
- e. The new communication apps (social networking sites,app based) we maintain for our official communication within the department.
- f. A new app is being initiated by the ICT department – [they can detail it further]
- g. Its true we need to have easier communication pathways – so that people can easily access information and feedback through using the new technologies – we can also have our own media channel – youtube, social networking site, WhatsApp

h. Also, we can set up information centre at all ports across Bangladesh.]

Project 2:

Title: Company project outcome presentation

Project Brief:

The project focused on the development and delivery of a comprehensive presentation outlining the outcomes of a significant company project. This initiative aimed to communicate the project's successes, challenges, and key learnings to a diverse audience, including company executives, team members, and stakeholders. The presentation needed to be not only informative but also engaging, incorporating various data visualizations, project metrics, and qualitative analyses. The objective was to provide a clear, concise, and impactful summary of the project's journey, its achievements against set objectives, and the lessons learned, thereby facilitating strategic decision-making and future project planning.

My Responsibility & Task:

As an intern, my responsibility was to assist in the creation and refinement of the project outcome presentation. This task encompassed several key activities: firstly, collating and analyzing project data to extract meaningful insights and trends. Secondly, working alongside the project team to design and develop presentation slides, ensuring they were visually appealing and effectively communicated the desired message. Lastly, I was involved in rehearsing the presentation delivery, providing feedback, and suggesting improvements to ensure clarity and engagement. This role required a blend of analytical skills, creativity, and a keen understanding of effective communication strategies.

Challenges:

Throughout the project, I encountered several challenges.

- The primary challenge was synthesizing a vast amount of complex project data into a format that was both accessible and meaningful to a varied audience. This required not only a deep understanding of the data but also the ability to present it in a simplified yet comprehensive manner.
- Another significant challenge was ensuring the presentation aligned with the company's branding and communication standards, which demanded a meticulous attention to detail and a thorough understanding of branding guidelines.
- Balancing the technical aspects of the project with its narrative and storytelling elements was also a complex task that required constant refinement.

Mistakes:

- One of the key mistakes I made was in the initial design of the presentation, where I overloaded slides with too much information, making them cluttered and difficult to follow.
- This error was highlighted during a review session, emphasizing the importance of simplicity and clarity in communication. I learned the critical lesson that in presentations, less is often more, and the power of a presentation lies in its ability to convey complex ideas in a straightforward, easily digestible manner. This experience taught me the significance of audience-centric design and the need to continually refine and simplify content to enhance understanding and engagement.

Learning Outcomes:

The experience provided me with invaluable learning outcomes.

- I gained hands-on experience in data analysis, understanding how to transform raw data into compelling narratives.

- I also honed my skills in visual communication, learning the principles of effective slide design and the importance of visual aids in enhancing audience comprehension.
- Additionally, this project improved my collaboration and communication skills, as it required constant coordination with team members and stakeholders, and the ability to incorporate feedback constructively.
- The project, overall, was an excellent opportunity to understand the intricacies of corporate communication and the impact of effective presentation in driving strategic decisions.

These paragraphs are crafted to provide a comprehensive overview of the various aspects of an internship project focused on company project outcome presentation. For a more personalized report, you should integrate specific experiences and details from your internship.

Glimpse of News Coverage



Important Coverage



<https://www.youtube.com/watch?v=su8VwHZbIEk>

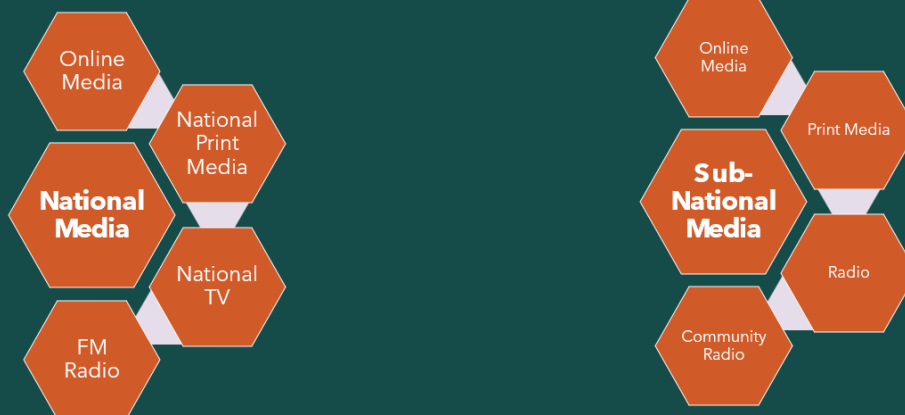


<https://www.youtube.com/watch?v=ZVHfzXiMxgc>

FP Special Days

	January	February	March	April	May	June	July	August	September	October	November	December
1					Labour Day		Doctors Day			International Day of Old Person		World AIDS Day
2												
3												
4									World Sexual Health Day			
5					International Midwives Day	World Environment Day						International volunteer day for
6		International day against female										
7				World Health Day								
8			International Women's Day						International Literacy Day			
9												
10												Human Right Day
11				National Safe Motherhood Day			World Population Day			International girl child day		
12					International Nurses day			International Youth day				
13												
14												
15					International Day of the Family		World Youth Skills Day			Pregnancy and Infant Loss		
16										World Food Day		
17												
18												
19											World Toilet Day	
20												
21		International Mother										
22												
23												
24												
25											International Day for the Elimination	
26								Women's Equality Day	World Contraception			
27	Family Literacy Day											
28				World Day for Safety and	Menstrual Hygiene Day				International Safe Abortion Day			

Platforms of Media Coverage



News/story published

Month	Total Published	National level	Sub-national level
January	19	18	01
February	15	8	7
March	37	32	5
April	29	26	3

Out Come

- DBC TV allocated space for 5 episodes on FP issues
- IEM unite of DGFP and ATN news an national television allocated 3 programs (connecting Bangladesh)
- The Daily Samakal a national newspaper allocated monthly spaces for FP issues
- The Daily star the national news paper publishing news/ case story by monthly
- The Kalerkontho publishing news regularly
- Parliament newsbd.com allocate regular space
- Khulna regional Radio (govt.) allocate monthly space
- Bangladesh TV (Govt.) broadcasted news on FP budget allocation

Some examples





REPORT ON MEDIA ADVOCACY



COMMUNICATION STRATEGY AND PLAN

Bangladesh Regional Waterway Transport Project-1 (BRWTP-1)

IDA Credit No. 5842-BD, Contract No. BRWTP-S16

Package: *Study to Develop the Communication Strategy and Plan*



Bangladesh Inland Water Transport Authority (BIWTA)
Ministry of Shipping
Government of the People's Republic of Bangladesh



Participant/ Respondent

Respondent Category	Technique	Number of Respondent
Qualitative Data Collection		
Government Officials (PD, BIWTA representatives, PRO, DIO, Local Administration)	KII	8
Business Association (FBCCI, BGMEA, OCS&PB, COA, BSAA, BAFFA)	KII	9
Others (CSM, LGR, LoA)	KII	4
Passengers, Businessmen of ghat, Crew, User of terminals and landing ghats, Trade union, Ghat labour	FGD	14X10=140
Quantitative Data Collection		
Passengers, Workers & Crew, Users, Beneficiaries, General public	Questionnaire Survey	422

Objectives

Supporting sustainable transportation

Inland waterway transportation is generally more fuel-efficient and environmentally friendly compared to other modes of transport, such as road or air transport. Therefore, promoting inland waterway transportation can support sustainable transportation and help reduce carbon emissions.

Reducing transportation costs

Inland waterway transportation is generally more cost-effective compared to other modes of transport, such as road or air transport. Therefore, one of the objectives of Bangladesh inland waterway transportation communication strategies can be to reduce transportation costs for both goods and passengers.

Promoting economic growth

Inland waterway transportation can facilitate the movement of goods and raw materials, which can spur economic growth and development by reducing transportation costs and increasing efficiency.

Enhancing connectivity

Bangladesh inland waterway transportation communication strategies aim to provide a seamless network of water transport routes that connect different parts of the country, thereby improving connectivity and accessibility.

Stakeholders

Primary Stakeholders	Secondary Stakeholders	Tertiary Stakeholders
1. Exporter –Importer 2. Business community 3. Garments owners/ management 4. Shipping companies, logistics providers, freight forwarders, cargo owners, and related businesses in the transportation and logistics industry.	1. Water transport owners' association 2. Crew unions 3. Gath labor union 4. Ship builders' association 5. Local communities residing along the riverbanks and adjacent areas, who rely on the river for their livelihoods	1. Ministry of Shipping (MoS) 2. BIWTA

Timeline

Sl.	Interventions	Implementing organization	2023	2024	2025
1	Advocacy				
1.a	Advocacy Meeting	BIWTA/ Agency	X		
1.b	Advocacy workshop/seminars at national and sub national levels	BIWTA/ Agency	X	X	
1.c	Workshop orientation with media editors and senior journalist at national and sub national levels	BIWTA/ Agency	X	X	X
1.d	Workshop/ meeting/ orientation with key stakeholders	BIWTA/ Agency	X	X	X
1.e	Workshop/ meeting/ orientation with Union/ associations leaders	BIWTA/ Agency	X	X	X
1.f	Organize round table at sub national level to nation level with stakeholders	BIWTA/ Agency	X	X	X
1.g	TV and online talk show	BIWTA/ Agency	X	X	X
1.h	Organize Periodic press briefing and sharing the updates	BIWTA/ Agency	X	X	X
2	BCC				
2.a	Orientation	BIWTA/ Agency	X	X	X
2.b	Work shop	BIWTA/ Agency	X	X	X
2.c	Training	BIWTA/ Agency	X	X	X
2.d	Meeting	BIWTA/ Agency	X	X	X
2.e	Day observance	BIWTA/ Agency	X	X	X
2.f	Stakeholders gathering	BIWTA/ Agency	X	X	X
3	Campaign				
3.a	Training for implementation staffs	BIWTA/ Agency	X	X	X
3.b	Organize dialogue with stakeholders	BIWTA/ Agency	X	X	X
3.c	Organize effective Transportation River Day	BIWTA/ Agency	X	X	X
3.d	Organize exhibition on marine and water transport related issue	BIWTA/ Agency	X	X	X
3.e	Facilitated ghat/ landing station/ jetty based public competition on laptop or online	BIWTA/ Agency	X	X	X
3.f	Folksong/ Drama/potsong	BIWTA/ Agency	X	X	X
3.g	Organize Film/Documentary show	BIWTA/ Agency	X	X	X
3.h	National and international day observance	BIWTA/ Agency	X	X	X

Immediate Action



- Starting **media advocacy** as soon as possible.
- Workshop with primary audience.
- **Journalist forum** creation.
- Sensitizing policy-makers and stakeholders.
- Using gateway **media** for infrastructural changes through **advocacy**.



Project 3:

Title: Questionnaire for field survey

Project Brief:

The project revolved around developing a comprehensive questionnaire for conducting a field survey. This survey aimed to gather data on [specific topic or demographic focus], which was essential for the company's market research and strategic planning. The project's scope included designing the questionnaire to ensure it effectively captured all necessary information while being concise and easy to understand for the survey participants. The challenge was to create a tool that would yield high-quality, reliable data, providing insights into consumer behavior, preferences, or other relevant aspects. The questionnaire needed to be versatile enough to be administered in various settings and demographics, ensuring a broad and representative data set.

My Responsibility & Task:

As an intern, my primary responsibility was to assist in the design and development of the questionnaire. This involved researching similar surveys to understand industry standards, brainstorming with the team to identify key data points, and drafting questions that were clear, unbiased, and methodologically sound. Additionally, I was tasked with conducting preliminary tests of the questionnaire to gauge its effectiveness and understandability. This required organizing focus groups, collecting feedback, and making iterative improvements to the questionnaire. My role was crucial in ensuring that the questionnaire was both comprehensive in its scope and accessible to a diverse range of respondents.

Challenges:

- The main challenges I faced during this project included ensuring the questions were culturally sensitive and unbiased, which was critical for obtaining genuine and accurate responses.
- Crafting questions that were clear and unambiguous to avoid misinterpretation by respondents presented another significant challenge, particularly given the diverse backgrounds of the target survey population.
- Additionally, maintaining a balance between the depth of information required and the respondents' willingness to spend time on the survey was a delicate task, requiring careful consideration of question length and complexity.

Mistakes:

- One notable mistake I made was in the initial draft of the questionnaire, where several questions were phrased in a way that could lead to biased responses. This issue was identified during the testing phase, highlighting the importance of neutral wording in survey questions.
- It was a learning moment for me to understand the subtleties of question phrasing and the impact it can have on the quality of data collected. This experience taught me the significance of iterative testing and seeking feedback to refine survey tools, ensuring their effectiveness in data collection.

Learning Outcomes:

This project offered a multitude of learning outcomes.

- I developed a deeper understanding of survey methodology and the nuances involved in questionnaire design. I learned the importance of clear, unbiased question phrasing and the role it plays in collecting reliable data.
- My skills in data analysis were also enhanced, as I learned to interpret feedback from test surveys and apply it constructively to improve the questionnaire.
- Furthermore, this experience broadened my perspective on cultural sensitivity in data collection, emphasizing the need to consider diverse respondent backgrounds in survey design.
- Overall, the project was an invaluable opportunity to understand the intricacies of field survey work and the critical role of well-constructed questionnaires in research.

These paragraphs are constructed to provide a comprehensive view of the various aspects of an internship project focused on creating a questionnaire for a field survey. For a more personalized report, specific details and experiences from your internship should be included.

বাংলাদেশ অভ্যন্তরীণ নৌ-পরিবহন কর্তৃপক্ষ
প্রকল্প পরিচালকের দপ্তর
বাংলাদেশ আঞ্চলিক অভ্যন্তরীণ নৌ-পরিবহন প্রকল্প-১
বিএসসি টাওয়ার (মোডেল-২১), ২-৩ রাজউক এভিনিউ
মতিঝিল, ঢাকা-১০০০

Group-03

Study to develop the Communication Strategy and Plan -প্রণয়নে

মূল তথ্যদাতার সাক্ষাৎকারের (KII) গাইডলাইন-২

তথ্যদাতার সম্মতি

আমাদের শূভেচ্ছা নিবেন। বাংলাদেশ সরকারের বাংলাদেশ অভ্যন্তরীণ নৌ-পরিবহন কর্তৃপক্ষ কর্তৃক বাস্তবায়িত “বাংলাদেশ আঞ্চলিক অভ্যন্তরীণ নৌ-পরিবহন প্রকল্প-১” শীর্ষক প্রকল্পের আওতায় Study to develop the Communication Strategy and Plan- প্রণয়নের জন্য এই জরিপ কার্যক্রমের অংশ হিসাবে আমরা আপনার সঙ্গে একটু কথা বলতে চাই। এই আলোচনার জন্য আধা ঘণ্টার মত সময় লাগতে পারে। আমরা আপনাকে আশ্বস্ত করতে চাই যে, আপনার সঙ্গে আলোচনার বিষয়সমূহ গোপন রাখা হবে এবং আপনি যে তথ্য প্রদান করবেন তা শুধুমাত্র গবেষণার কাজে ব্যবহার করা হবে। আপনি ইচ্ছা করলে কোন প্রশ্নের উত্তর না দিতে পারেন বা আপনি যে কোন সময় সাক্ষাৎকার ত্যাগ করতে পারেন। আপনার সম্মতি নিয়ে আমরা আলোচনা শুরু করতে চাই। আপনি কি সাক্ষাৎকার প্রদানে সম্মত?

১. হ্যাঁ ২. না

আলোচনায় অংশ নেওয়ার জন্য রাজি হওয়ায় আমরা আপনাকে ধন্যবাদ জানাই।

স্থানীয় জনপ্রতিনিধি, সুশীল সমাজের প্রতিনিধি

ক্রমিক নং		
1.	সাক্ষাৎকার প্রদানকারীর নাম	
2.	পদবী	
3.	মোবাইল নম্বর	
4.	প্রতিষ্ঠানের নাম	

9. Educational Qualification:

Code	Educational Qualification
1.	Illiterate
2.	Literate/Pre-primary
3.	Class 1 to Class 5
4.	Class 6 to Class 10
5.	SSC or equivalent
6.	HSC or equivalent
7.	Honors/Undergrad
8.	Masters/Post-graduate or more

10. Do you live near waterways/ wharfs/ terminal areas?

Code: 1. Yes 2. No 3. Partial 4. Not applicable

11. Occupation of the Interviewee.

12. Is your occupation wharf/ terminal oriented?

Code: 1. Yes 2. No 3. Partial 4. Not applicable

13. Mobile Phone Number:

14. How often do you use waterways/wharfs/terminal areas?

Code: 1. Everyday 2. Weekly 3. Monthly 4. Sometimes

15. Does your living depend on waterways/wharfs/terminal areas?

Code: 1. Yes 2. No 3. Partial 4. Not applicable

16. Do you think that waterway is more convenient than other transports?

Code: 1. Yes 2. No 3. No idea

17. Do you think that waterway is safer than other transports?

Code: 1. Yes 2. No 3. Don't know 4. No answer provided

18. In your opinion is it cost effective to transport goods by sea?

Code: 1. Yes 2. No 3. No idea

19. If yes, then how much cost effective compared to road and rail?

Code: 1. Not affordable 2. Less cost-effective 3. Affordable 4. more affordable

20. What are the reasons for choosing waterway or waterway oriented work?

কোড: ১. দৃষ্টি প্রতিবন্ধী ২. শ্রবণ প্রতিবন্ধী ৩. বাক প্রতিবন্ধী ৪. চলাফেরায় অক্ষমতা ৫. মনোযোগের অক্ষমতা ৬. নিজের যত্ন নিতে পারার অক্ষমতা ৭. যোগাযোগ করার অক্ষমতা ৮. অন্যান্য (নির্দিষ্ট করুন)

6. উত্তরদাতার নাম:

7. উত্তরদাতার লিঙ্গ:

কোড: ১. নারী, ২. পুরুষ, ৩. অন্যান্য/ তৃতীয় লিঙ্গ

8. উত্তরদাতার বয়স বছর

9. শিক্ষাগত যোগ্যতা:

কোড	শিক্ষাগত যোগ্যতা
1.	নিরক্ষর
2.	স্বাক্ষরজ্ঞানসম্পন্ন/ প্রাক প্রাথমিক
3.	১ম থেকে ৫ম শ্রেণী পর্যন্ত
4.	৬ষ্ঠ থেকে ১০ম শ্রেণী পর্যন্ত
5.	এস.এস.সি বা সমমান
6.	এইচ.এস.সি/ সমমান/
7.	স্নাতক/ সমমান
8.	মাস্টার্স/ তদুর্দ্ব

10. আপনি কি নৌপথ/ ঘাট/ টার্মিনাল এলাকার আশেপাশে বসবাস করেন?

কোড: ১. হ্যাঁ ২. না ৩. প্রযোজ্য নয়

11. উত্তরদাতার পেশা:

12. আপনার পেশা কি ঘাট/ টার্মিনাল কেন্দ্রিক?

কোড: ১. হ্যাঁ ২. না ৩. প্রযোজ্য নয়

13. মোবাইল নম্বর:

14. আপনি কত ঘন ঘন নৌপথ/ ঘাট/ টার্মিনাল ব্যবহার করেন?

কোড: ১. প্রতিদিন ২. সাপ্তাহিক ৩. মাসিক ৪. মাঝেমাঝে

15. আপনার জীবন ও জীবিকা কি নৌপথ/ ঘাট/ টার্মিনাল-এর উপর নির্ভরশীল?

কোড: ১. হ্যাঁ ২. না ৩. আংশিক ৪. প্রযোজ্য নয়

16. আপনি কি মনে করেন নৌ পরিবহন অন্যান্য পরিবহনের তুলনায় সুবিধাজনক?

কোড: ১. হ্যাঁ ২. না ৩. কোন ধারণা নাই

17. আপনি কি মনে করেন নৌ পরিবহন অন্যান্য বাহনের তুলনায় নিরাপদ?

কোড: ১. হ্যাঁ ২. না ৩. জানি না ৪. উত্তর প্রদান করে নাই

18. আপনার মতে নৌপথে পণ্য পরিবহনে কি অর্থ সাশ্রয়ী?

Project 4:

Title: BIWTA Report writing and analysis

Project Brief:

This project entailed in-depth report writing and analysis for the Bangladesh Inland Water Transport Authority (BIWTA). The primary focus was to evaluate various operational aspects of BIWTA, including waterway management, vessel regulation, and safety protocols. The project aimed to provide comprehensive insights into the efficacy of existing procedures and suggest potential areas for improvement. It involved a thorough examination of data collected from multiple sources, including field surveys, operational logs, and stakeholder interviews. The objective was to produce a detailed report that could serve as a basis for policy formulation, operational improvements, and strategic decision-making within BIWTA, thereby enhancing the efficiency and safety of inland water transport in Bangladesh.

My Responsibility & Task:

As an intern, my responsibility encompassed several key aspects of the report writing and analysis process. Initially, I was involved in data collection, which required me to understand and gather relevant information from various sources. Subsequently, my task shifted to data analysis, where I was responsible for sifting through the collected data to identify trends, patterns, and areas of concern. This process was crucial in laying the groundwork for the report. The final phase of my internship involved the actual writing of the report. Here, I focused on articulating the findings clearly and concisely, ensuring that the report was both informative and accessible to its intended audience. This multifaceted role required a combination of analytical skills, attention to detail, and clear communication.

Challenges:

The project presented several challenges, the most significant being the handling and interpretation of large volumes of diverse data.

- Ensuring accuracy in data analysis and drawing meaningful conclusions from it was a complex task, especially given the varying quality and reliability of the data sources.
- Another challenge was maintaining objectivity in the report, particularly when analyzing sensitive or controversial aspects of BIWTA operations.
- Additionally, translating technical findings into a format that was understandable to non-experts without oversimplifying the complexities involved posed a considerable challenge.

Mistakes:

During the course of the project, I made a few mistakes, particularly in the initial stages of data analysis.

- On one occasion, I misinterpreted a set of data, which led to erroneous conclusions in the draft report.
- This mistake was highlighted during the review process, teaching me the crucial importance of cross-verifying data and being meticulous in data interpretation. It was a valuable lesson in the significance of rigorous scrutiny and the need for a cautious approach when handling data that forms the basis of policy recommendations.

Learning Outcomes:

The internship provided numerous learning outcomes.

- I gained practical experience in handling large datasets and honed my analytical skills, learning to identify key insights amidst a sea of information.

- The project also improved my report writing skills, particularly in terms of structuring complex information in a coherent and engaging manner.
- I learned the importance of objectivity and precision in analysis, especially in a context where findings can influence policy and operational decisions.



Final Report

COMMUNICATION STRATEGY AND PLAN

Bangladesh Inland Water Transport Authority (BIWTA)
Ministry of Shipping
Government of the People's Republic of Bangladesh



Abbreviations

BGMEA :	Bangladesh Garment Manufacturers and Exporters Association
CAPI :	Computer-Assisted Personal Interviews (CAPI)
DPD :	Deputy Project Director
DEPTC :	Deck & Engine Personnel Training Center
Ft :	Feet
FGD :	Focus Group Discussion
GPS :	Global Positioning System
IDI :	In-depth Interview
IT :	Information Technology
KII :	Key Informant Interview
M&E :	Monitoring and Evaluation
MoS :	Ministry of Shipping
NGO :	Non-Governmental Organization
OP :	Operation
PD :	Project Director
PSU :	Project Support Unit
PIU :	Project Implementation Unit
PRO :	Public Relation Officer
QC :	Quality Control
SPSS :	Statistical Package for Social Sciences
TBC :	To be confirmed
SEP :	Stakeholder Engagement Plan

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1.4. Stakeholders

Stakeholders (target audiences/Participant Groups) analysis is an essential element for designing the communication interventions. BIWTA are the ultimate beneficiaries of these interventions. Everybody is expected and will work to ensure quality services. In the process of setting behavioral objectives to ensure quality education for all children, different levels of participant groups have been identified. The analyses have identified primary, secondary and tertiary participant groups. All of them play either direct or indirect role. Primary participant group is the direct influencers, and secondary and tertiary participant groups are indirect influencers who support primary participant groups. Many times, communication program designs and implements interventions for the primary participant groups and less emphasis are given on the secondary and tertiary groups. Communication activities, therefore, need to focus on the behaviors of those who need to practice the desired behaviors e.g., parents, but also those who directly and indirectly influence parents and others or enable them to practice the desired behaviors.

Main categories of participant groups for communication strategy for BIWTA are listed in table below as Primary, Secondary and Tertiary Participant Group.

Primary Stakeholders	Secondary Stakeholders	Tertiary Stakeholders
1. Export –importer		
2. Business community	1. Water transport owners' association	
3. Garments owners/ management, Coal business Owners, Cement Business Owners, Petroleum and natural gas owners.	2. Crew unions	
	3. Gath labor union	
4. Shipping companies, logistics providers, freight forwarders, cargo owners, and related businesses in the transportation and logistics industry.	4. Ship builders' association	1. Ministry of Shipping (MoS)
	5. Local communities residing along the riverbanks and adjacent areas, who rely on the river for their livelihoods	2. BIWTA

1.5. Methodology

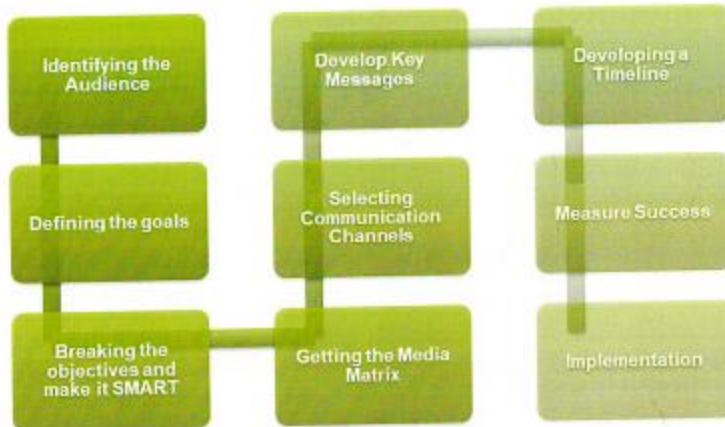


Figure 1.5: Methodology

Identify the audience: The first step is to identify the target audience, including shippers, port operators, logistics providers, and other stakeholders. BIWTA should develop a clear understanding of the needs and preferences of these groups to develop a tailored communication strategy.

Define the goals: Once the target audience is identified, BIWTA should define its communication goals. This could include increasing the awareness of the benefits of using inland waterways, promoting the safety and security of water transport, or improving the efficiency of waterway transport.

Develop key messages: Based on the goals and target audience, BIWTA should develop key messages that communicate the benefits and advantages of using inland waterways. These messages should be clear, concise, and easily understandable.

Select communication channels: BIWTA should select the most appropriate communication channels based on the target audience and goals. This could include social media, email newsletters, press releases, and events. The chosen channels should be easily accessible and effective in reaching the intended audience.

Develop a timeline: BIWTA should create a timeline for the communication strategy that includes deadlines and milestones. This will help to keep the strategy on track and ensure that the messages are communicated in a timely manner.

2.6. Benefits of Communication Strategy

Sl. no.	Sector	Benefits
1	General	Improved Stakeholder Engagement: A communication strategy can help the BIWTA engage with its stakeholders effectively, build relationships, and foster collaboration. This can lead to better outcomes, increased trust, and stronger partnerships.

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COMMUNICATION STRATEGY AND PLAN FINAL REPORT

Sl. no.	Sector	Benefits
		Increased Awareness and Understanding: A communication strategy can help the BIWTA raise awareness and understanding among the public about its services, facilities, and initiatives. This can help to promote the use of inland water transport, increase revenue, and support the development of the country's waterway infrastructure. Better Decision Making: Effective communication can provide decision-makers with the information they need to make informed decisions. A communication strategy can ensure that important information is communicated in a timely and effective manner, leading to better decision-making and more successful outcomes. Enhanced Reputation: Good communication can help to enhance the BIWTA's reputation by promoting transparency, accountability, and responsiveness. This can lead to increased public trust, improved stakeholder relationships, and a stronger reputation for the organization. Improved Advocacy: A communication strategy can help the BIWTA advocate for its needs and priorities more effectively. By communicating its successes, challenges, and needs to stakeholders and decision-makers, the BIWTA can build support for its initiatives and secure the resources it needs to achieve its goals.
2	Environmental	Reduced Air Pollution: By promoting the use of inland water transport, a communication strategy can help the BIWTA reduce air pollution. Inland water transport produces much lower levels of emissions than road transport, which can help to improve air quality and reduce the environmental impact of transport. Reduced Water Pollution: A communication strategy can help the BIWTA raise awareness among stakeholders about the importance of protecting water quality and reducing water pollution. By promoting good environmental practices and encouraging responsible behavior, the BIWTA can help to reduce the environmental impact of waterway transport. Reduced Noise Pollution: Inland water transport produces less noise pollution than road transport, which can help to improve the quality of life for people living near waterways. A communication strategy can help to raise awareness about the benefits of inland water transport and encourage more people to use this mode of transport. Conservation of Natural Resources: Inland water transport is a more sustainable mode of transport than road transport, as it uses less energy and produces less waste. By promoting the use of inland water transport, a communication strategy can help to conserve natural resources and reduce the environmental impact of transport.

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Project 5:

Title: Module development

Project Brief

During my internship, I was tasked with the development of communication materials as a crucial element of a larger module development project. The primary goal was to design and implement a suite of communication tools and materials that effectively conveyed the key messages and values of our project. This involved creating a wide array of materials, ranging from digital content for social media and email campaigns to printed brochures and detailed presentations. The audience for these materials was diverse, encompassing internal stakeholders such as team members and management, as well as external clients and partners. This necessitated a strategic approach to communication that was adaptable yet consistent across various platforms and mediums.

My Responsibility & Task

As an intern, my role was multifaceted and involved several key responsibilities. Initially, I participated in brainstorming sessions where we outlined the core messages and identified the most suitable mediums for communication. Subsequently, I was tasked with drafting content outlines, writing copy, and liaising with the design team to ensure the visual elements complemented the textual content. I also played a pivotal role in revising and refining these materials based on iterative feedback from supervisors and peers. Ensuring that each piece resonated with its intended audience while upholding the overarching brand identity was a critical aspect of my responsibilities.

Challenges

- One of the primary challenges I faced was striking the right balance between creativity and clarity in our communication materials.
- It was imperative to create content that was engaging and captured the audience's attention while also being straightforward and easy to understand.
- Navigating the complexities of conveying technical information in an accessible manner was a recurring challenge.
- Additionally, working within stringent deadlines and managing multiple tasks simultaneously tested my time management and organizational skills. Adapting quickly to unforeseen changes and maintaining a high standard of work under pressure were skills that I developed considerably during this internship.

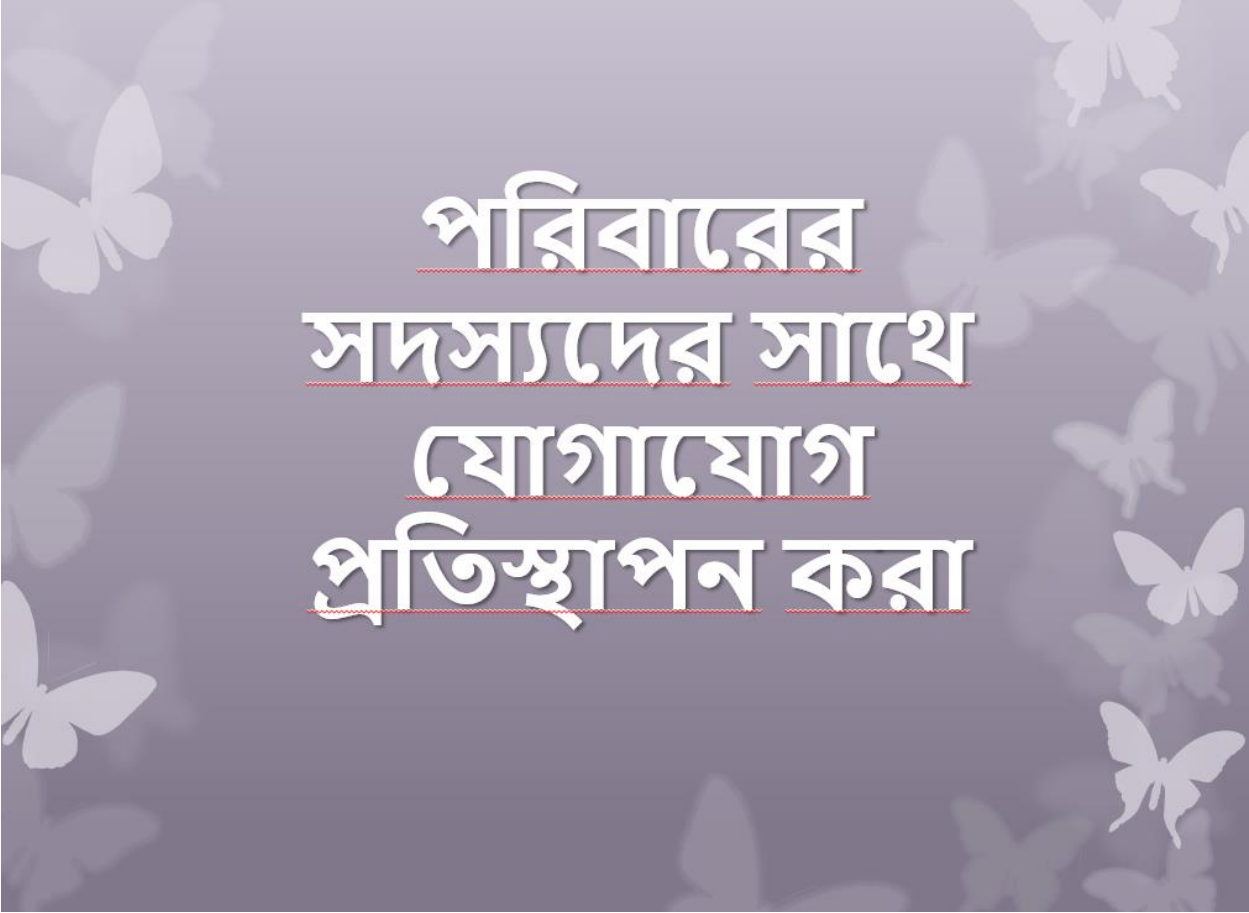
Mistakes

- Reflecting on the internship, one of the early mistakes I made involved overlooking the importance of thorough proofreading, which led to minor yet noticeable errors in a crucial presentation.
- This experience taught me the importance of attention to detail in professional settings. Another area where I initially struggled was in mastering specific graphic design software, which was essential for creating high-quality visual materials.
- However, with persistent practice and guidance from experienced colleagues, I gradually improved my proficiency in these tools, which significantly enhanced the quality of the final products.

Learning Outcomes

This internship experience was profoundly enriching and contributed significantly to my professional growth.

- It sharpened my skills in various areas, including strategic communication, content creation, and design.
- I learned how vital it is to communicate clearly and effectively, making complex information accessible and engaging.
- The experience also honed my project management abilities, particularly in working under tight deadlines and responding constructively to feedback.
- Collaborating with a diverse team and navigating the challenges of a fast-paced work environment were invaluable learning experiences. This internship not only enhanced my technical skills but also instilled a deeper appreciation for the role of effective communication in achieving business objectives.



পরিবারের
সদস্যদের সাথে
যোগাযোগ
প্রতিস্থাপন করা

প্যারেন্টিং ধরণঃ

- অনুমতিপূর্ণ
- স্বৈরাচারী
- অমর্যাদাপূর্ণ
- নির্ভরযোগ্য

- Videos used for communication sessions:
- Good teamwork and bad teamwork, tokri the basket, yellow umbrella, hairlove, maternal bond, let's eat, the box, baby's dayout

শিল্প যন্ত্র কাজের অডিটাইন							
ক্রমিক	বিষয়	পাঠ	উদ্দেশ্য	সময়	পদ্ধতি	ব্যবহারিক	উপকরণ
প্রথম ধাপ (১৫ দিন ৮ ঘণ্টা=১২০ ঘণ্টা)							
১.	উদ্বোধনী	- উদ্বোধন - পরিচয় পর্ব ও জড়তা বিমোচন - প্রশিক্ষণের উদ্দেশ্য ও প্রত্যাশা	এই অধিবেশন শেষে অংশগ্রহণকারীগণ- - পরস্পর পরস্পরের সাথে পরিচয় হতে পারবেন - প্রশিক্ষণের উদ্দেশ্যসমূহ ব্যাখ্যা করতে পারবেন	৩ ঘণ্টা	- বক্তৃতা আদ্যোচনা - উদ্বোধন খেলা - উপস্থাপনা		১.মানসিমিত্রা
২.	গ্রাক পরীক্ষা	- পরীক্ষা - প্রশিক্ষণার্থীদের অবস্থান সম্পর্কে পর্যালোচনা	প্রশিক্ষণার্থীদের বর্তমান ধারণা সম্পর্কে জানা	৪ ঘণ্টা	গ্রুপ গঠনের মাধ্যমে		গ্রন্থপত্র
৩.	গ্রাক ট্রেনিং মোটিভেশন	- এই প্রশিক্ষণের গুরুত্ব - প্রশিক্ষণে সামাজিক ও অর্থনৈতিক গুরুত্ব - এই প্রশিক্ষণে বৈশিষ্ট্য ও আন্তর্জাতিক গুরুত্ব	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: - এই প্রশিক্ষণের সামাজিক গুরুত্ব এবং কাজের প্রতি তাদের একটি ইতিবাচক ধারণা পাবে - এই প্রশিক্ষণের ফলে প্রশিক্ষণার্থীর অর্থনৈতিক উন্নয়ন ও আন্তর্জাতিকভাবে তার গুরুত্ব অনুধাবন করতে পারবে - এই প্রশিক্ষণের ফলে একজন প্রশিক্ষণার্থী বৈশিষ্ট্য, অর্থনৈতিক বাজারে নিজেকে একজন যোগ্য ও দক্ষ সেবাদানকারী হিসাবে প্রতিষ্ঠিত করতে পারবে	৬ ঘণ্টা	- আলোচনা - বিশ্লেষণ - আধুনিক ও উন্নত পদ্ধতি নিয়ে বিস্তারিত আলোচনা - স্টেডরি/গুরুত্ব		ছবি ভিডিও
৪.	শিল্প ও শিল্পের বৈশিষ্ট্য	- শিল্প কত? - শিল্প অধিকার (বেচে থাকার, খাদ্য, বিকাশ, সুরক্ষা)	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: শিল্প এবং শিল্প অধিকার সম্পর্কে জানতে পারবে	৩ ঘণ্টা	- আলোচনা - সেম খেলা	শিল্প হিসেবে নিজেকে জানা (সেম)	খেলার সরঞ্জাম
৫.	শিল্পের বিকাশ	- মানসিক - শারীরিক - সামাজিক	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: একজন শিল্পে যান্ত্রিক সার্বিক বিকাশ উন্নয়ন সম্পর্কিত তথ্য	৪ ঘণ্টা	- উপস্থাপনা - আলোচনা		

ক্রমিক	বিষয়	পাঠ	উদ্দেশ্য	সময়	পদ্ধতি	ব্যবহারিক	উপকরণ
প্রথম ধাপ (১৫ দিন ৮ ঘণ্টা=১২০ ঘণ্টা)							
		অধিবেশন	জানতে পারবে।				
৬.	শিল্পের মালিক পালন	- মালিক পালনের নিয়ম - বিভিন্ন বয়সের শিল্পের মালিক পালনের উপায় - কোর-পিকচারের কর্মনীতি	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: - একজন কোর-পিকচার হিসেবে তার দায়িত্ব বুঝে নেয়ার পদ্ধতি জানতে পারবে। - সঠিক উপায়ে শিল্প মালিক পালনের পদ্ধতি জানতে পারবে। - কোর-পিকচার হিসেবে তার নিজস্ব লীমাবদ্ধতা দূর করতে সক্ষম হবে - নিজেকে একজন পরিবারের সক্রিয় ও দায়িত্বশীল সদস্য হিসেবে প্রতিষ্ঠিত করতে শিখবে	৫ ঘণ্টা	- উপস্থাপনা - মোস গ্রে - আলোচনা		হাতে কলমে শিখা
৭.	কর্মক্ষেত্রে কোর-পিকচার এর ভূমিকা	- সকলে এসে সাবান দিয়ে হাত ধুবে - পরনের কাপড় পরিবর্তন করে সঠিক হাতের ক্রস অবস্থা পরিষ্কার গোশাক পরবে। - যদিও যান্ত্রিক আবহাওয়া বা পরিবেশ অবশেষে পরিবর্তন করবেন	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: - শিল্পে সারাদিন সেবা যন্ত্র করার পদ্ধতি জানতে পারবে ও করতে পারবে - শিল্পে সারা দিনের সূচি জানতে	৫ ঘণ্টা	- হাতে কলমে শিখবে - মোস গ্রে		হাতের খাতা, কলম ভলি পুস্তক শিল্প

ক্রমিক	বিষয়	পাঠ	উদ্দেশ্য	সময়	পদ্ধতি	ব্যবহারিক	উপকরণ
প্রথম ধাপ (১৫ দিন ৮ ঘণ্টা=১২০ ঘণ্টা)							
		- দেখ/শ্রুতি থেকে সেবেনে - বিভিন্ন বয়সের শিশুর খাবার ও খাবারের সময়সূচি - ভানের সাথে খেপাখুপার সময়সূচি - ভানের খুদানোর সময়সূচি - খাবার তৈরির জন্য প্রস্তুতি নিবেন - শিশুর প্রয়োজনীয় জিনিষপত্র বেছেবাৱ আছে জানাবে - শিশুকে তার ব্যবহারিক পোশাক ও ভাৱশাৱ/গ্যাপি পরিবর্তন করে উন্ন/সহনীয় পানিতে ভাকে পরিষ্কার পরিচ্ছন্ন করে নিবেন					
৮.	শিশুকে নিজের কাছে দেয়ার পর করনীয়	- কোন বয়সের শিশুকে কিভাবে নিতে হবে ? - শিশুর দাঁত ও মুখ উন্ন/সহনীয় পানিতে পরিষ্কার করবেন - শিশুকে পরিষ্কার পোশাক ও ভাৱশাৱ পরাবেন	প্রশিক্ষণ শেষে অপেক্ষাকরণীয়: - বয়স অনুযায়ী শিশুর সারনিসের সেবাভনার পদ্ধতি জানাবে - বয়স অনুযায়ী সারনিসের খাবাৱের উপকরণ ও কৌশল জানাবে ও করতে পারাবে	৮ ঘণ্টা	- মোস গ্রে কৱা - অপেক্ষাভনা		ভমি পুতুল শিশু

ক্রমিক	বিষয়	পাঠ	উদ্দেশ্য	সময়	পদ্ধতি	ব্যবহারিক	উপকরণ
প্রথম ধাপ (১৫ দিন ৮ ঘণ্টা=১২০ ঘণ্টা)							
		- শিশুকে আদর করে খেপার ছলে বা পান করে বা অন্য যে কোন ভাবে খাওয়ারনোর ব্যবস্থা নেবেন - খাওয়ারনোর পরে শিশুকে উপযুক্ত খেপার সরঞ্জামাদি দিয়ে ভাকে খেপার ব্যবস্থা করবেন - শিশুর বয়স অনুযায়ী তাকে খেপাখুপার পাশাপাশি অতিরিক্ত অন্য পানিও দিবেন - শিশুর বয়স অনুযায়ী তাকে খেপাখুপার পাশাপাশি অন্ধর ভাৱনোর জন্য উপযুক্ত কনমিৱার বই প্রদান করবেন - শিশুকে আদম্প ও বিকাশের জন্য সাংগীতের ব্যবস্থা					

দ্বিতীয় খাপ (৭ দিন প্রতিদিন ৮ ঘণ্টা= ৫৬ ঘণ্টা)						
১৬	জরুরী পরিস্থিতিতে করণীয়	- প্রাথমিক চিকিৎসা দেবার কৌশল - জরুরী সেবা সমূহের যোগাযোগ নম্বর - জরুরী পরিস্থিতি হলে এ্যাম্বুলেন্স এর নম্বর জানবে - জরুরী পরিস্থিতিতে মোবাইল ফোন/গ্যাজেট ফোন ব্যবহার	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: - পরিস্থিতি বিষয়াদায় ব্যবহারীত সকল জরুরী নম্বরে ফোন করতে জানবে। - প্রাথমিক নিদ্রান্ত গ্রহণ এবং সেবা প্রদান করতে জানবে।	আলোচনা কনস্টেটোরি/ গল্পবলা		১.মোবাইল ফোন/গ্যাজেট ফোন এবং ফটোএইড বস্ত্র
১৭	বিশেষ চাহিদা সম্পন্ন শিশু	- আটিজম শিশুদের বৈশিষ্ট - দৃষ্টি ও শ্রবণ প্রতিবন্ধি বৈশিষ্ট - শারীরিক প্রতিবন্ধি বৈশিষ্ট	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: - বিশেষ চাহিদাসম্পন্ন শিশুদের সাথে উপযুক্ত ব্যবহার করতে জানবে। - তাদের বিশেষ চাহিদা অনুসারি সেবা প্রদানের কৌশল জানবে। - তাদের বৈশিষ্ট্য জানার মাধ্যমে তাদের প্রতি বিশেষ যত্নবিশেষ করতে জানবে।	- আলোচনা কনস্টেটোরি/ গল্পবলা - উপস্থাপনা - রোল প্লে		
১৮	শিশুর সাথে ব্যবহার	- ব্যাকটার্ড এবং গুডটার্ড জানতে হবে - যৌন হস্তগতী - ছেদে/মেয়ে শিশুর প্রাইভেসি	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: - শিশুদের সাথে কিভাবে ব্যবহার করতে হয় এবং কি লীমা লঙ্ঘন করা জরুরী তা সম্পর্কে জানবে। - ছেলে এবং মেয়ে উভয় শিশুর শিশুর কেব্রেই প্রয়োজনীয় প্রাইভেসি রক্ষা করতে জানবে।	- আলোচনা কনস্টেটোরি/ গল্পবলা - উপস্থাপনা		
১৯	শিশুকে ঘুম পাড়ানো	মাথার হাত রেখে আসর করে ঘুম পাড়ানো হবে	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: শিশুদের হুড়া গান এবং গল্প বলে আনন্দের সাথে ঘুম পাড়ানো যেন	রোল প্লে		

		- গল্প বলতে বলতে মৃদানো - বিভিন্ন পদ্ধতি ব্যবহার করে ঘুম পাড়ানো	শিশু বীরে বীরে নিশ্চিত প্রগতি ঘুম অভ্যস্ত হয়।			
২০	শিশুর সাথে কথা বলা	- ভাষা শেখা - ইংরেজী শেখানো - কল্প বাস্তব শেখানো - পায়েল খেলা	প্রশিক্ষণ শেষে অংশগ্রহণকারীরা: - শিশুদের সাথে সুস্থ এবং স্পষ্ট ভাষায় কথা বলতে জানবে যেন তা শুনে শিশুও সুস্থ এবং স্পষ্ট বাংলা এবং ইংরেজি ভাষা শেখে। - পায়েল খেলতে জানবে যেন তাতে শিশুর মানসিক বিকাশ ঘটে।	- বক্তৃতা আলোচনা - হাতে কলমে		১.খেলার উপকরণ এবং ভাষা শেখার জন্য গতি থাকতে হবে
২১	দিনের পেছা	সর্বকিন্তু তহিতে রাখা সারাদিনের নোট রেখে যাওয়া আউট সাইন করে রেখে যাওয়া	শিশুকে মা বাবার কাছে বুঝিয়ে দেওয়া			

Project 6:

Title: Facilitate class for housekeepers

Project Brief

The project's primary goal was to facilitate a specialized training class aimed at improving the skills and knowledge of housekeepers. This initiative was designed to address various aspects critical to their profession, including advanced cleaning techniques, efficient time management, effective customer service, and adherence to health and safety standards. The training was targeted at a diverse group of housekeepers, each coming from different backgrounds and possessing varying degrees of experience and skill sets. The success of this project hinged on effectively imparting both practical skills and theoretical knowledge, ensuring that all participants were equipped to enhance their performance and productivity in their respective roles.

My Responsibility & Task

In my role as the facilitator, I was tasked with multiple responsibilities that were crucial to the success of the training sessions. These included the development of detailed lesson plans, the creation of engaging and informative training materials, and the execution of interactive demonstrations. A significant part of my responsibility also involved assessing the individual learning needs and capabilities of each housekeeper, tailoring the training content to be as effective and relevant as possible for every participant. Creating a dynamic and supportive learning environment was essential, as it encouraged active participation and fostered a sense of engagement among the attendees. Additionally, I was responsible for tracking the progress of the participants, offering personalized feedback, and making necessary adjustments to the training approach based on their feedback and performance.

Challenges

The project presented several challenges, particularly in addressing the varied learning styles and levels of experience among the housekeepers.

- Designing a training program that was both universally accessible and individually relevant required a flexible and thoughtful approach.
- Another significant challenge was keeping the participants engaged and motivated throughout the training, especially given the hands-on and practical nature of the skills being taught.
- Striking a balance between theoretical instruction and practical demonstration, while ensuring that the sessions were interactive and not overly didactic, was a constant endeavor.

Mistakes

- One of the initial oversights in the project was underestimating the amount of time needed for certain training modules.
- This miscalculation led to some sessions being more rushed than anticipated, which potentially compromised the thoroughness of the learning experience. This experience underscored the importance of accurate time management and the need to allocate ample time for in-depth practice and discussion.
- Additionally, I faced challenges in effectively managing the group dynamics, particularly in drawing out participation from less vocal attendees. Over time, I developed and implemented various strategies to foster a more inclusive environment, encouraging active participation from all attendees.

Learning Outcomes

- This project was instrumental in developing my skills in several key areas, particularly in training and facilitation.
- I learned the critical importance of clear, concise communication, especially when teaching practical skills.
- The experience also enhanced my ability to adapt teaching methods to cater to a diverse range of learning preferences and to manage the dynamics within a group effectively.
- Organizational skills, such as planning and executing structured training sessions, were also significantly refined. Perhaps most importantly, the project highlighted the value of patience, understanding, and empathy in educational settings.
- It demonstrated the profound impact that hands-on, practical training can have on boosting the skills, confidence, and overall performance of learners.





Project 7:

ToR bidding for UN organization Procurements

Project Brief:

The primary object of this project was to ensure new projects for the upcoming months. To keep up the workflow I had to check to look for other projects. The internship involved engaging in the process of Terms of Reference (ToR) bidding for procurements by INGOs, focusing on development sector projects. This task required understanding the complex procurement procedures of the INGOs, which involves submitting detailed bids in response to their specific ToRs. The goal was to secure projects that aligned with our organization's expertise and capabilities, primarily in areas like health, education, and other social issues. The process was intricate, requiring the analysis of ToRs, understanding their requirements, and crafting bids that were both competitive and compliant with INGO standards.

My responsibility & Task:

As a Communication Officer, my task was to develop and execute a comprehensive communication strategy for the bidding process related to Terms of Reference (ToR) in INGOs' procurement initiatives. My primary responsibilities included analyzing the ToRs issued by various INGOs, understanding their specific needs, and assisting in the preparation of comprehensive bids. This involved extensive research to understand the context of each ToR, collaboration with the team to formulate strategies, and drafting sections of the bids. I was also responsible for ensuring that all submissions complied with the INGOs' technical and administrative criteria. Additionally, I assisted in monitoring INGOs' procurement notices and identifying potential opportunities that aligned with our organization's expertise and goals.

Challenges:

- Understanding the complex and detailed requirements of INGOs' ToRs.
- Keeping up with the stringent deadlines for bid submissions.
- Ensuring compliance with all technical and administrative criteria of the INGO.
- Balancing thoroughness and precision with the need to be concise in bid documents.

Mistakes:

- Initially overlooking some detailed requirements in ToRs.
- Underestimating the time needed for comprehensive research and bid preparation.
- Early drafts of bids lacked the required precision and specificity.
- Misjudging the balance between comprehensive content and conciseness in bid submissions.

Learning Outcomes:

- Gained in-depth understanding of INGO's procurement processes and ToR requirements.
- Developed skills in detailed research and analysis for bid preparation.
- Learned to craft precise, compliant, and competitive bid documents.
- Improved time management and the ability to work under tight deadlines.

Project 8:

Writing Proposal

Project Brief:

The internship project centered around "Writing Project Proposals" aimed at securing funding and support in the development sector. The primary focus was on creating comprehensive and compelling proposals to address various social and environmental issues. These proposals were tailored to align with the objectives of potential funders, including non-profit organizations, government agencies, and international development bodies. The project involved thorough research on each topic, identifying key challenges and proposed solutions, and articulating the expected impact and sustainability of the proposed projects. This required a deep understanding of the specific needs and concerns in the development sector, as well as the ability to effectively communicate these needs to potential funders.

My responsibility & Task:

As an intern, my responsibility was to assist in drafting and refining project proposals. This included conducting background research on various developmental issues, collating data and case studies, and helping to frame the narratives for the proposals. I was also involved in the brainstorming process, contributing ideas for potential projects and strategies for implementation. Additionally, my tasks included editing and proofreading the proposals to ensure clarity and coherence, and preparing presentations to accompany the proposals. I worked closely with the team to understand the nuances of proposal writing, including the importance of aligning our projects with the strategic objectives of funders and presenting our ideas in a persuasive and impactful manner.

Challenges:

- Adapting proposals to meet diverse and specific needs of various funders.
- Difficulties in gathering precise and relevant data for supporting proposals.
- Balancing technical details with accessible, compelling narratives.
- Striking a balance between optimism and realism when addressing developmental challenges.

Mistakes:

- Initially underestimating the time required for in-depth research.
- Failure to tailor proposals specifically to each funder's interests and objectives.
- Overlooking the inclusion of detailed budgets and realistic timelines.
- Early writing lacked persuasive tone, impacting the effectiveness of proposals.

Learning Outcomes:

- Gained expertise in conducting thorough research for proposal development.
- Learned the importance of customizing proposals to align with funders' goals.
- Developed skills in crafting clear, persuasive, and structured narratives.
- Understood the necessity of presenting realistic project plans with detailed budgets and timelines.
- Improved collaboration and communication skills through teamwork.

1. ORGANIZATION IDENTIFICATION

Company/Institution Name	TEAM ASSOCIATES LIMITED
Address, City, Country	Corporate: 24 Tarokalok Rhabon, 5th floor Green Road, Dhaka-1205
Telephone/FAX	01711829416, 02-55015044
Web page	www.teamassociatesbd.org
Date of Establishment	2012
Legal Representative Name/Surname/Position	Pulak Raha, Managing Director
Legal Structure Natural person/Co. Ltd./NGO/Institution/ Other (please specify)	Limited Company
Organizational Type Manufacturer, Wholesaler, Trader, Service Provider	Media Advocacy & Social communication
Areas of Expertise of the Organization	Media Advocacy, Media Campaign, BCC and Campaign
Current Licenses, if any, and permits (with dates, numbers and expiration dates)	

Overall understanding of the proposed work demonstrated in proposed outcomes and approach for achieving these outcomes. The planned outcome must clearly show synergy with the objectives (mentioned later) of this campaign.

ABOUT TEAM ASSOCIATES LIMITED

TEAM Associates Limited (TA) is an organization working in the field of development communication for social mobilization, behavior change communication and policy advocacy. We work for changing social norms for the wellbeing of the communities when and where it is required.

TEAM Associates (TA) has the experience of conducting SMART Media Advocacy interventions, series of social awareness raising campaigns, communication event management and staging interactive popular theatre at national, divisional, district, upazilla, union and community set-up. TA has the experience of developing program communication materials and social behavior change communication tools including development training organizing and training material development. TA leads the nation wide theatre groups' network having 170 members from 64 districts. Besides the theatre movement TA runs several communications for development projects and has a linkage of well experienced technical professionals all over Bangladesh capable of conducting any social and cultural events within shortest period notice and ensuring involvement of local level authorities and social leaders. TA keeps coordination with youth organizations and CBOs nationwide working for rights based social development and good governance. TA has a sound skills to produce animation films and audio visual productions.

WHY TEAM ASSOCIATES

- A combine team of National and International organisations and Professional have long experience in media advocacy, social mobilization and social communication Campaign
- A skilled and experienced professionals team of media communication, SBCC and social mobilization.
- The team has good experience in working with Adolescent, youth, women and ethnic and minorities groups
- The team has good experience in working with development sector program
- The team is open to learn from all potential stake holders and actors

awareness
Description of actual services provided by your staff within the assignment: - Collection of documents on adolescent hygiene issues of the CHT - Desk review of relevant documents - Need Assessment meetings in CHT with targeted participants - Content Development Workshop - Material development - Material pre testing - Assignment complementation and study report - Collected the following documents for review - MENSTRUAL HYGIENE MANAGEMENT, UNICEF - Hygiene for good health by Ritu - Menstrual Hygiene – by National rural Health Mission - Tackling Menstrual Hygiene taboos by UNICEF - Promotion of Menstrual Hygiene among Adolescent – Rural Health Mission - Menstrual Hygiene management guide by SAVE the Children - Training Module for ASHA on Menstrual hygiene - Menstrual Hygiene guide by UNICEF - MHM Training guide by WATERAID

Assignment name: Developing an animation series of Bangabandhu Sheikh Mujibur Rahman (KHOKA)	Country: Bangladesh Location within country: Dhaka
Name of Client: Mobile Game & Application	Address: ICT Tower (7th Floor), Agargaon.

and Skill development Project, ICT Ministry	Dhaka
Duration of assignment (months): Start date (month/year): Completion date (month/year): 21 August 2022 on going	Total No of staff-months of the assignment: 72 Staffs
Approx. value of the contract (in current BDT): BDT 19,088,000.00	
Name of associated Contractors, if any: Mohammad Anwar Hossain Project Director +88-02-41024240, Mobile :01710904099	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader etc): - Pulak Raha- Executive Director - Chowdhury Moshur Rahman - Animation Director - Soul Hacha- Layout Director - Alak Dasgupta: Creative Director - Imran Hossain: Background Director - Kazi Jamman - Director Admin
Narrative description of Project: The main objective of this project is to develop a 2D classic animation film for nationwide campaign on the life of Bangabandhu Sheikh Mujibur Rahman. Major task were conduct research, story development, animation film development, Training on 2 classic animation production, Marketing an campaign	
Description of actual services provided by your staff within the assignment: Our Actual achievement: Research conducted, Story developed, Animation work on going, Training module developed.	
Assignment name: Meena animation episodes	Country: Bangladesh Location within country: Dhaka

Work log sheet:

DATE / / OM OT OW OT OF OS OS NOTES

Week 1

- ☐ Stakeholder list meeting arrangements.
- ☐ Project Closing PPT discussion.
- ☐ BIWTA conceptual ice-breaking and brainstorming meeting.
- ☐ Categorizing stakeholders

Week 2

- ☐ PPT on AFP project closing final submission.
- ☐ Preparing weekly meeting minutes.
- ☐ Preparing Questionnaire.

Week 3

- ☐ Preparing meeting minutes
- ☐ Questionnaire list finalization.
- ☐ Finalizing stakeholders list.
- ☐ Setting probable date for meeting with different stakeholders.
- ☐ Tot for survey.

Week 4

▣ BIWTA data collection.

▣ BIWTA data sorting assisting.

▣ Final strategy designing for the BIWTA report.

▣ Preparing meeting minutes.

Week 5

- ☑ BIWTA report writing
- ☑ BIWTA planning
and Strategy development assisting.
- ☑ Writing weekly meeting minutes,

Week 6

BIWTA report writing.

First draft submission of BIWTA.

Preparing meeting minutes.

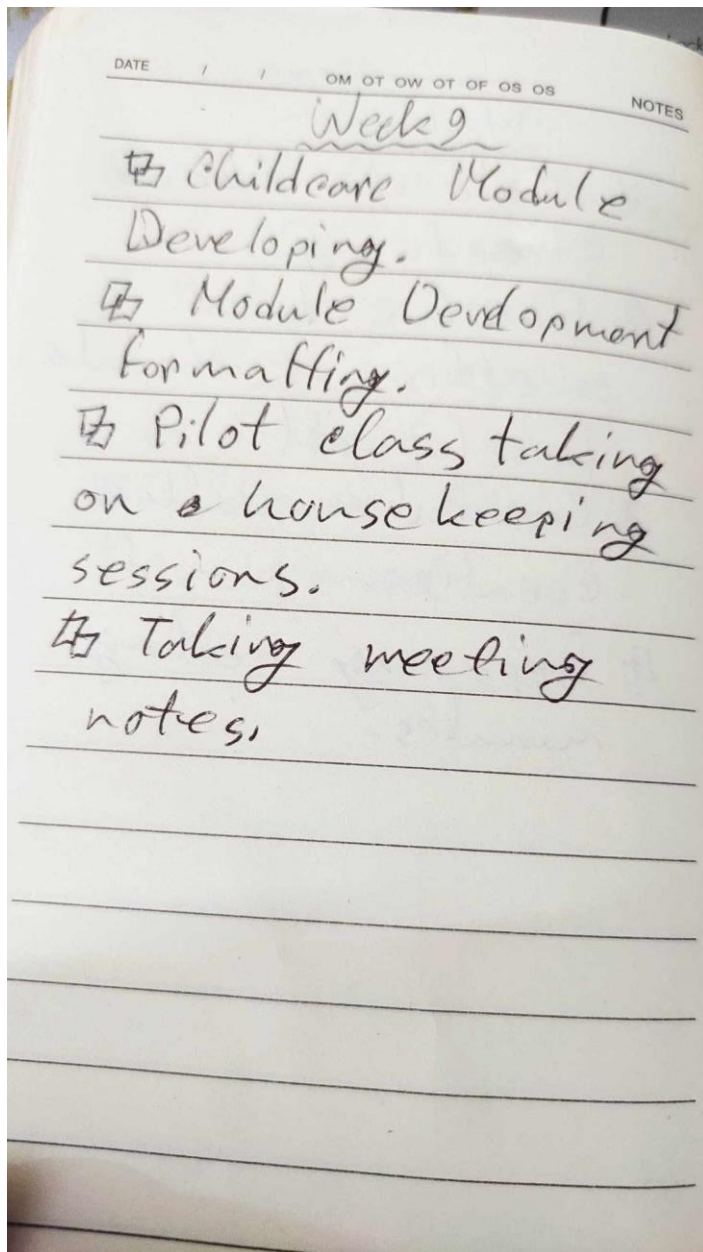
Preparing summarized PPT for stakeholders' meeting.

Week 7

- ▣ Final Draft submission of BIWTA project.
- ▣ Preparing weekly meeting reports.
- ▣ ~~E~~ Debrief of childcare module Development.

Week 8

- ▣ Childcare Module Structuring.
- ▣ Baseline data collection of Module Development.
- ▣ Curriculum Outline Creation.
- ▣ Preparing meeting minutes.



Week 10

- ☑ Pilot class facilitating of childcare module.
- ☑ Final Draft of childcare module submission.
- ☑ TOR reading and Bidding Based on accuracy.
- ☑ Proposal Writing.

Week 11

- ☒ Proposal Writing,
- ☒ TOR Bidding,
- ☒ Incorporating corrections in child care development module.

Internship Outcome:

My internship journey started with a few known faces and some unknown faces. But as I was not stepping out of any comfort zone, I thought that it will be easier for me to handle the internship with my duties and other responsibilities. Instead of that, it was more hectic than I could even imagine. There were a few weeks where I did not have much of workloads. But there were a few weeks where I started crying in the fear of meeting the deadlines. But all the way long it was a very diversified but very fun journey. I have learned from a lot of people from different sectors. I have gained some knowledge and developed some soft skills that no one can take away from me.

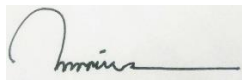
Realization:

I was one of those students in my university who was always prepared to do group works/projects on her own. In fact, there were a few assignments that I had to do alone. To be very honest, I used to enjoy that I was having full control over my works and responsibilities. But while doing a full-time internship while focusing on varieties of projects under different reporting-persons actually helped me to come out of the comfort zone. I have learned to work collaboratively. I never realized it before that I was never working collectively before this internship. In fact, it had become a habit of working alone that has changed after the internship.

Conclusion:

As I reflect on my journey as a Junior Communication for Development intern, I am struck by the profound impact this experience has had on both my professional and personal growth. Over the past 15 weeks, I have been immersed in a dynamic environment that challenged my skills and expanded my understanding of strategic communication in the context of development.

My role allowed me to contribute to meaningful projects, such as [mention specific projects or campaigns], where I applied my theoretical knowledge in practical scenarios. This not only enhanced my skills in [list a few skills like content creation, strategy planning and management, etc.] but also gave me a unique insight into the complexities and nuances of communication in the development sector. I am particularly proud of [mention a specific achievement or contribution], which was a significant learning milestone for me.

A handwritten signature in black ink, appearing to be 'Imma', followed by a horizontal line.