



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Department of Media Studies & Journalism

Internship Report

Prepared by:

Name: Tafannum Alam

ID: 172012012

Term: Summer 2022

Course Code: MSJ11498

Host Organization: Amal Foundation



Submission Date: September 13, 2022

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Student Details

Name: Tafannum Alam

Student ID: 172012012

Department: Media Studies & Journalism

Major Concentration: Digital Journalism

Minor Concentration: Sustainable Development Studies

Career Goal: To develop my career through a challenging position at a reputable company where I can develop new abilities, utilize my learning outcomes, and aid in the expansion of the company.

Internship Details

Host Organization:	Amal Foundation
Address:	House 2/4, Lalmatia Block #F, Dhaka 1207
Web:	https://www.amalbangladesh.org/
Host Organization Supervisor	Sarah Jabeen Kristy
Designation	Head of Programs
Internship Area	Project Development Intern
Internship Start Date	16 Jun 2022
Internship End Date	28 Aug 2022
Average Working Hour	9 Hours
Weekly Working Hour	45 Hours
How Many Weeks	11 Weeks

Acknowledgment

To begin with, I would like to show my heart and soul gratitude to my creator who constantly supported and helped me throughout my journey.

In order to successfully construct any project, a person needs constant support from the beloved ones, both mentally and emotionally. There were days, I believed less in myself, and I had people who constantly supported me. Without their contribution, I would not have reached this far.

At first, I would like to thank my family for providing me their innumerable support and love. Then, my friends who supported me both academically and mentally sharing their internship experiences with me.

I can never be thankful enough to my internship advisor, A F M Moniruzzaman Shipu sir, Assistant Professor of Media Studies and Journalism (MSJ) department. Throughout my internship period, he was always available to communicate for any sort of help, guidance, information and mental aid. His countless help made me believe in myself and motivated me to put my best effort on this report.

Next, I would like to thank my host organization supervisor, Sarah Jabeen Kristy ma'am for continuously supporting me and providing her valuable feedback time to time. Her feedback guided me how to work on my mistakes and bring out the best of a project.

Nevertheless, my colleagues who helped me with necessary information and gave me the opportunity to comfortably assist them in major projects.

My experience of working at Amal was an exciting journey. Everyday, I learned new things, achieved new ideas, and got appreciated for my progress. This unforgettable journey prepared me for my future professional ventures and guided as a roadmap to my future goals.



MSJ041

PLAGIARISM DECLARATION

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

Name: Tafannum Alam

ULAB ID: 172012012

Signature _____



MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name Tafannum Alam ID No: 17201201

Major: Digital Journalism Year: 2022

Local Phone: 01758319952

Email: tafannum.alam.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Amal Foundation

Internship /Project Report

Topic: Internship Report

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

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____ Date: 13.09.2022

Name: A F M Moniruzzaman Shipu Title: Assistant Professor

E-mail: afm.moniruzzaman@ulab.edu.bd Phone: +880 1711-272437

Introduction

Besides practicing journalism, I always had the desire to work in a development sector. Amal Foundation is a growing non-governmental organization that mostly prefers to work with the youth. While working in Amal, I learned many forms of communication skills with the stakeholders as well as various aspects of development sectors. I used to work as a project-development intern in the project team.

My main responsibility was communicating with the stakeholders and let them know the progress of an on-going project. Besides, I used to convey the messages to my reporting supervisor. While working in Amal, my tasks were not limited to just communication but also boundless to many aspects of developing a project such as: assisting in campaign designing, developing ideas, preparing concept notes, MoU, confirmation letter and budget.

Since, I belong to a traditional journalism academic sector, I was initially anxious and less confident if I could perform well and deliver in the right way. Even though, I chose sustainable development studies as minor and knew how to imply my knowledge in a development sector but the professional development sector has many different aspects, I was unaware of. In the beginning, my time management skills were very poor and it took me a week to understand the first task I was assigned and finally complete it.

At the very beginning, I was assigned to edit Amal Foundation's existing documents and create a fresh copy out of it. Then, I was assigned in an upcoming campaign of them with the renowned brand Coca-Cola. Initially, I just used to communicate with the stakeholders, present ideas to them and take meeting minutes.

I used to be very anxious while communicating with the stakeholders because it was my first professional communication with people. Besides, while explaining plans, I used to get very nervous and miss out information. Then, I started the practice of taking notes and this habit made me remember important points and explain them better.

While working at Amal, I learned new things everyday. I made many mistakes and learned from my mistakes too. My supervisor and colleagues helped me quite a very much during my internship period. They taught me how to deal with stakeholders, how to convey them messages time to time, how to mend my mistakes and work on them and how to multitask. I came across many talented development sector workers during my internship who helped me throughout my journey to bring out the best of myself.

Expectations/Objectives

Internship is the best opportunity to imply the knowledge gathered from the academic life. Being a student of Media Studies and Journalism (MSJ) with a Digital Journalism Major, I had the concession of working with a rising Development Sector; Amal Foundation. While completing my internship, I expected to:

1. Expand my writing skills.
2. Develop and improve my communication skills.
3. Work in a team.
4. Work under pressure.
5. Technically and smartly solve problems
6. Assist to design projects.
7. Convey proper information.
8. Maintain strict deadlines.
9. Improve multitasking skills
10. Imply academic theories and lessons achieved from ULAB.

Objectives:

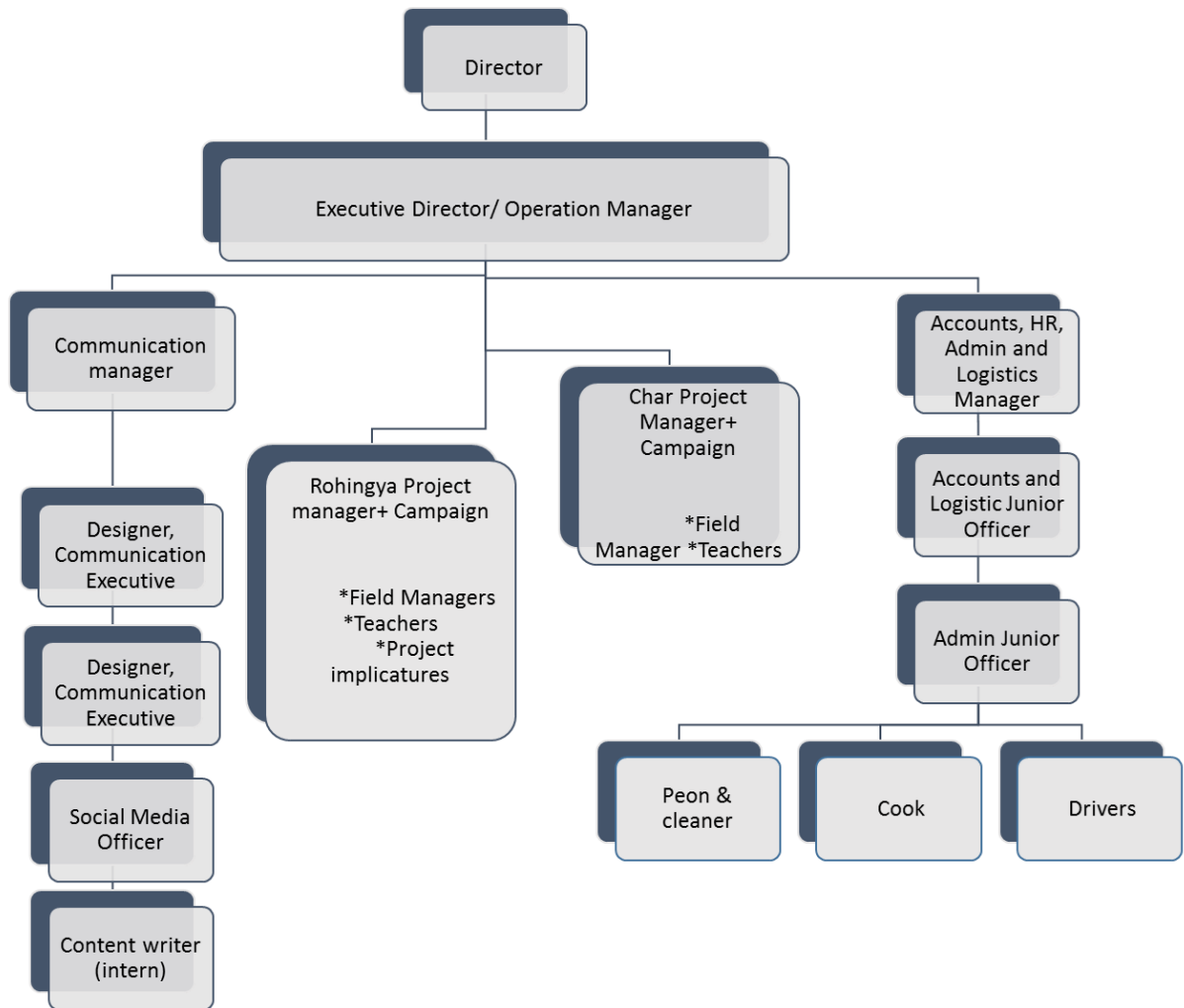
1. Maintain a professional relationship with co-workers.
2. Provide my best effort to the organization.
3. Learn new skills that are different from my academic knowledge.
4. Maintain confidentiality of information.
5. Maintain honesty and transparency with the organization.

Host Organization

The Arabic word “Amal” stands for hope. Lighting up the glimmer of hope is the fundamental spirit of Amal. Amal Foundation principally focuses on education, emergency response, health, and women's empowerment. Along with working with the exiled communities who live in the subtidal regions situated in the North, opening the door to healthcare services and centers, constructing schools for the underprivileged children, and providing the necessary aid like food, shelter, and clothes as well as generating skill and training centers for the female Rohingya Refugees, Amal has contributed to countless projects since 2014. Nevertheless, since its foundation, the organization witnessed massive growth followed by achieving a numerous number of members and well-wishers across the world.

Amal’s mission is to build a country where every child is educated, every woman is empowered, every individual has access to healthcare, and ensure everyone’s prosperity and well-being.

Organogram



Work Environment

The work environment of Amal Foundation is very pleasing and friendly. In addition, each team has a very good professional relationship with other teams. Everyone is humble and helpful over there. Every time I faced any obstacles, I could easily ask for help without any hesitation. Besides, Amal often organizes many events for their employees to motivate them and refresh their minds.

Tasks

As a project development intern, I was assigned the following responsibilities:

1. Assist in designing campaigns
2. Share ideas to develop projects
3. Assist in developing website
4. Communicate with the stakeholders
5. Prepare necessary documents
6. Send official emails
7. Work to plan logistics of a project
8. Prepare slogans for campaigns
9. Assist in preparing budget
10. Attend important events by various NGOs, take ideas and implement them in new projects

Project Details

Project 1

Project Name: Profile of Amal

ProjectDescription: Amal's profile mainly focuses on the summary,mission,vision,goals,projects and acknowledgements. I was asked to modify the content and design of the profile.

My Responsibilities:

1. To change the font design
2. To paraphrase the whole document
3. To add recent projects of Amal
4. To add designs using Canva.
5. To add recent acknowledgement of Amal
6. To categorize Amal's projects under its 5 pillars.
7. To categorize Amal's projects under Sustainable Development Goals.(SDGs)

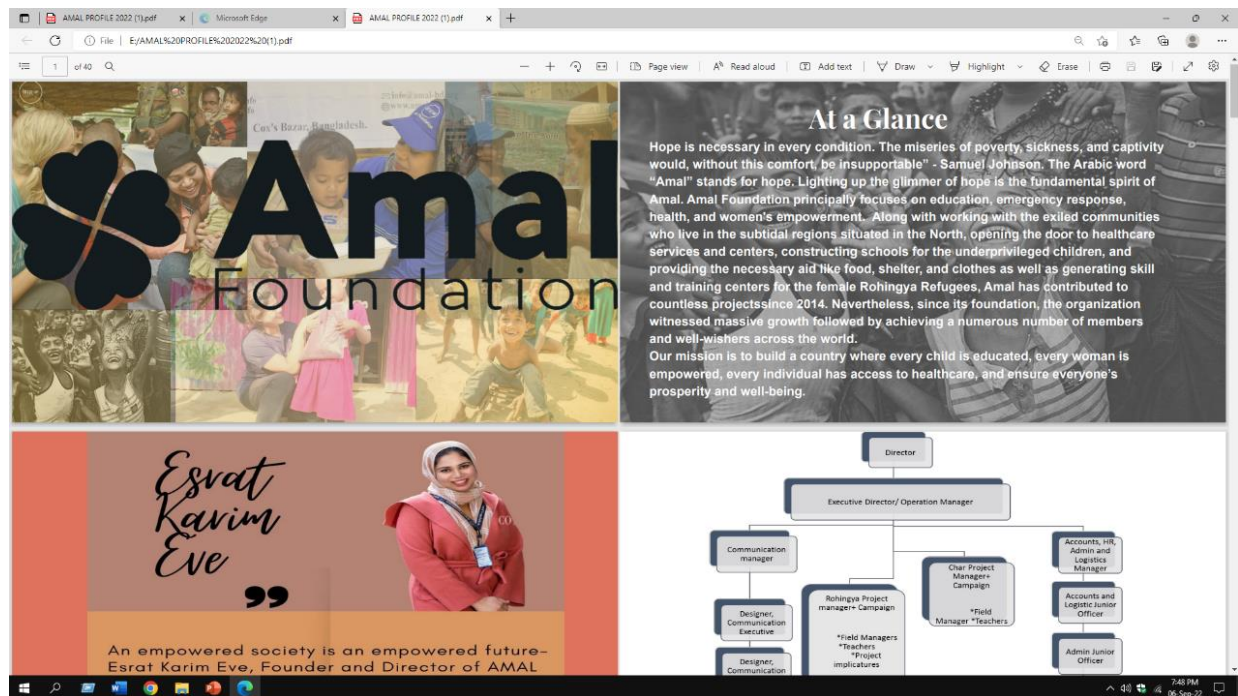


Figure 1.1: Introduction of Amal Foundation

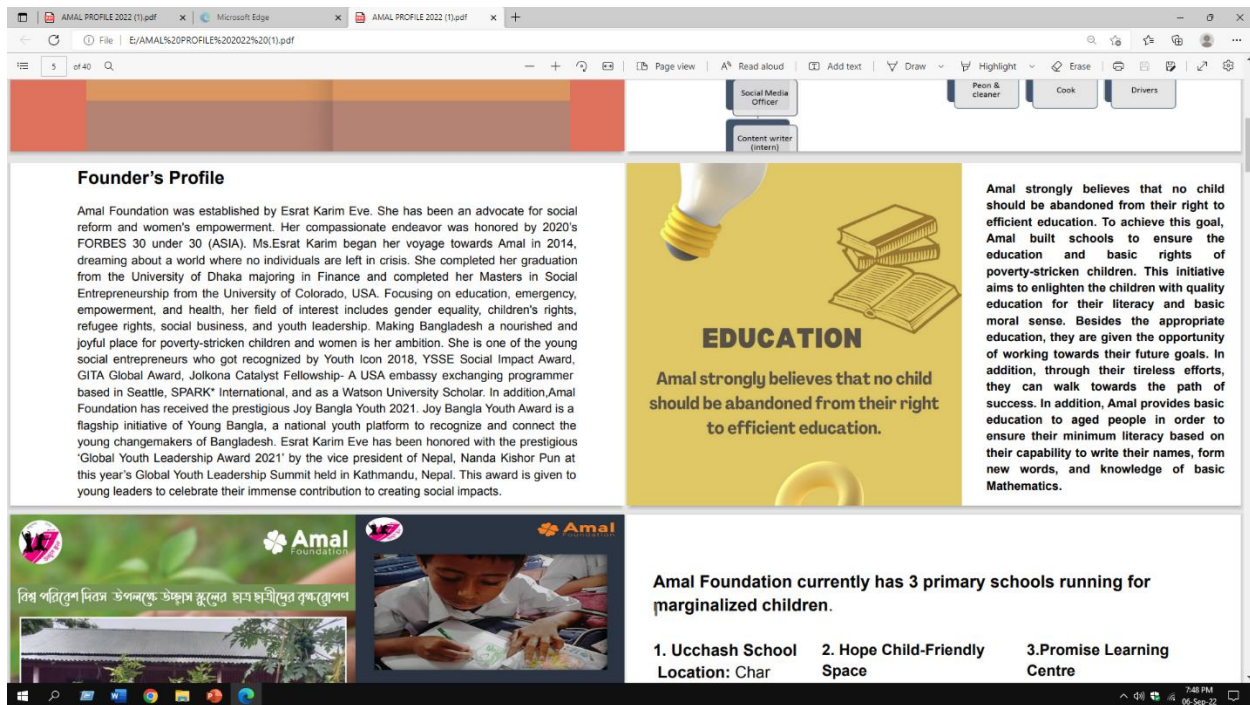


Figure1.2: Founder's profile and Amal Foundation's Educational pillar

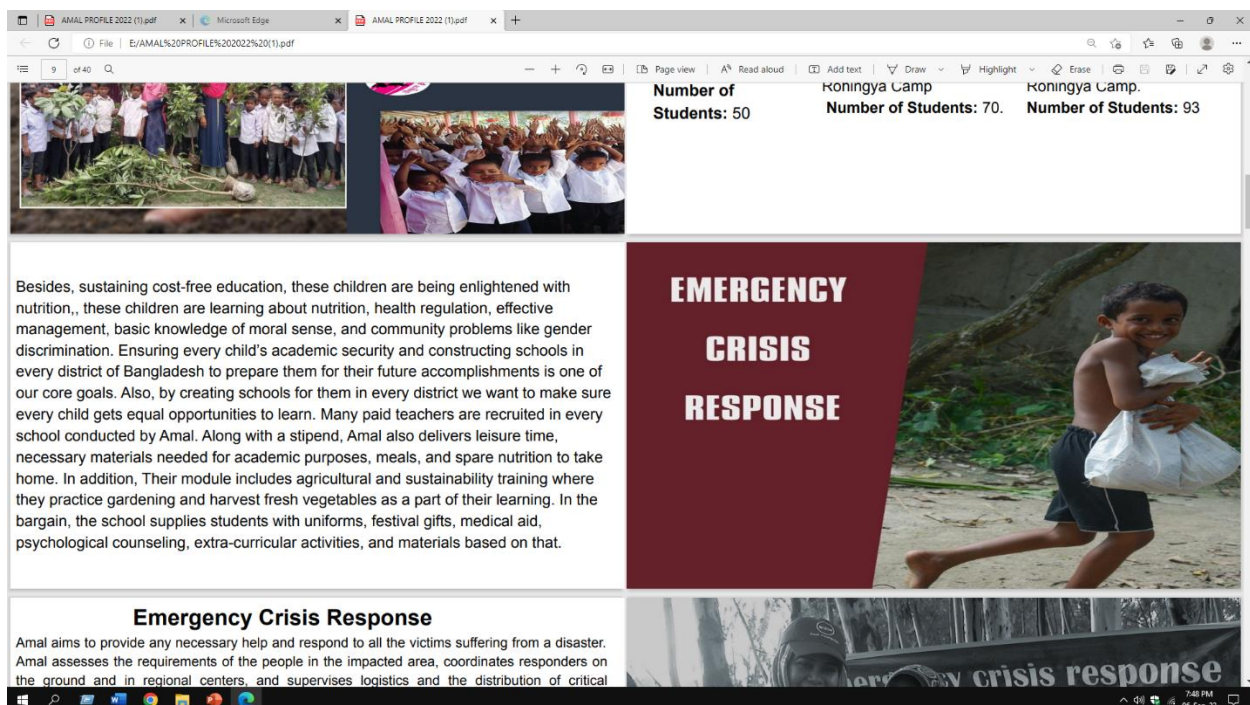


Figure1.3: Amal Foundation's Emergency Crisis Response

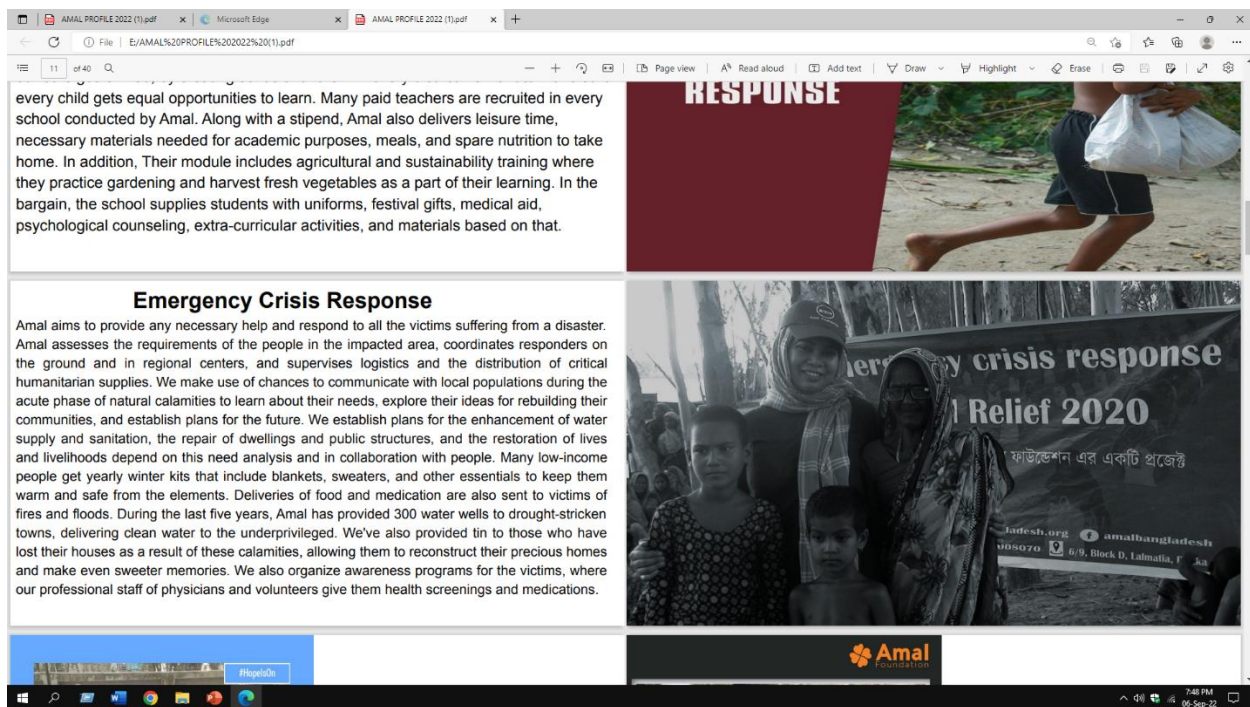


Figure1.4: Amal Foundation’s Emergency Crisis Response (2)

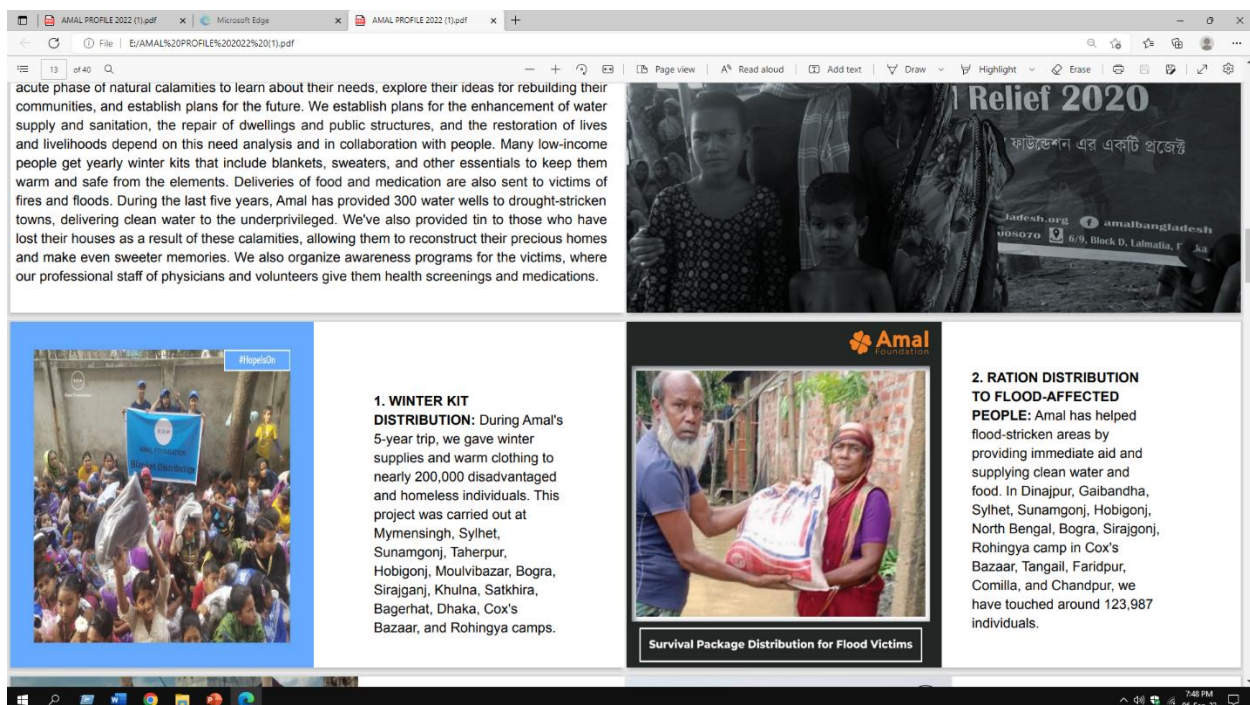


Figure1.5: Amal Foundation’s initiatives on Emergency Crisis Response

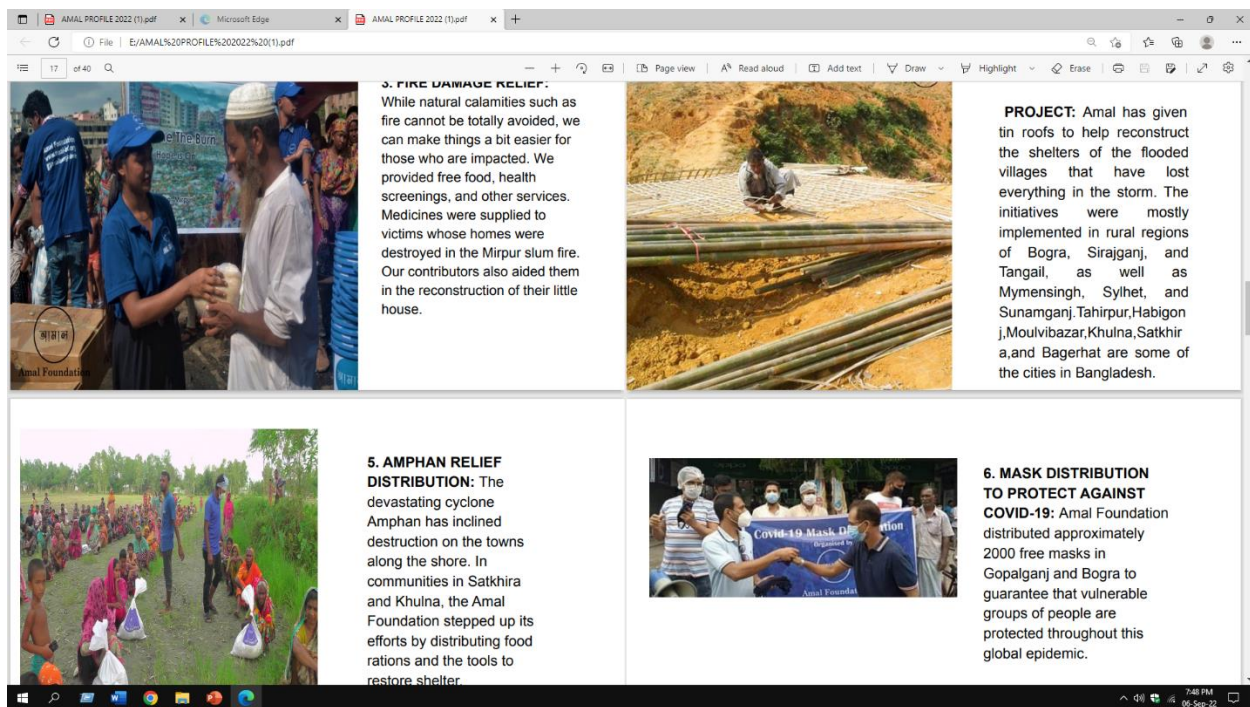


Figure 1.6: Amal Foundation's initiatives on Emergency Crisis Response

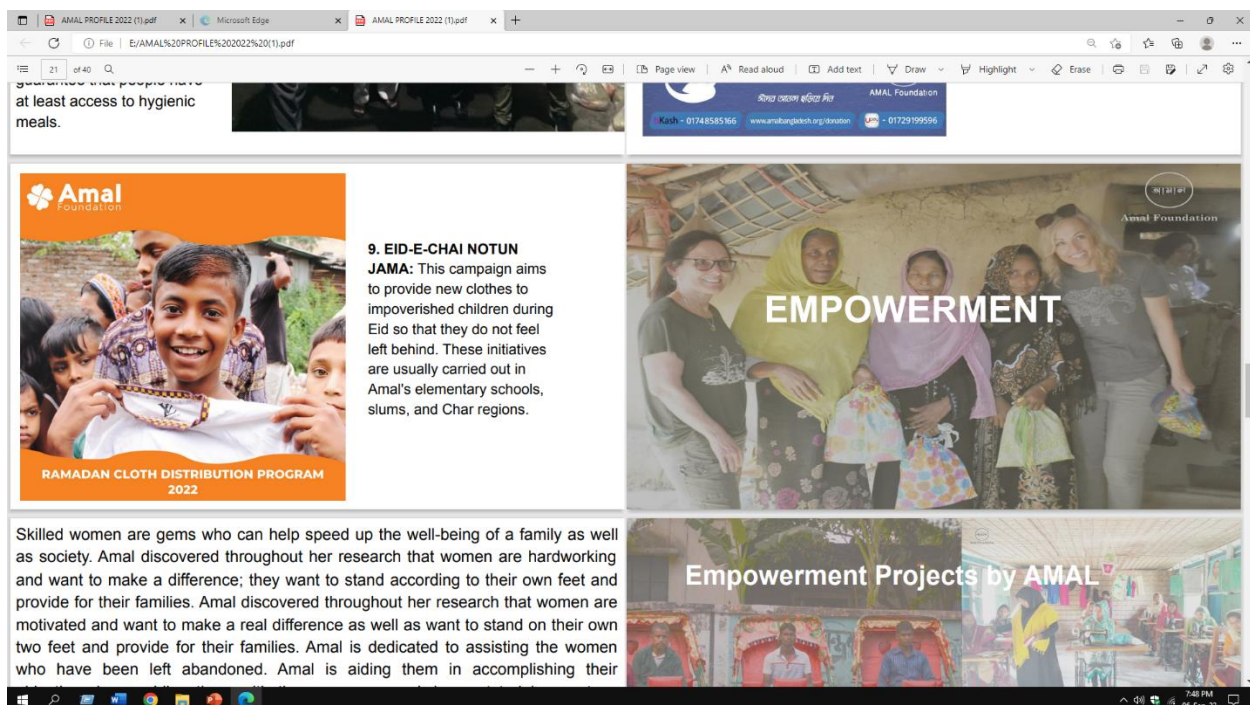


Figure 1.7: Amal Foundation's second pillar: Empowerment

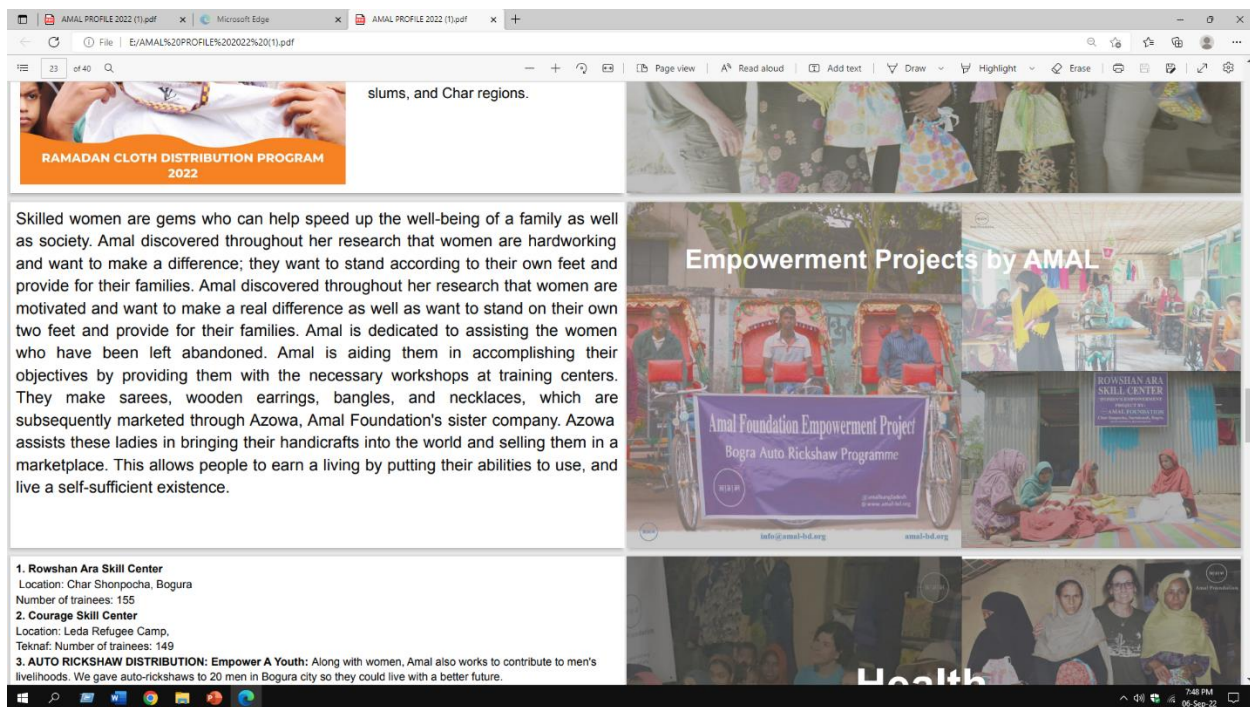


Figure 1.8: Amal Foundation's Projects under Empowerment pillar

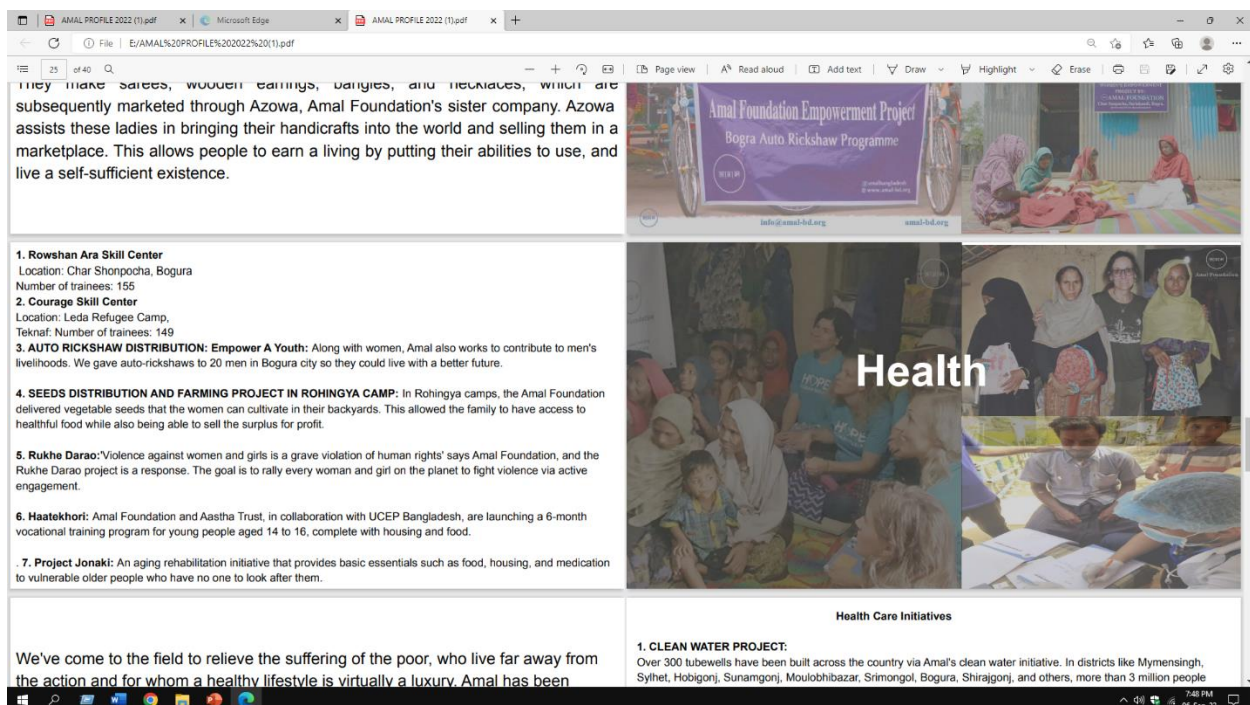


Figure 1.9: Amal Foundation's 3rd pillar; health

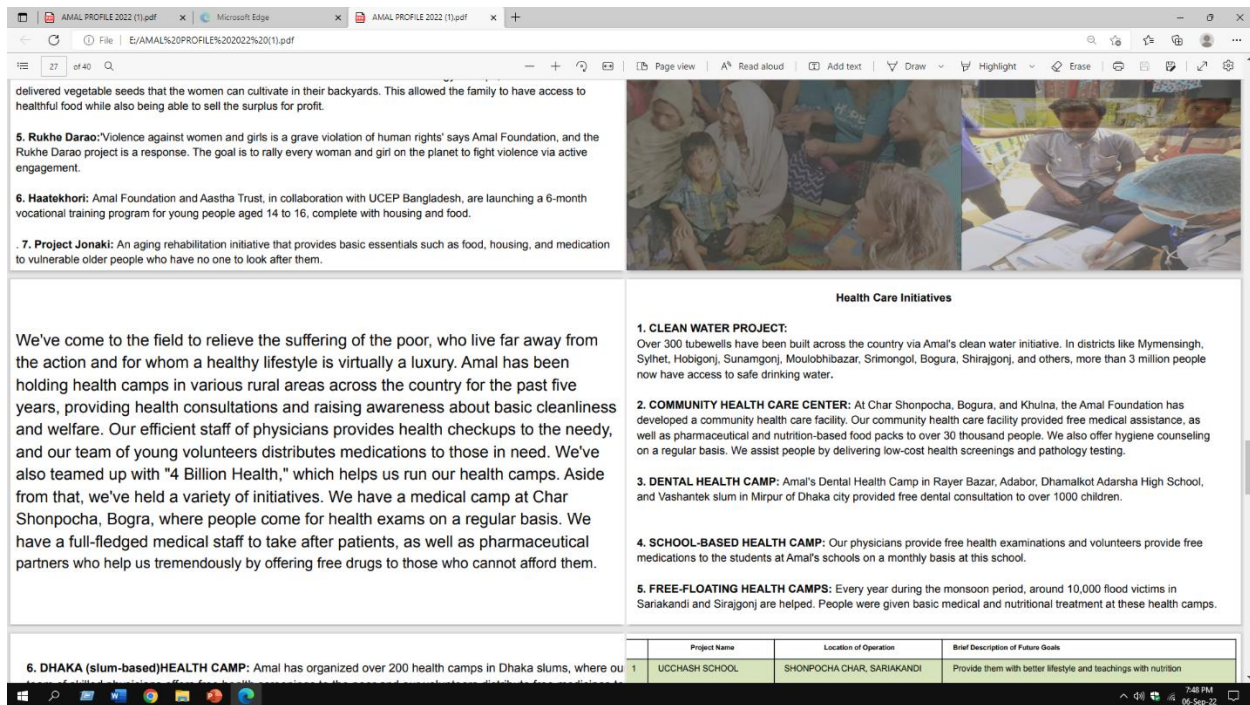


Figure 2.1: Amal Foundation's health care initiatives.

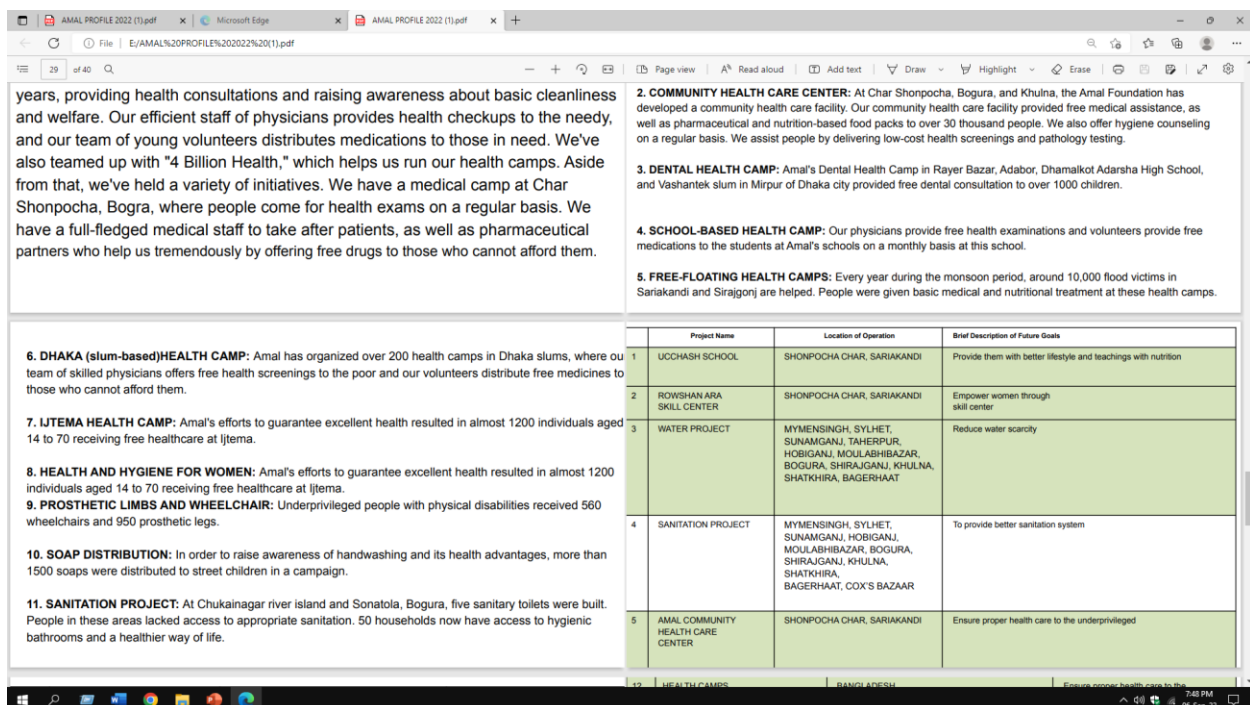


Figure 2.2: Amal Foundation's health care initiatives.

7	AMAL-ONE UMMAH MODEL VILLAGE	BLOCK-18, HAKIMPARA, TENKHALI	Make sustainable shelters for the refugees	13	WOMEN HYGIENE SESSIONS	BLOCK-18, HAKIMPARA, TENKHALI, CHAR SHANPOCHA, BOGURA, MIRPUR-2	To make them understand the importance of hygiene
8	DEEP TUBEWELL PROJECT	MYMENSINGH, SYLHET, SUNAMGANJ, TAHERPUR, HOBIGANJ, MOULABHABZAR, BOGURA, SHIRAJGANJ, KHULNA, SHATKHIRA, BAGERHAAT	Reduce water scarcity	14	DRY FOOD DISTRIBUTIONS	BLOCK-18, HAKIMPARA, TENKHALI, LEDA ROHINGYA REFUGEE CAMP, TEKNAF	To provide them with ample ration to run their families
9	SHOWERS & TOILETS PROJECT	BLOCK-18, HAKIMPARA, TENKHALI	To provide better sanitation system	15	HOT FOOD DISTRIBUTIONS	LEDA ROHINGYA REFUGEE CAMP, TEKNAF, BLOCK-18, HAKIMPARA, TENKHALI	To ensure proper protein and nutrition intake
10	HOPE CHILD FRIENDLY SPACE	BLOCK-18, HAKIMPARA, TENKHALI	Ensure proper education and religious knowledge to the Rohingya kids	16	WOMEN HYGIENE KIT DISTRIBUTION	BLOCK-18, HAKIMPARA, TENKHALI, LEDA ROHINGYA REFUGEE CAMP, TEKNAF	To make them understand the importance of hygiene
11	MOSQUE & MAKTAB	BLOCK-18, HAKIMPARA, TENKHALI	To provide protected religious space	17	EID PACK DISTRIBUTION	LEDA ROHINGYA REFUGEE CAMP, TEKNAF, BLOCK-18, HAKIMPARA, TENKHALI	To ensure proper food and new clothes
18	VEGETABLE PROJECT	BLOCK-18, HAKIMPARA, TENKHALI	To ensure their food and keep the environment green	23	AZOWA	DHAKA	Our vision is to establish a better, developed community by imposing empowerment of women.
19	IFTAR PACK DISTRIBUTION	LEDA ROHINGYA REFUGEE CAMP, TEKNAF, BLOCK-18, HAKIMPARA, TENKHALI	To ensure a proper meal after the fast	24	EID E CHAI NOTUN JAMA	DHAKA, BOGURA, SIRAJGONG, PATUA, KHALL, SYLHET, ETC	To provide them with new clothes
20	HEALTH CAMPS	DHAKA, SIRAJGONG, BOGURA, HOBIGONJ, SYLHET, GAZIPUR	To provide basic health checkups and medicines	25	BLANKET DISTRIBUTION	DHAKA, BOGURA, SIRAJGONG, PATUA, KHALL, SYLHET, ETC	To keep the distressed ones warm during winter.
21	FLOOD RELIEF	SIRAJGONG, HOBIGONJ, SYLHET, BOGURA, DINAUPUR	To support with basic goods during emergencies	26	WINTER WEAR DISTRIBUTION	DHAKA, BOGURA, SIRAJGONG, PATUA, KHALL, SYLHET, ETC	To keep the distressed ones warm during winter.
				27	DAILY TIFFIN DISTRIBUTION	SHONPOCHA CHAR, SARAKANDI	To ensure proper nutrition to the kids
				28	KURBANI PROJECT	MYMENSINGH, SYLHET, SUNAMGANJ, TAHERPUR	To ensure all marginalized communities can be part of annual celebration of Eid.

Figure 2.3: Amal Foundation's projects

43	USHKOTAR JATRA (WINTER AID DISTRIBUTION)	CHAR AREAS OF BANGLADESH	To provide blankets to the underprivileged people and ensure employment among local people of char areas.
44	STATIONERY DRIVE CAMPAIGN (POC FINANCE, FRESH STATIONERY, CAPTAIN PEN, AND GOOFI WORLD)	CHAR AREA	To provide necessary stationeries and school bags to the school-going children
45	WATER WELL PROJECT	REMOTE AREAS OF BANGLADESH	To ensure availability of freshwater among vulnerable people.

Sustainable Development Goals(SDGs) AMAL Targeted/Covered:

The core target and goal of Amal is to serve the underprivileged people by providing them all the necessary services so that they are not abandoned by any facilities and people all over Bangladesh are served evenly and free from any biases. Therefore, Amal has covered the following SDGs and is still working on many projects to make the world a better place for living for every individual.

1. No poverty(SDG 1)
2. Zero Hunger(SDG 2)
3. Good Health and well-being(SDG 3)
4. Quality Education(SDG 4)
5. Gender equality(SDG 5)
6. Clean Water and Sanitation(SDG 6)
7. Decent Work and Economic Growth(SDG 8) and
8. Reduced Inequalities. (SDG 10)

Sustainable Development Goals(SDGs) AMAL Targeted/Covered:

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7. Decent Work and Economic Growth(SDG 8) and
8. Reduced Inequalities. (SDG 10)

Figure 2.4: Amal Foundation's Projects and Sustainable Development Goals (SDGs) covered

My Mistakes:

1. At first, I out the pervious logo of Amal Foundation
2. I accidentally modified their **annual report** instead of **portfolio**.

Learning Outcomes:

1. Practiced designing with Canva
2. Improved paraphrasing and writing skills
3. Improved knowledge on organization.

Project 2

Project Name: Coca-Cola Campaign; “Rakhbo Shundor, Nijer Shohor”

Project Description: Coca-Cola has previously worked in a campaign named “world without waste” in various places of South Asia. Followed by that, Coca-Cola and Amal Foundation collaborated to conduct a campaign “Rakhbo Shundor, Nijer Shohor” campaign in Mymensingh. The campaign is to take place on October 2022. The campaign will be executed in three stages for two days. At first, an inauguration of the campaign will be conducted including honorable mayor of Mymensingh City Corporation, ADC, DOE and many other influential people of Mymensingh. Then in the second step, a cleaning drive by Dhrubatarata Youth Development Foundation’s (DYDF) volunteers will be conducted. The cleaning drive will take place on a day-long basis and the collected trash will be handed over to the recycler vehicle. On the other hand, in this campaign, 5 generic bins and one iconic bin will be installed by Coca-Cola and Amal Foundation. In the third step, a training session on Mymensingh City Corporation officials will be arranged based on how to train the trash collectors on waste segregation.

My Responsibility:

1. To present the whole campaign roadmap to Coca-Cola team.
2. Communicate with Coca-Cola’s sustainability and communication executive, Fareha Meem Raisa.
3. Update and discuss with her on every important thing on this campaign, including: budget, MoU, designs of the bin, t-shirt, cap and other logistics.
4. Come up with an iconic bin design
5. Assist Amal’s associate graphic designer with the design implication.
6. Conduct meeting every 10 days with the Coca-Cola team
7. Communicating with Asiatic to connect with Amal, as Amal being the first party and Asiatic the second.
8. Prepare Confirmation letter for Asiatic
9. Prepare invitation letter for Mymensingh City Corporation Mayor, DoE, ADC, and officials.
10. Prepare budget for logistical support from Coca-Cola.
11. Visit Honorable mayor of Mymensingh City Corporation to invite him for the inauguration of “Rakhbo Shundor, Nijer Shohor Campaign”.
12. Visit the site of cleaning drive (Jaynul Abedin Park, Mymensingh).

13. Observe how much trash will be collected from the park



Figure 2.5: Design of the previous Bin



Figure 2.6: Updated bin design

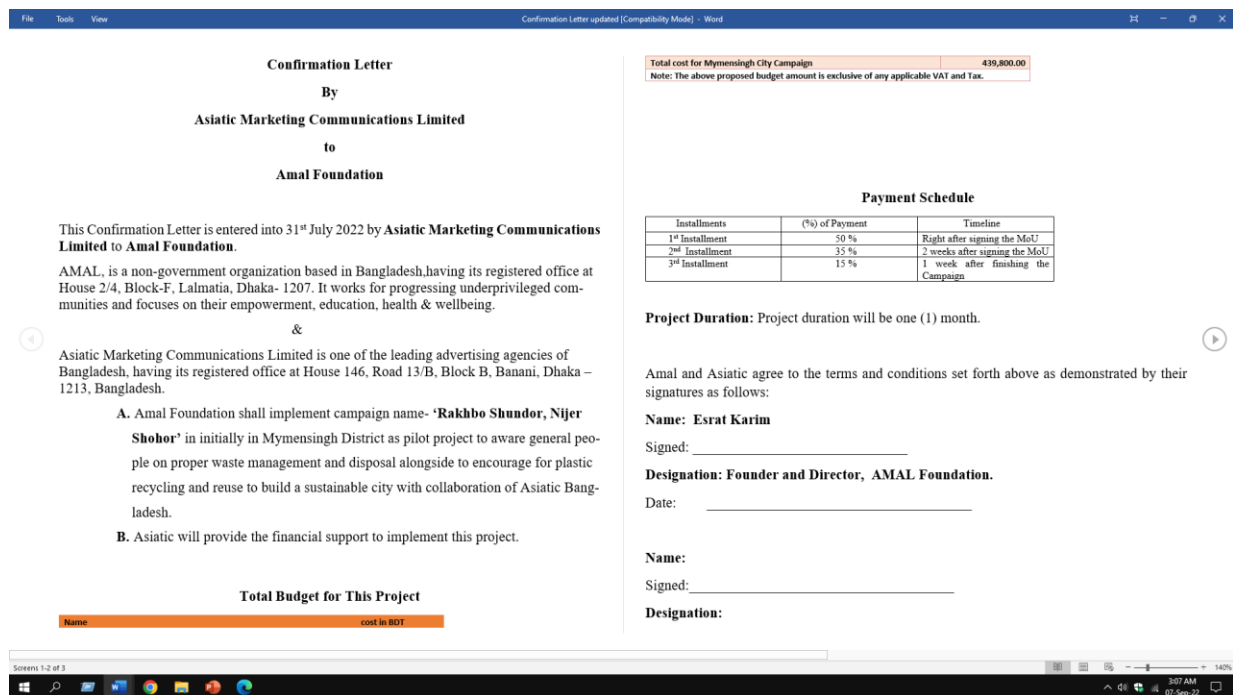


Figure 2.7: Confirmations letter with Asiatic and Amal.

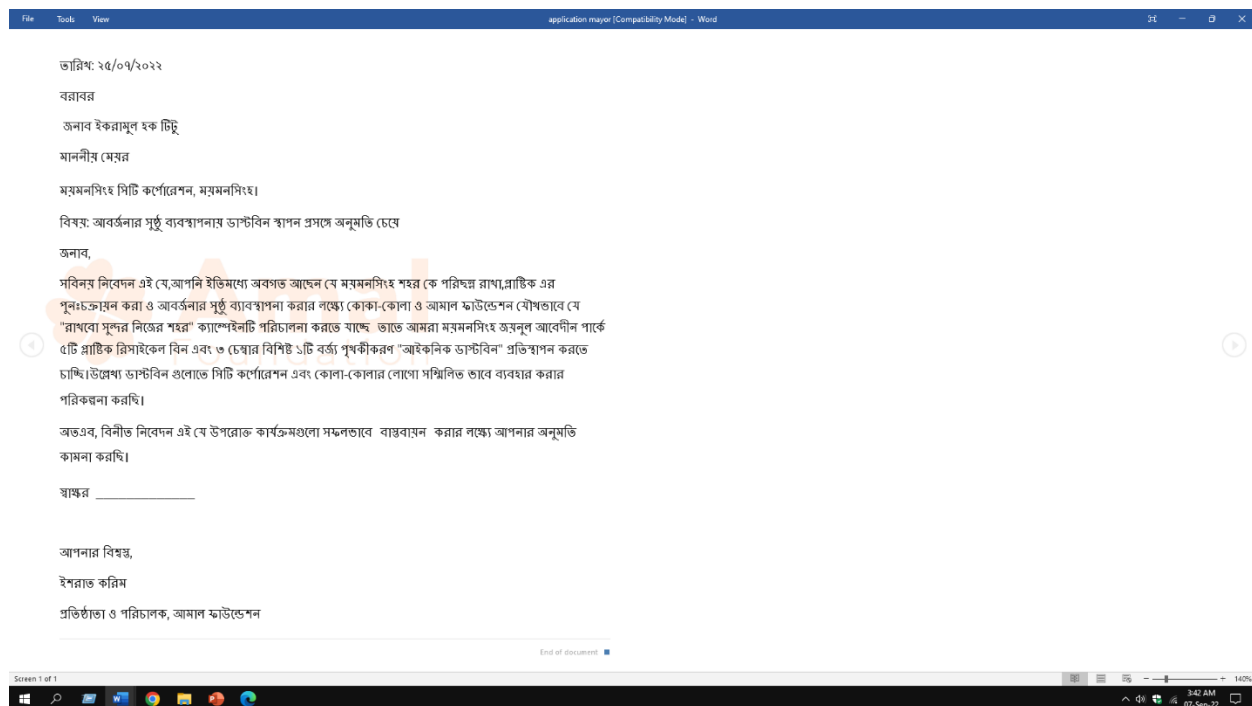


Figure 2.8: Invitation letter to Mayor of Mymensingh City Corporation

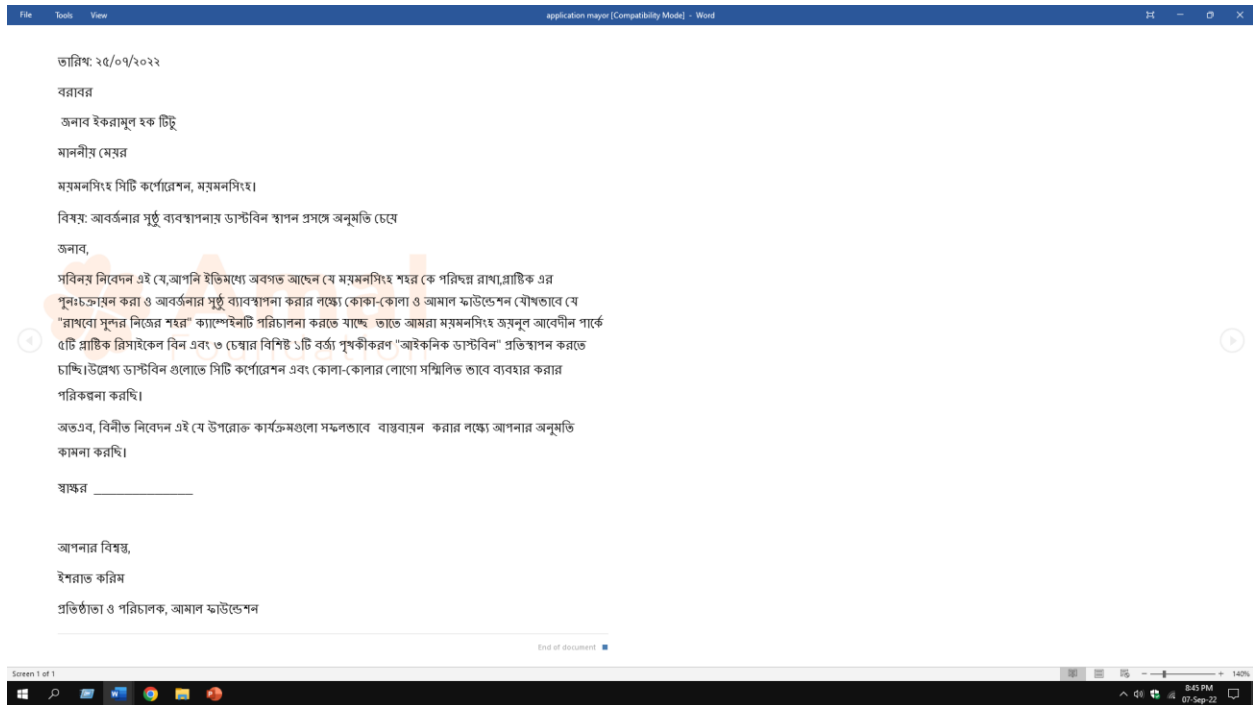


Figure 2.9: Application to Honorable Mayor for bin installation and use of city corporation logo



Figure 3.1: Visit to honorable mayor of Mymensingh City Corporation for the campaign's inauguration invitation.



Figure 3.2: Visit to cleaning drive site (Jaynul Abedin Park, Mymensingh).

My Mistakes:

1. I made a non-cost-effective bin design
2. I made many Bangla spelling error in the letters.
3. Instead of Confirmation letter with Asiatic, I made an MoU.

My Learnings: I worked the most in this project/campaign by Coca-Cola. Therefore, my learning achievements are innumerable in words, some of them are mentioned below:

1. I learned how to communicate with stakeholders in a professional manner
2. I learned how to prepare logistical budget
3. I researched about 3 compartment segregated bins, their cost, weight and effective installation
4. I learned how to stay patient when stakeholders do not like a design and re-design it for them
5. I learned how to write “Confirmation Letter”
6. I learned how to write formal letter in Bangla.

Project 3

Project Name: Honey disbursement Project by Amal and Marico

Project Description: Marico Bangladesh is a multinational consumer goods company. In the middle of July, Amal Foundation and Marico Bangladesh collaborated on a dispersal project to distribute Saffola Honey by Marico Bangladesh among people in various parts of Bangladesh. They are supposed to provide 79,553 pieces of honey bottles. Starting from marginalized people, students, children, old-age home members, orphans, madrasa students and many more beneficiaries will be provided the honey. The targeted areas where honey bottles will be provided are: Dhaka, Manikganj, Sirajganj, Bogra, Kurigram and Naogaon.

My Responsibilities:

1. To communicate with the senior brand manager and depot manager of Marico Bangladesh
2. To convey the message to the CEO of Amal from the stakeholder
3. To prepare the essential documents and reports
4. To decide locations and beneficiaries of honey disbursement
5. To be present during honey shipment
6. To communicate with the beneficiaries about sending them honey
7. To prepare honey disbursement report for Marico.
8. To send official e-mails.

The following images are the disbursement plan of Saffola Honey provided my Marico Bangladesh

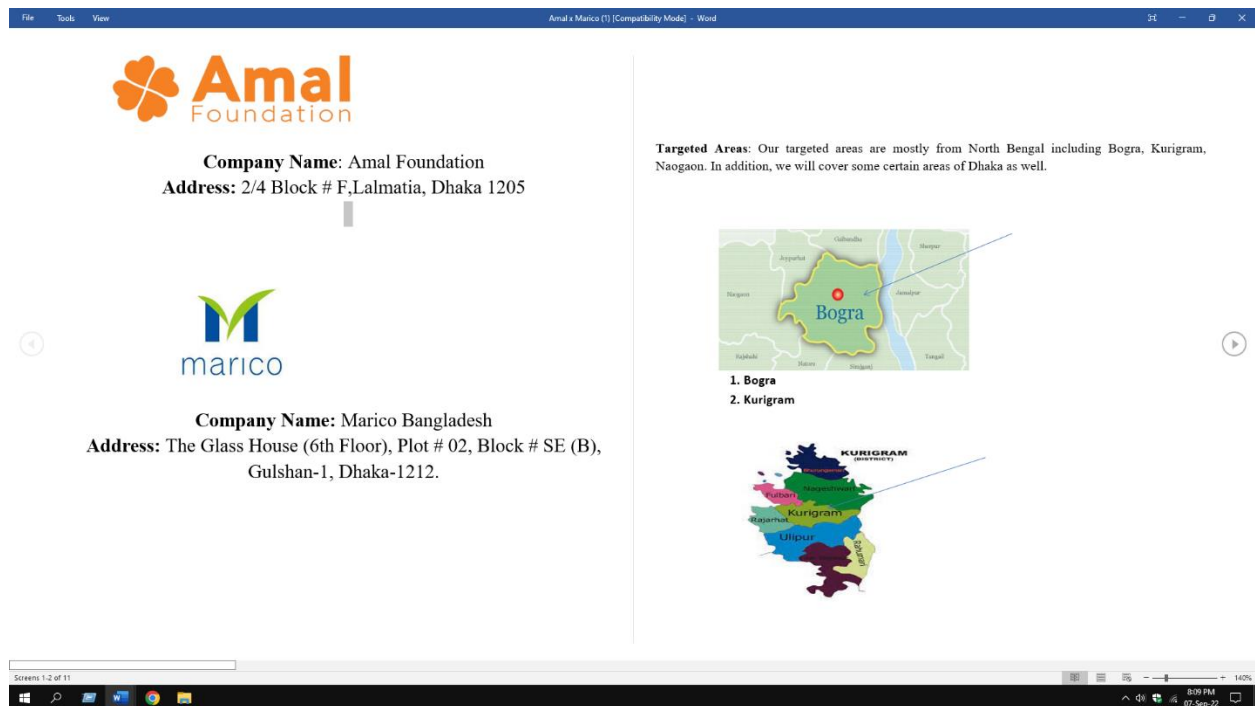


Figure 3.3: Amal Foundation and Marico Bangladesh’s information and Targeted areas of honey disbursement.

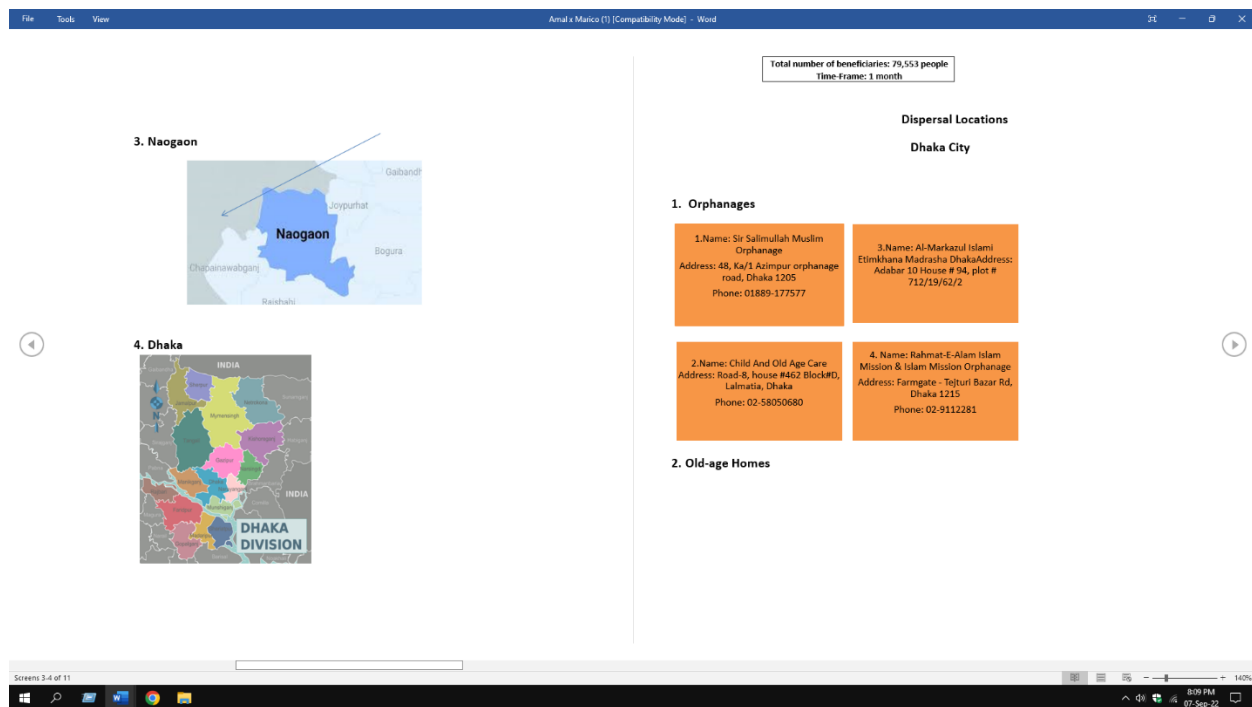


Figure: 3.4: Honey Disbursement's detailed locations

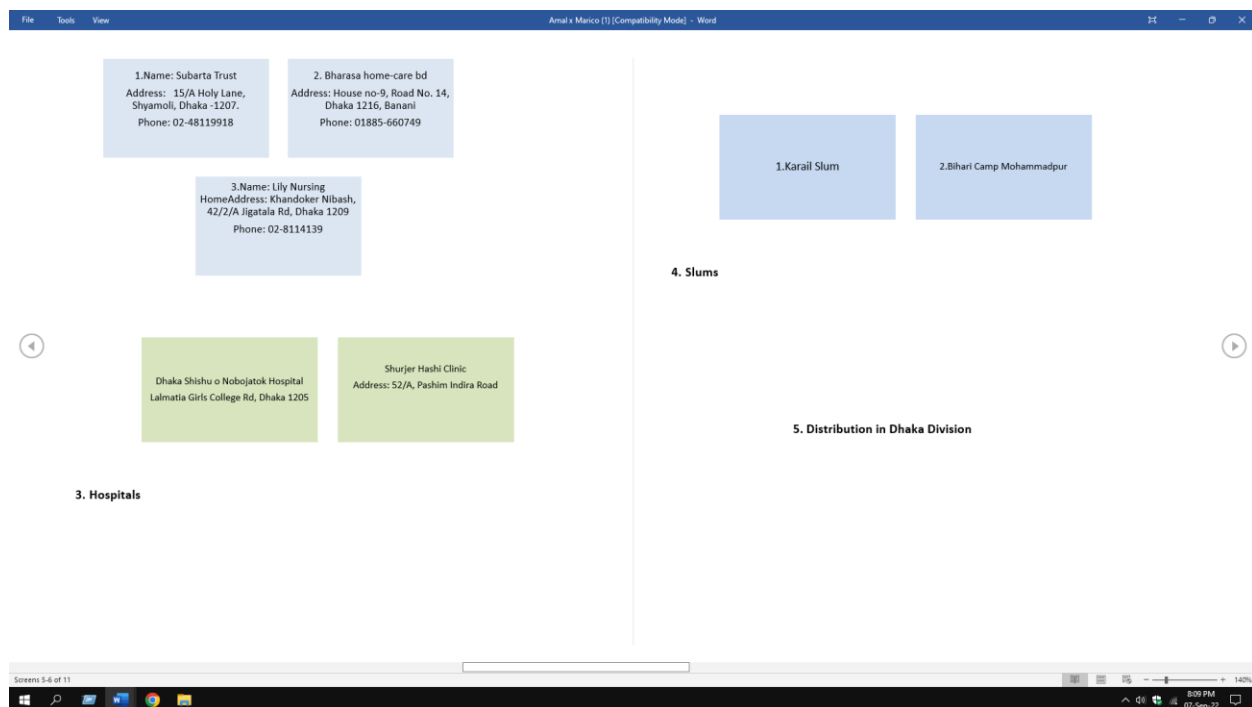


Figure: 3.5: Honey Disbursement's detailed locations

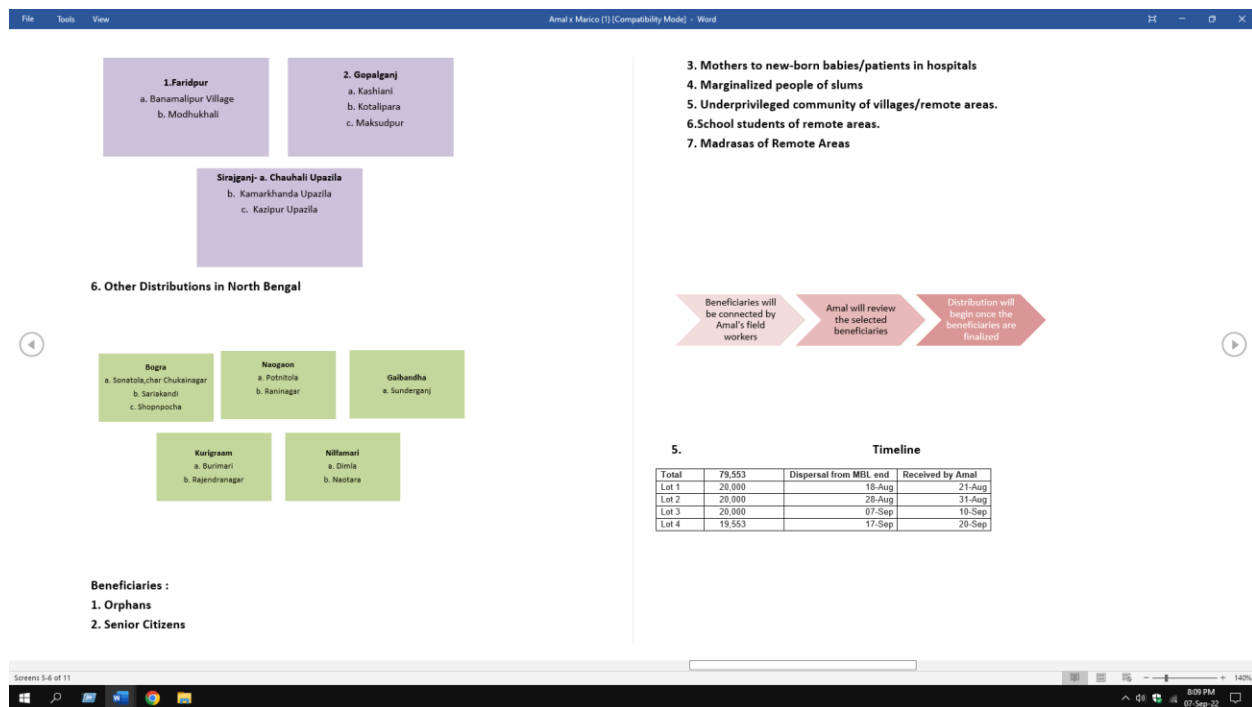


Figure: 3.6: Honey Disbursement's detailed locations and targeted beneficiaries

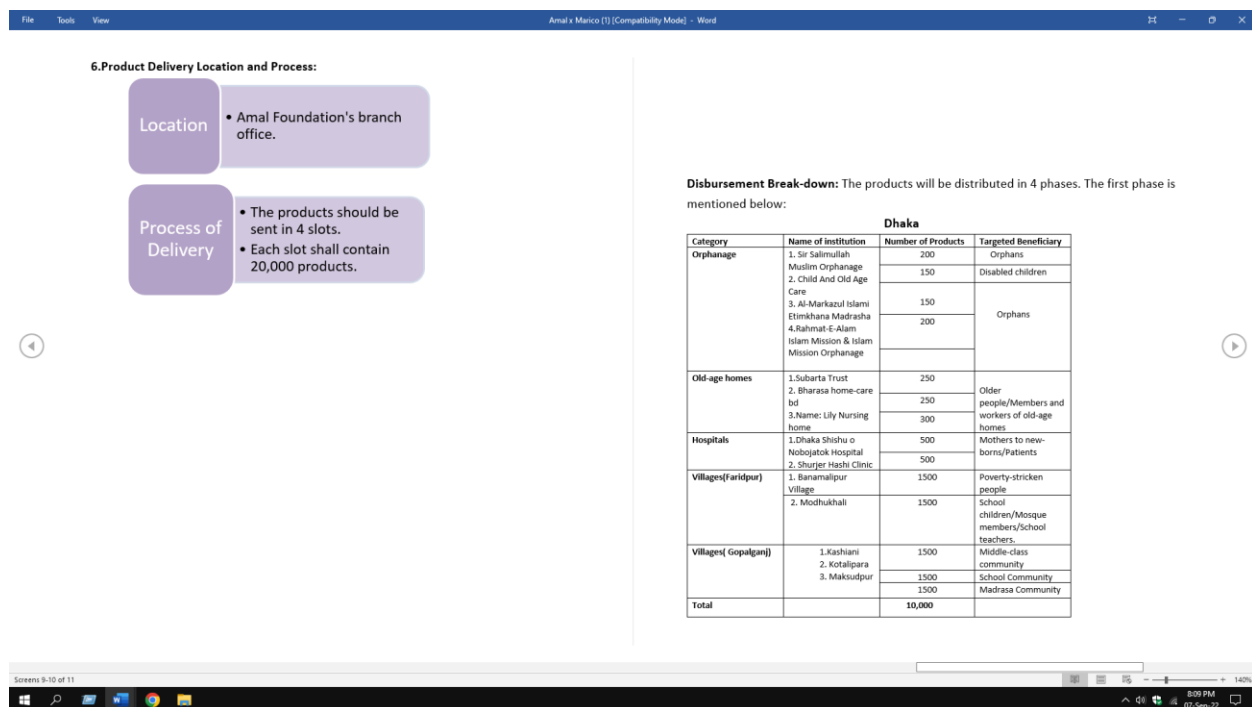


Figure: 3.7: Honey Disbursement's detailed locations and targeted beneficiaries



Figure 3.8: Honey Distribution at Lalmatia Government Primary School

My Mistakes: 1. I communicated with a wrong hospital who did not receive the honey
2. At first, I chose 10,000 beneficiaries instead of 20,000.

Learning Outcomes: 1. Learned about terms like, dispersal and disbursement
2. Improved communication skills with stakeholders
3. Learned how to create a disbursement plan
4. Learned how to lead a project
5. Improved professional behavioral skills.

Project 4

Project Name: Pashe Achi 24/7.

Project Description: Since 1992, VOICE, which stands for "Voluntary Organizations in Cooperation in Emergencies," has worked to promote effective and efficient humanitarian help throughout the world. This year, 2022, marks VOICE's 30th anniversary. VOICE represents 87 member organizations that provide principled assistance in all humanitarian crises across the world and serves as the primary NGO spokesperson with the European Union on emergency help and catastrophe risk reduction. On August, they offered NGOs to come up with project ideas to stand against violence towards women. All the members of Amal were asked to come up with their own ideas so that we can propose an effective proposal to "VOICE". Therefore, a campaign, in this case, seemed quite effective to me, therefore, I designed one. Later on, all the ideas from each member of Amal were summarized and brought to one single idea.

My Responsibilities:

1. Come up with a unique idea
2. Propose an effective proposal that can be utilized
3. Do proper background research on women's safety and security concerns in Bangladesh
4. Organize the project or campaign staying within the budget provided by the VOICE.



Figure 3.9: Campaign name and tagline



Figure: 4.1: The content of the campaign plan



Figure 4.2: Introduction to the campaign

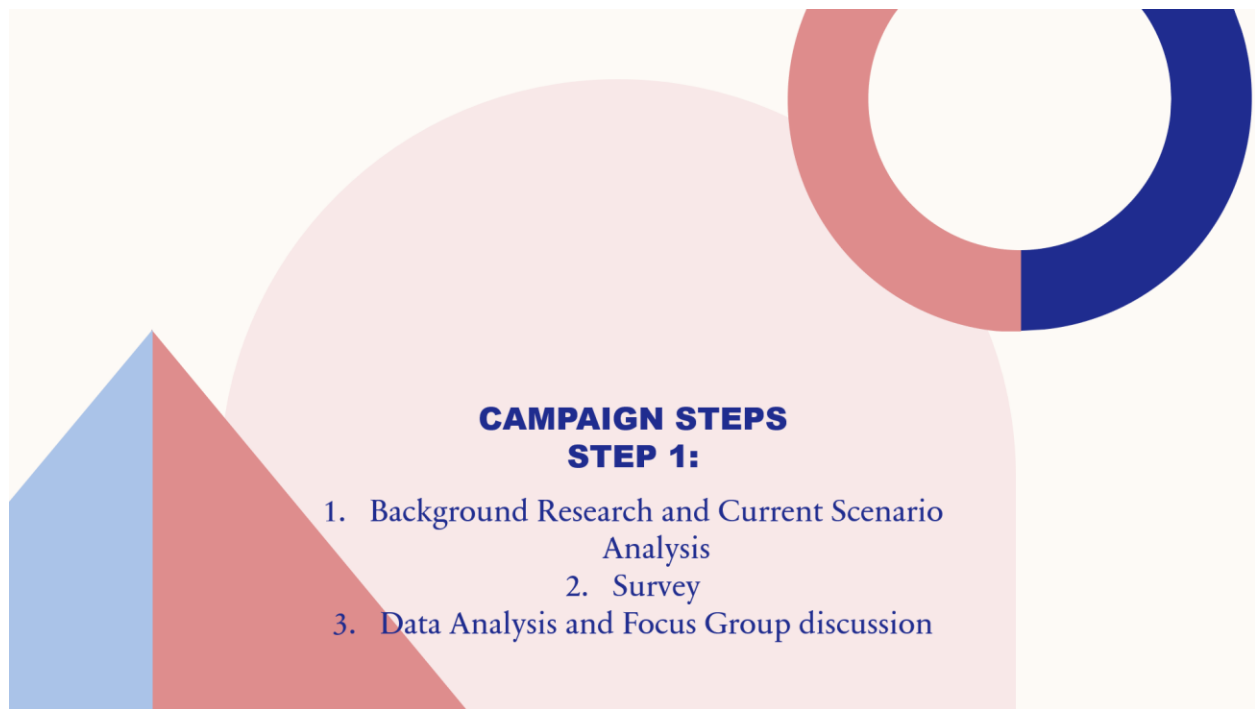


Figure 4.3: Campaign Breakdown; Step 1

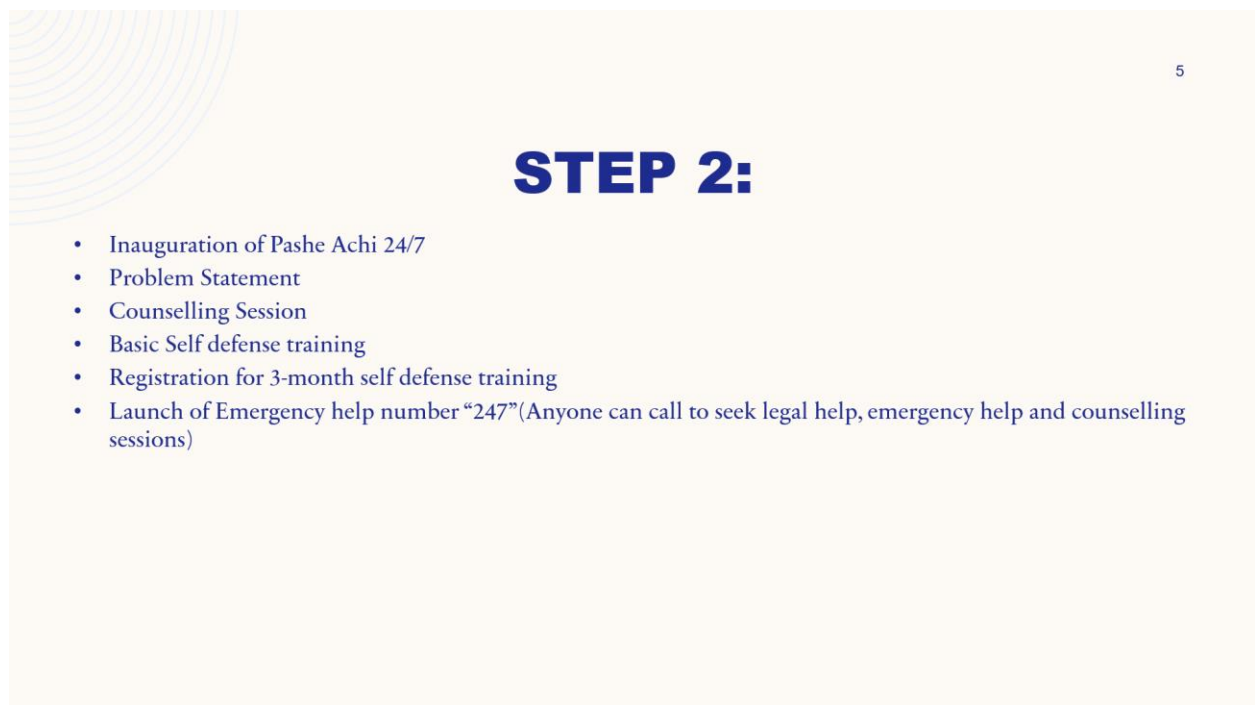


Figure 4.4: Campaign Breakdown; Step 2

STEP 3:

- Finalization of candidates to enroll for self-defense training
- Monitoring their activities every week
- Class update by supervisors
- Meditation sessions every week
- Certificate after training session is done
- PR(MODERATE ON SOCIAL MEDIA)

Figure 4.5: Campaign Breakdown; Step 3

FINAL STEP

Magazine Publication and distribution

Documentary publication

Online session on goodbye ceremony

Figure 4.6: Campaign Breakdown; Step 4



Figure 4.7: Campaign's Timeline



Figure 4.8: Gratitude Remarks.

My mistakes:

1. I made a time-consuming campaign proposal
2. My proposal was not budget friendly.

Learning Outcomes:

1. Learned about different aspects on women's safety and security
2. Gathered ideas from co-workers' project proposals
3. Learned how campaigns are conducted from the perspective of Bangladesh.

Project 5

Project Name: Unilever Distribution

Project Description: Unilever Bangladesh sent Amal Foundation a large number of their products including: shampoo, toothpowder, toothpaste, soaps, liquid handwash and hand sanitizers. The products were sent as a relief to distribute to the marginalized children in rural and urban areas of Bangladesh.

My responsibilities:

1. To keep the record of how many amounts are being sent to the targeted locations
2. Visit and distribute the products to the beneficiaries
3. Report to my supervisors informally after the distribution is done.

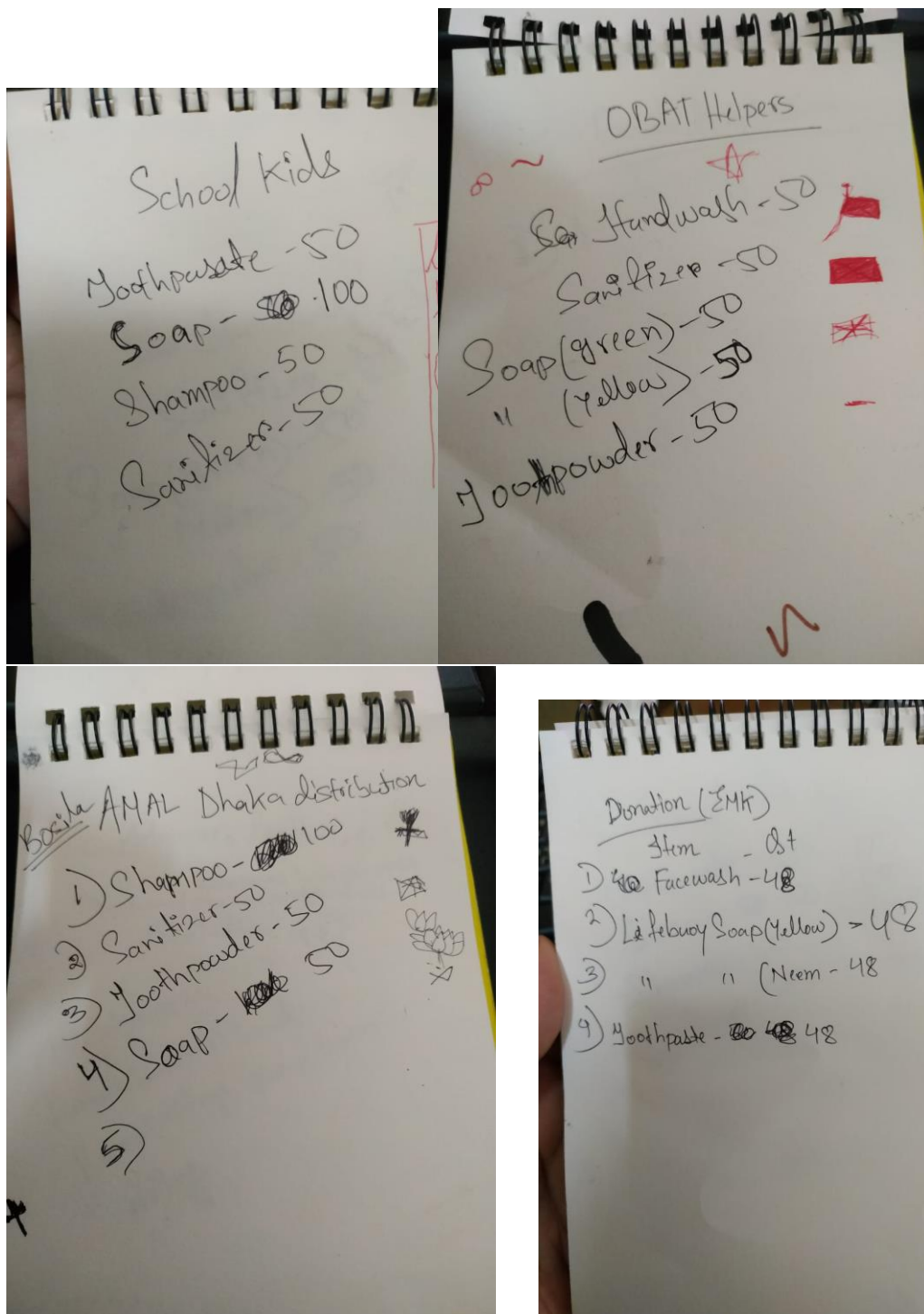


Figure 4.9: Track of the products sent to beneficiaries



Figure 5.1: a picture of beneficiary receiving the product at Shahid Buddhijibi slum, Adabar.

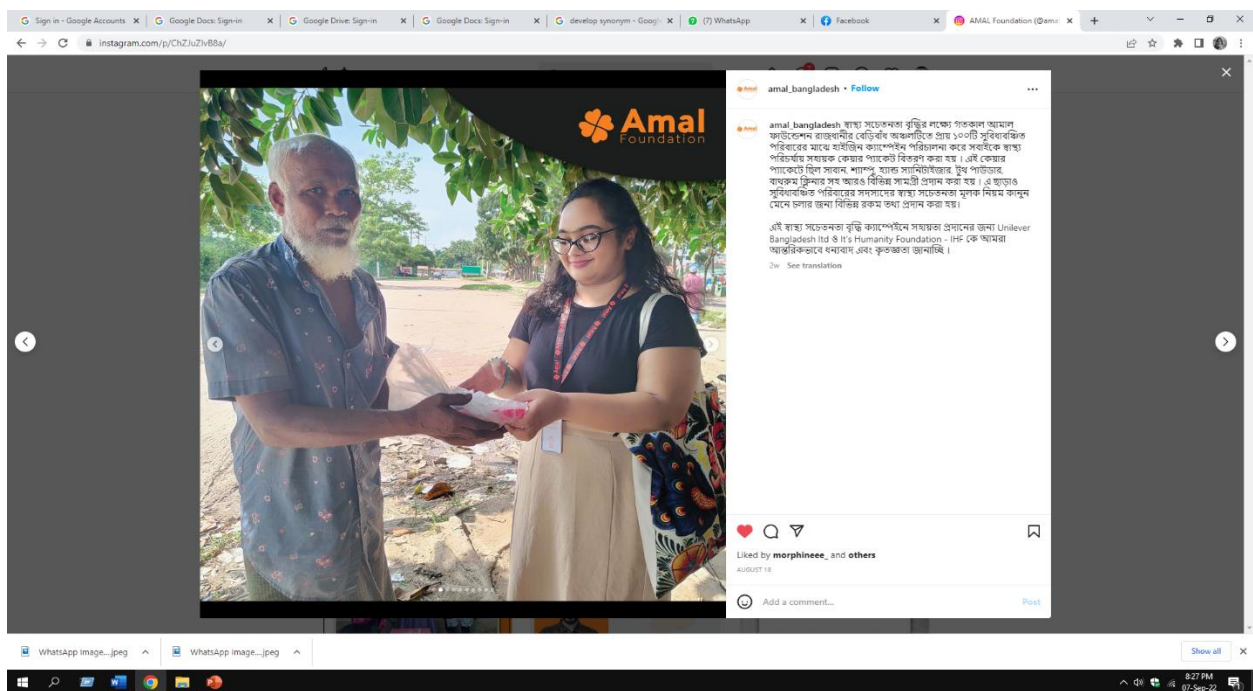


Figure 5.2: Social Media post of the distribution.

My Mistakes: As this was a small project, I did not make any mistakes on this project.

Learning Outcomes:

1. I learned about targeting beneficiaries
2. The site visit and distribution taught me how to be polite and nice to beneficiaries
3. I learned how to handle the crowd while distributing relief.

Project 6

Project Name: Concept Note on Flood Rehabilitation.

Project Description: Amal Foundation always thrives to help the people in need and crisis. During the flash flood that took place in July, Amal helped approximately 7500 people with necessary relief items, providing them ration packages, medicines and hot food packages. As many people lost their homes during the deadly flood, Amal decided to help 100 people who are in need of a shelter, by reconstructing their homes. This project will be funded by Leadership Excellence and Development (LEAD).

My responsibilities:

1. To write a concept note on this flood rehabilitation project
2. To present the concept paper to LEAD
3. To do effective background research before writing the paper
4. Properly provide the authentic information of Amal
5. Clearly state how Amal is planning to conduct the project
6. Be present in every meeting with Lead and take meeting minutes
7. Connect to LEAD's project coordinator.

Concept Note

On

Flood Rehabilitation Project

Name of the Organization	AMAL Foundation
Type of the Organization	Non-Government Organization- NGO
Contact Address	1st Floor, House- 2/4, Block-F, Lalmatia, Dhaka-1205
Contact Number	+8801727896661
Contact Email	esrat.karim@amalbangladesh.org
Website	https://amalbangladesh.org/
Project Location	Flood affected areas of Sylhet-Shunamganj
Beneficiary Number	100 families

General Information of Proposed Project	
Project Name	Flood Rehabilitation
Duration	3 months
Location	Sylhet-Sunamganj
Targeted Beneficiaries	100 families

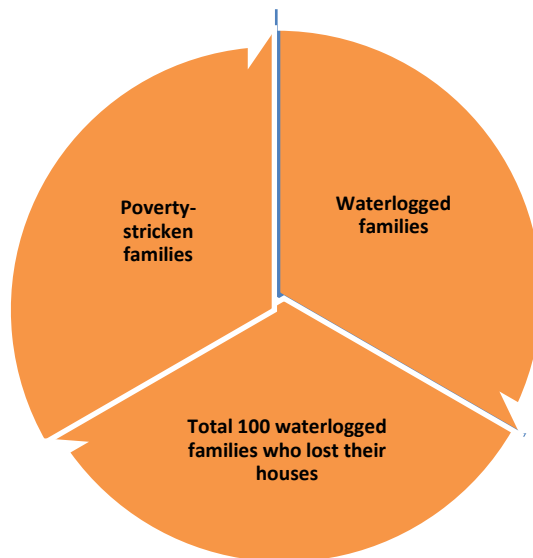
Background/ Current Flood Scenario in Bangladesh: Flood cases are very common in Bangladesh. As Bangladesh is a riverine country, The Sylhet and Sunamganj districts have endured flash floods and torrential rains over the past several weeks, displacing millions of people and destroying their homes. The nation was on high alert because houses have been destroyed, their belongings have floated away, and individuals were missing. These floods, which have already happened twice in 2022 alone in the northeastern part of Bangladesh (Sylhet), are common cases of Bangladesh.

Problem Statement: As a result of downpour in Assam, Meghalaya, and Arunachal Pradesh, the Surma, Kushiya, and other rivers faced a high rise in water level which led to massive flooding in the Sylhet division. Among the entire Sylhet division, 12 Upazilas in the Sylhet and Sunamganj districts, the whole Netrokona, as well as a minor area of the Moulovi Bazar and Habiganj districts, have been terribly affected by monsoon floods. Four million people were occupied by the water and it is quite struggling for them to encounter two floods in a span of two months. The whole flood scenario was very risky for the flood affected victims as they were unable to cook due to being stuck under water; also, they were running out of dry food and safe drinking water supply as well. In addition, the electricity supply and mobile network was unavailable in the flood affected region, which made them even more vulnerable as they were unable to connect to emergency services. Nevertheless, the increased salinity in the water resulted into health concerns like diarrhea, menstrual hygiene issues and other water-borne diseases. On the other hand, losing homes during floods is one of the most concerning issues and their lives were at stake due to destruction of their residences. Additionally, the other reasons of flood in Bangladesh are:

1. Heavy rain-fall
2. Poor infra-structure
3. Poor drainage system
4. Low-lying lands
5. Poor cyclone management system in coastal areas and

4. Target Group for proposed project:

- Poverty-stricken families
- Waterlogged families whose houses floated away due to massive flood
- Total 100 waterlogged families who lost their houses in the flood affected Sylhet regions.



Results Expected from the Proposed Activities:

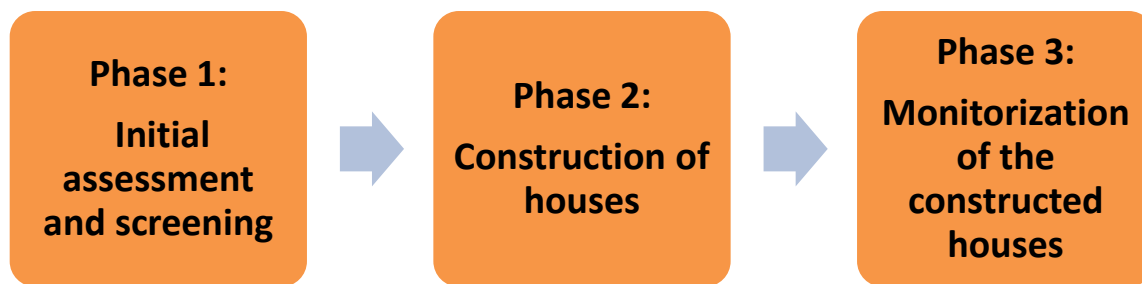
This initiative aims to:

• Ensure reconstruction of houses for 100 flood-affected families

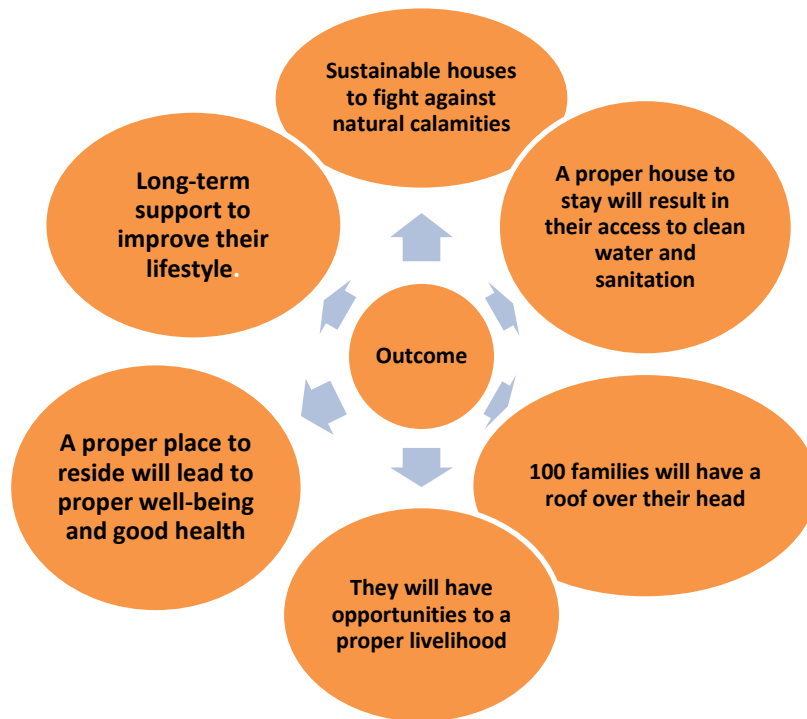
• Ensure their accomodation rights

• Ensure their ability to start a livelihood having a proper and safe place to stay.

Project Operational Plan: AMAL Foundation will conduct this entire project in 3 phases. First of all, 100 people who lost their residence due to the flood, will be chosen. In the first phase, their initial assessment and screening session will be conducted. It will take place in the flood affected regions of Sylhet. After the completion of first phase, the second phase will contain construction of flood-resistant houses for the chosen 100 people. Lastly, in the third phase, the houses will be monitored by AMAL Foundation's implementation team for one week after completion of the construction.



Expected Outcome from the project:



My Mistakes: My background/current scenario was a bit out of the context at first.

Learning Outcome:

1. I learned about rehabilitation project
2. I learned how to write a concept paper
3. Improved my background research skills
4. Improved my knowledge on how rehabilitation projects take place.

Project 7

Project Name: Concept Paper on “All for one Campaign”

Project Description: This concept paper was submitted to the VOICE as they posted a circular on their website for a project proposal based on ending violence against women. As all the employees of Amal were asked to come up with ideas, organizing all the ideas this one concept paper was made. This paper was submitted through a google form step by step. I was asked by my supervisor to write a concept paper for this campaign.

My responsibilities: 1. To write a concept paper for the campaign

2. To choose an eye-catching name for the campaign

3. To insert all the information the VOICE needs for this proposal

4. To assist HR in developing the budget

5. To do proper research on Bangladeshi laws for women’s safety

6. To imply my own and creative ideas to this concept paper.

Concept Paper On “All for One”; A Campaign to Prevent Violence Against Women

Background: Violence against women is a major concern all over the world. Especially, when it comes to poverty-stricken countries like Bangladesh, violence like sexual assault, rape, eve-teasing, domestic violence and many more issues are common scenarios in Bangladesh. According to a report by Bangladesh Bureau of Statistics (BSS) and UNFPA conducted on 2015, 50-70% women have been physically abused or sexually harassed by their partners. However, the current rate is still unknown due to lack of proper surveys and opportunities provided to women.

Problem Statement: Bangladesh lacks in various vital responsibilities towards women. Particularly, in rural areas, adolescent girls are often forced to get married to men older than them. This not only leads to taking away their right to education but various health concerns like early child birth, poor reproductive hygiene and often forced intercourse with their partners. Besides, in urban areas, many women are sexually harassed by their partners, family members, relatives and friends. Furthermore, women in hill tracts encounter sexual assault, racial discrimination, verbal abuse and innumerable harassment in public places on a daily basis. Along with Bangladeshi ethnic women, culturally diverse women’s lives are at stake. In such a circumstance, the most vulnerable places for women in Bangladesh are public platforms. It is quite obvious that women in Bangladesh always need to have a mindset to face harassment in public places like, bus stops, launch terminals,

public transports, and footpaths. The problem underlies in people's perception and lack of respect towards women. In Bangladesh, women are always considered as less strong than men in terms of physical strength and mental capabilities. People are often unaware of the fact that the fundamental problem persists in people's head, but not in how women maintain their lifestyles.

Some fundamental reasons why women face harassment both at home and public places are:

Home:

1. Not giving consent to their partners for sexual intercourse
2. Not agreeing to their partners for any issue that is against their will
3. Willing to empower themselves through business/job
4. Demanding equal rights for themselves
5. Fighting for their own rights

Public Places: 1. Dressing up according to their choice

2. Men being sexually inactive/dissatisfied
3. Not being aware of the consequences of harassment
4. Poor and weak policy management
5. Lack of acceptance knowledge on cultural, ethnical and gender diversity.

Target Group for this proposed Campaign: The project will be conducted in two segments: Online and offline. Each segment will contain different age group of audience. The target group is mentioned below:

Online Segment: 1. Mass Audience on social media

2. Urban, Rural and
3. Indigenous women

Offline Segment: 1. School Students

2. College Students

Expected Results from the Proposed Campaign:

The initiative aims to:

1. reach out mass people over social media through podcast sessions and empower women through sharing their own stories based on how they overcame their struggles.
2. Educate school and college students on “violence against women” through online platform based free courses
3. Ensure availability of booklet/leaflet/press release/magazine among people
4. Involve government to strengthen the management of policies and laws on violence against women.
5. Change perception on ethnic and gender diversity
6. Generate an effective hashtag to start a movement

Action Plan:

First Segment: The first segment of this campaign will focus entirely on online activities. The activities are:

1. In-depth desktop Research on the current scenario of “violence against women”
2. Conducting an online survey on 800 women that will focus on the harassment they faced
3. Analyzing the data collected from survey
4. Selection of participants for podcast
5. Selection of experts and influential people for podcast
6. Conducting 5 podcasts on Social Platforms like Facebook and YouTube. In each episode, a psychosocial expert will be there to support the victims. The victims will share their stories and how they overcame their struggles and encourage other women to come up with their stories too.

Second Segment:

1. Involving 5 social clubs from 5 different and renowned universities of Bangladesh
2. Brief them about the campaign and involve them about
3. Making of Explainer videos and still posts by university club students
4. Circulating the campaign information to the networks of club students
5. Involvement of Lead Academy to conduct free courses on YouTube; there will be ten courses in total and enrolled students will be required to sit for basic online exams/quizzes. And, students will be given certificates based on their results.
6. Inserting existing laws, implementation of laws, success stories of physical assault victim’s self-defense technics for women, brain development content and campaign details in the booklet/leaflet/press release/magazine.
7. Working on completion of the booklet/leaflet/press release/magazine
8. Online registration for policy café on “violence against women”.

3rd and Final Segment:

1. A physical seminar including 60 guests (feminism experts, psychosocial experts, school and college students, indigenous people) who registered for policy café.
2. Publishing the booklet/leaflet/press release/magazine
3. Publishing exam results of behavioral development and self-defense course and certificate distribution.
4. Publishing explainer videos and still pictures.
5. Engaging stakeholders to the campaign
6. The booklet/leaflet/press release/magazine will contain

Timeline: 3 months.

Campaign Location: Dhaka

My mistakes: 1. I came up with unrealistic ideas at first
2. I forgot to include indigenous women.

Learning Outcome: 1. I learned about details of conducting a campaign
2. I learned about how to design a campaign staying within the budget
3. Developed my budget preparing skills
4. Learned about policy café.

Project 8

Project Name: Sexual and Reproductive Health Campaign

Project Description: Amal Foundation, Geeky Social and IEM DGFP Bangladesh collaborated to conduct a campaign on sexual and reproductive health of young people aged between 13-32 years. The campaign is entirely based on social media. The campaign will be conducted for one year and it will be divided into three phases. In the first phase: the youngsters will be reached through social media platforms like TikTok, YouTube and Facebook. The campaign will mainly focus on conveying the message to youngsters about sexual reproductive health care by some famous influencers on social media. In addition, the message will be conveyed through hook steps on a jingle created by a chosen celebrity of Bangladesh. Then he/she will ask the audience to share their own videos on the same jingle. Then in the second phase, Amal will basically take care of the social media marketing of the TikTok and Facebook respectively. Lastly, in the third phase, 3 explainer will be made by Geeky Social and posted on YouTube for the availability of mass audience.

My responsibilities:

1. To write taglines for this campaign
2. To assist the Content associate in developing content plan
3. To come up with unique and simplistic taglines
4. To write taglines in such a way that people easily catch it.

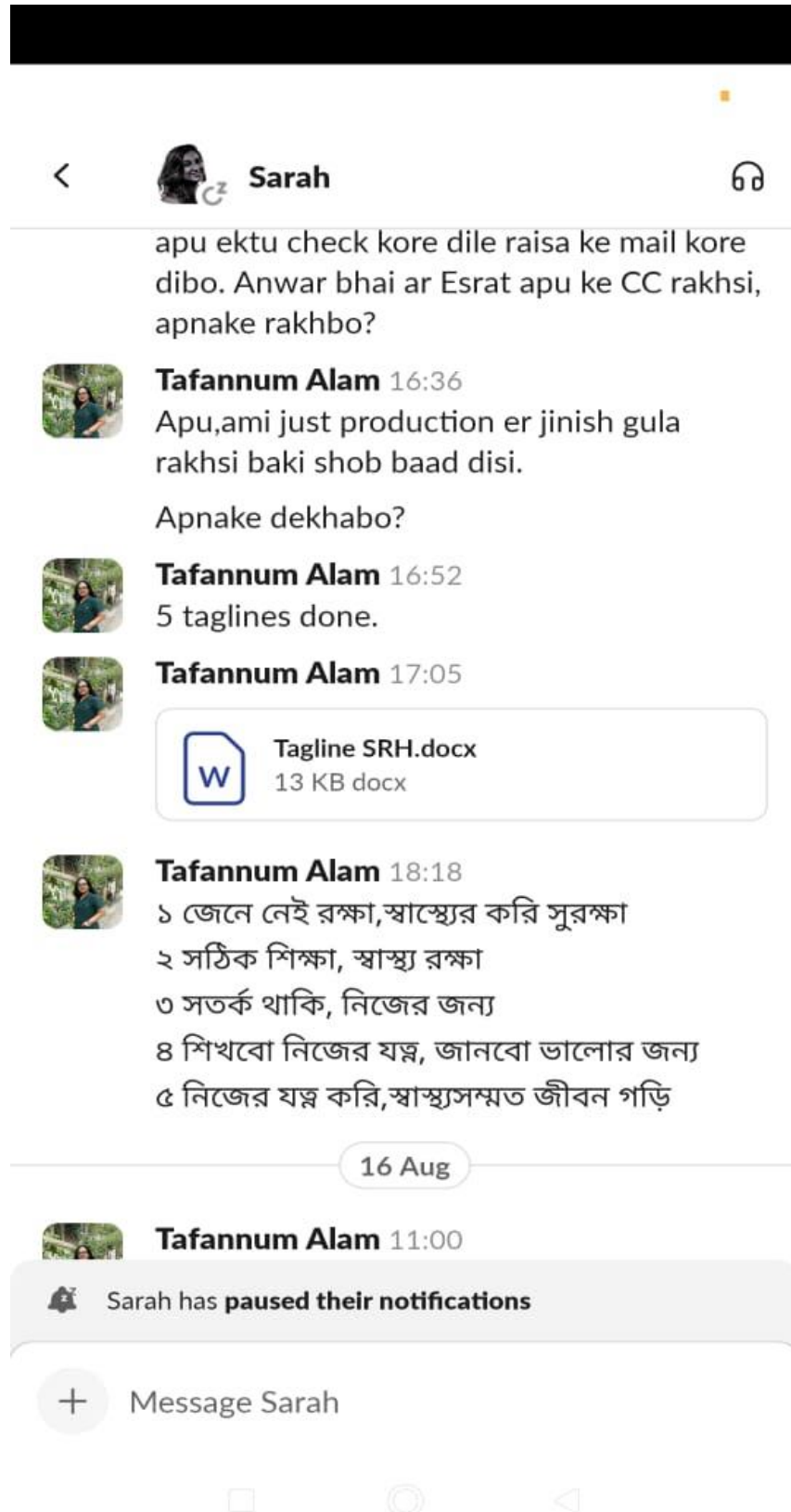


Figure: 5.3: Screenshot of first submission on Taglines.

The 10 Taglines Based on Sexual Reproductive Health:

১. উপযুক্ত পরিবার পরিকল্পনা, নিরাপদ করি আগামী সস্তাবনা
২. প্রজনন স্বাস্থ্যের করি যত্ন, আগামী জন্য গড়ি রত্ন
৩. এসো করি অঙ্গীকার, নিজ স্বাস্থ্যের যত্ন নিবো বারবার
৪. প্রজনন স্বাস্থ্যের যত্ন করি, আগামী প্রজন্মের ভবিষ্যৎ গড়ি
৫. উপযুক্ত সুরক্ষা, আগামী জীবন রক্ষা
৬. জেনে নেই রক্ষা, স্বাস্থ্যের করি সুরক্ষা
৭. সঠিক শিক্ষা, স্বাস্থ্য রক্ষা
৮. সতর্ক থাকি, নিজের জন্য
৯. শিখবো নিজের যত্ন, জানবো ভালোর জন্য
১০. নিজের যত্ন করি, স্বাস্থ্যসম্মত জীবন গড়ি

My Mistakes: 1. At first, I made large taglines
2. I added difficult Bangla words.

Learning Outcome: 1. I learned how to write taglines in Bangla based on reproductive health care
2. I learned about online campaigns
3. Developed Bangla writing skills
4. Developed Bangla communication skills through writing.

Project 9

Project Name: Social Media Content Writing

Project Description: In this project I was asked to assist the social media marketing team to develop 3 social media posts which will be published on Amal Foundation's official Facebook page. Initially, I was clueless since, social media posts are supposed to reach mass people. Then I came across some previous Facebook posts of Amal and gathered ideas. I shared a demonstration of my writing to the content associate of Amal and he suggested me some modifications. At first, my write-ups were getting too long then with his suggestions, I narrowed them down and later on, my captions were posted on Amal's official Facebook page.

My responsibilities:

1. To assist content associate in developing Facebook captions
2. To write creatively and sensitively without hurting anyone's sentiments
3. Complete the writing within an hour

Content 1: Father's Day Facebook Post

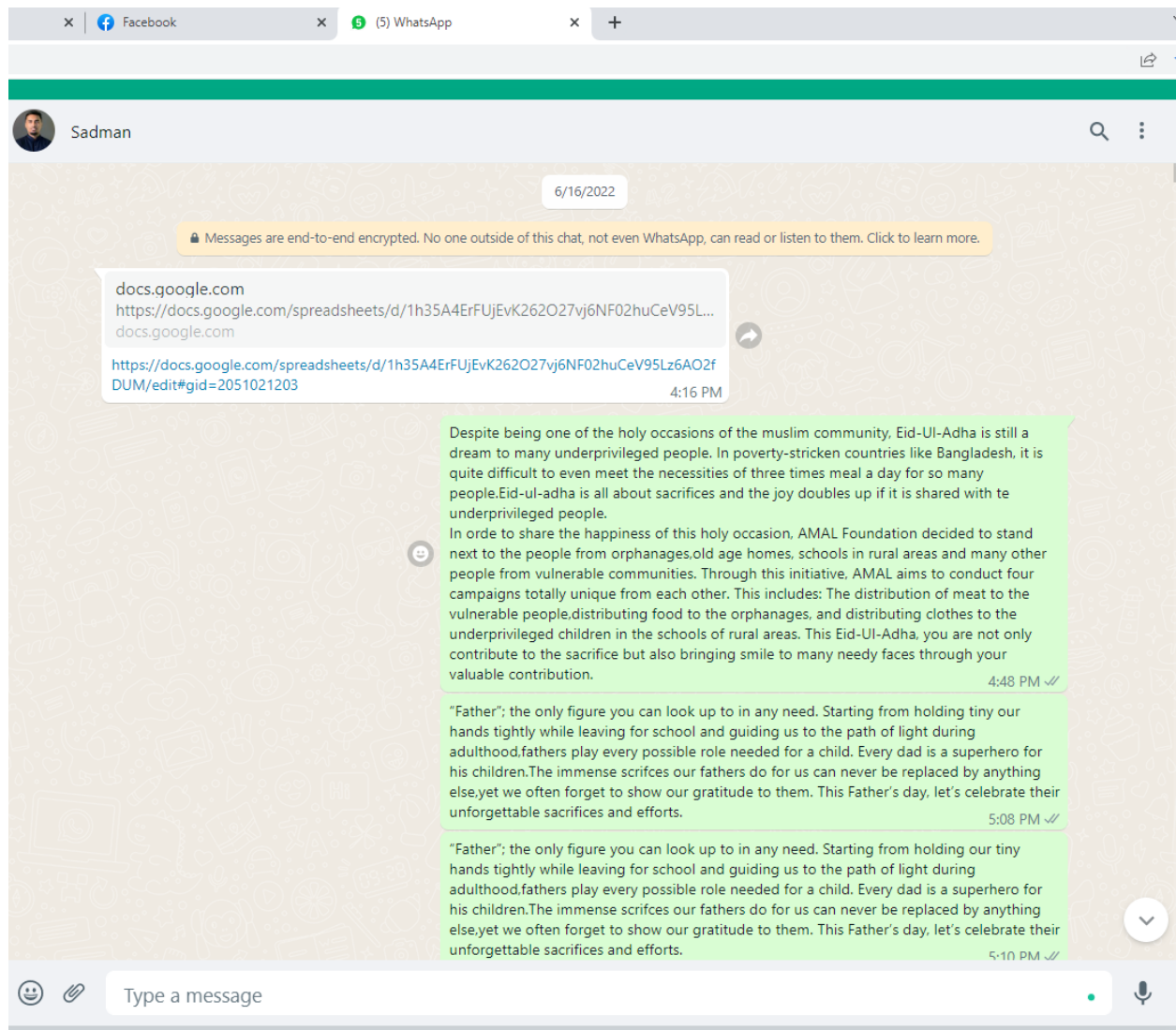


Figure 5.4: Raw copy of the Father's Day post submitted to Content Associate

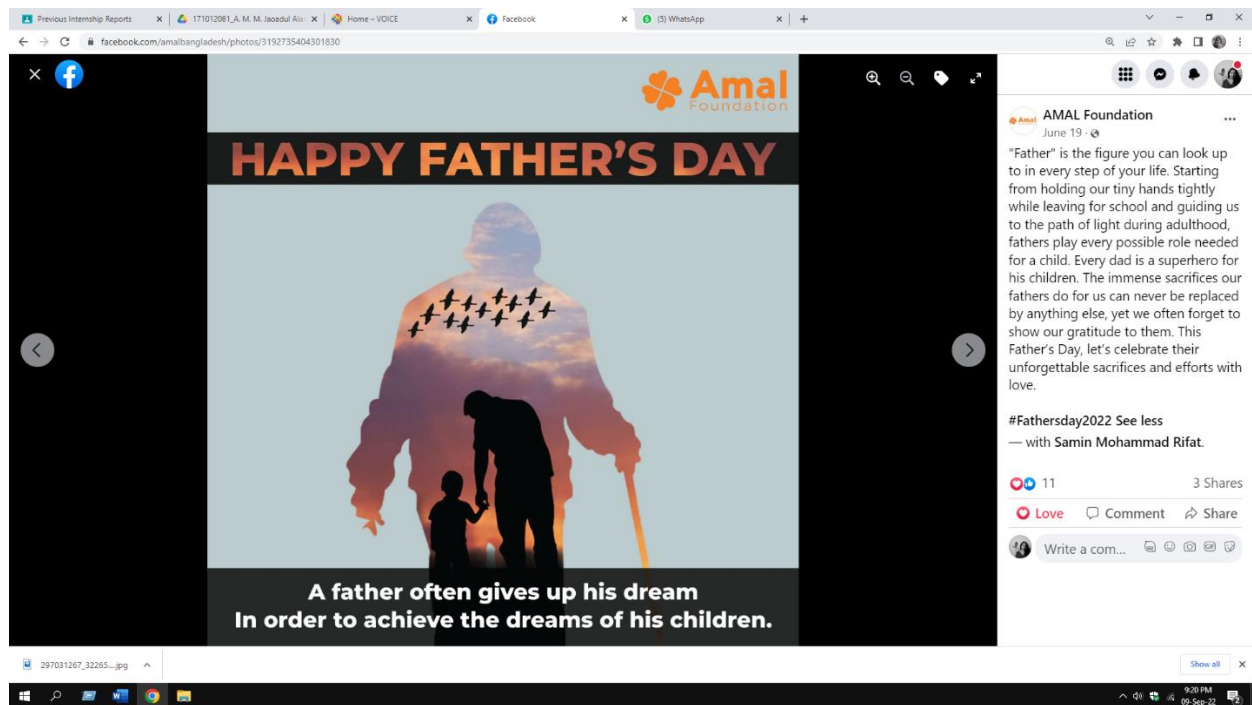


Figure 5.5: Edited and published Copy on Father’s Day.

Content 2: Eid-UI-Adha

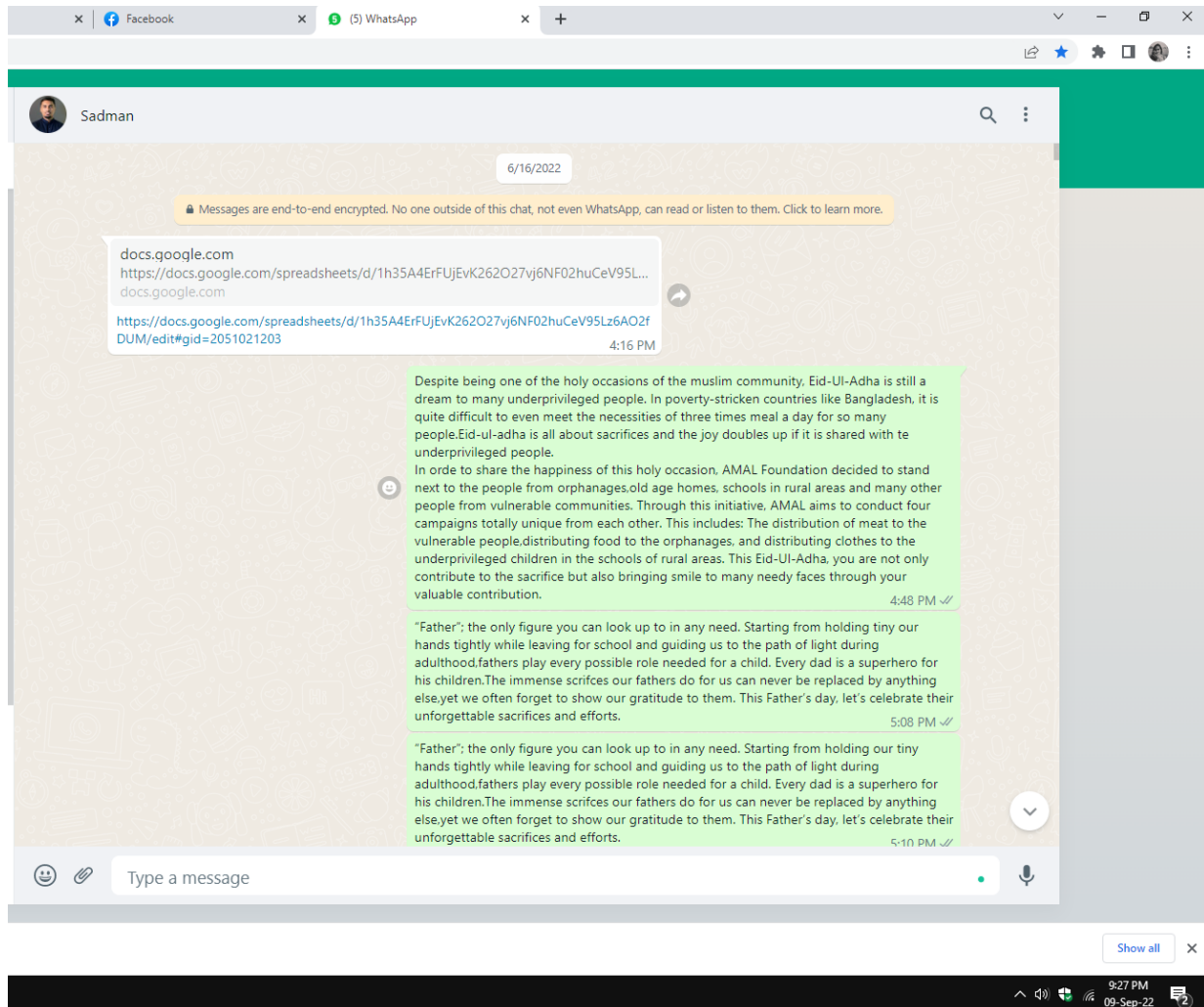


Figure 5.6: Raw Copy sent to Content Associate

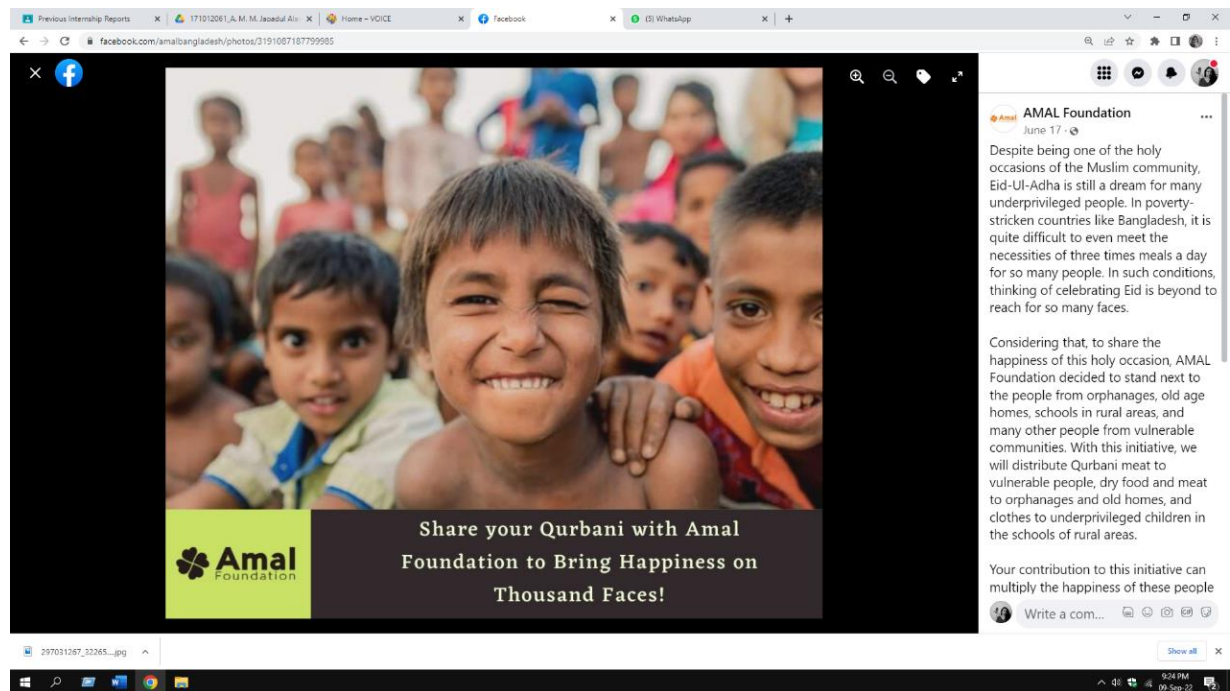


Figure 5.7: Edited and Published Copy on Eid-UI-Adha Facebook post

3. Content on World Refugee Day:

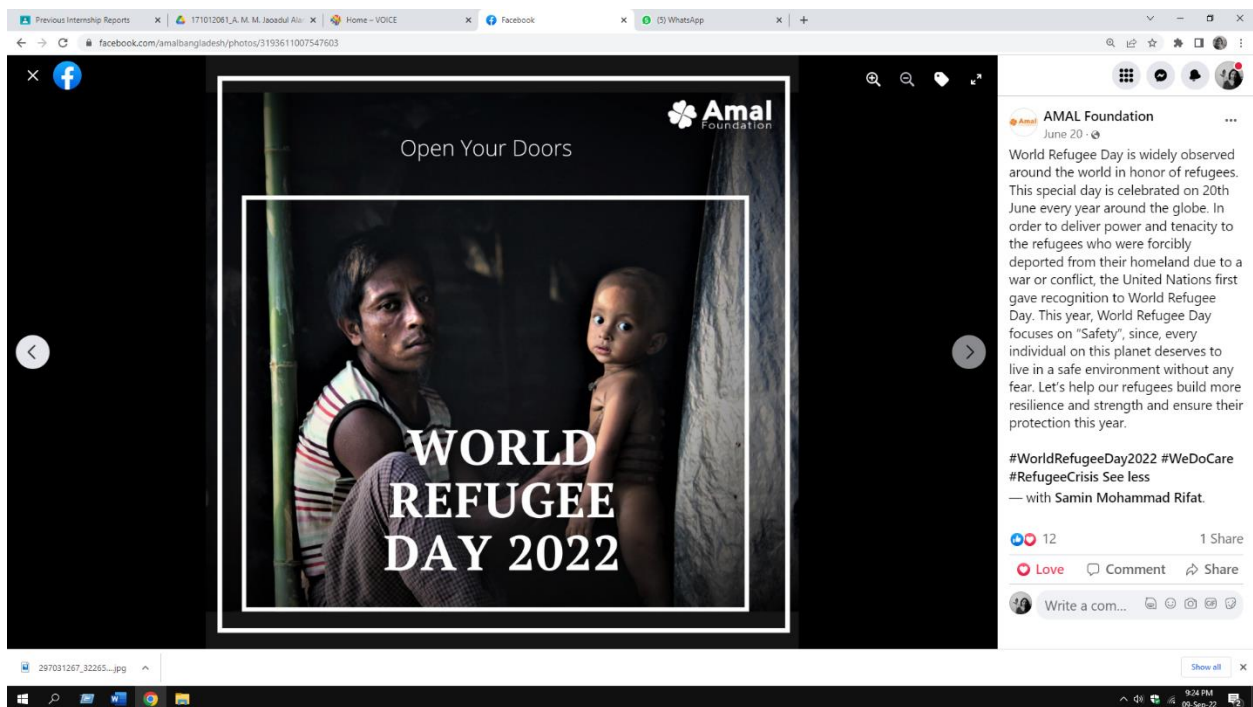


Figure 5.8: Published Copy of World Refugee Day

My Mistakes:

1. I wrote long posts at first
2. I did not use interactive language at first
3. I added some complicated vocabularies which might be difficult for some readers

Learning Outcomes: 1. I learned how to write social media posts

2. I learned how to use simple and interactive language
3. Developed interaction with readers
4. Improved writing skills.

Internship Appraisal

When I first joined Amal Foundation to complete my internship, I was completely a different person in terms of professionalism. My goal was to stick to it unless I complete my internship and provide my best efforts to the organization. I always focused on learn from my mistakes and take ideas from it. As I have a major in Digital Journalism, the development sector was completely a new platform for me. Initially, I used to be scared but many of my course projects guided me to accomplish my tasks. Therefore, I came to this realization that, my course projects and academic activities were not only limited to a certain boundary of Journalism, but many other relevant fields.

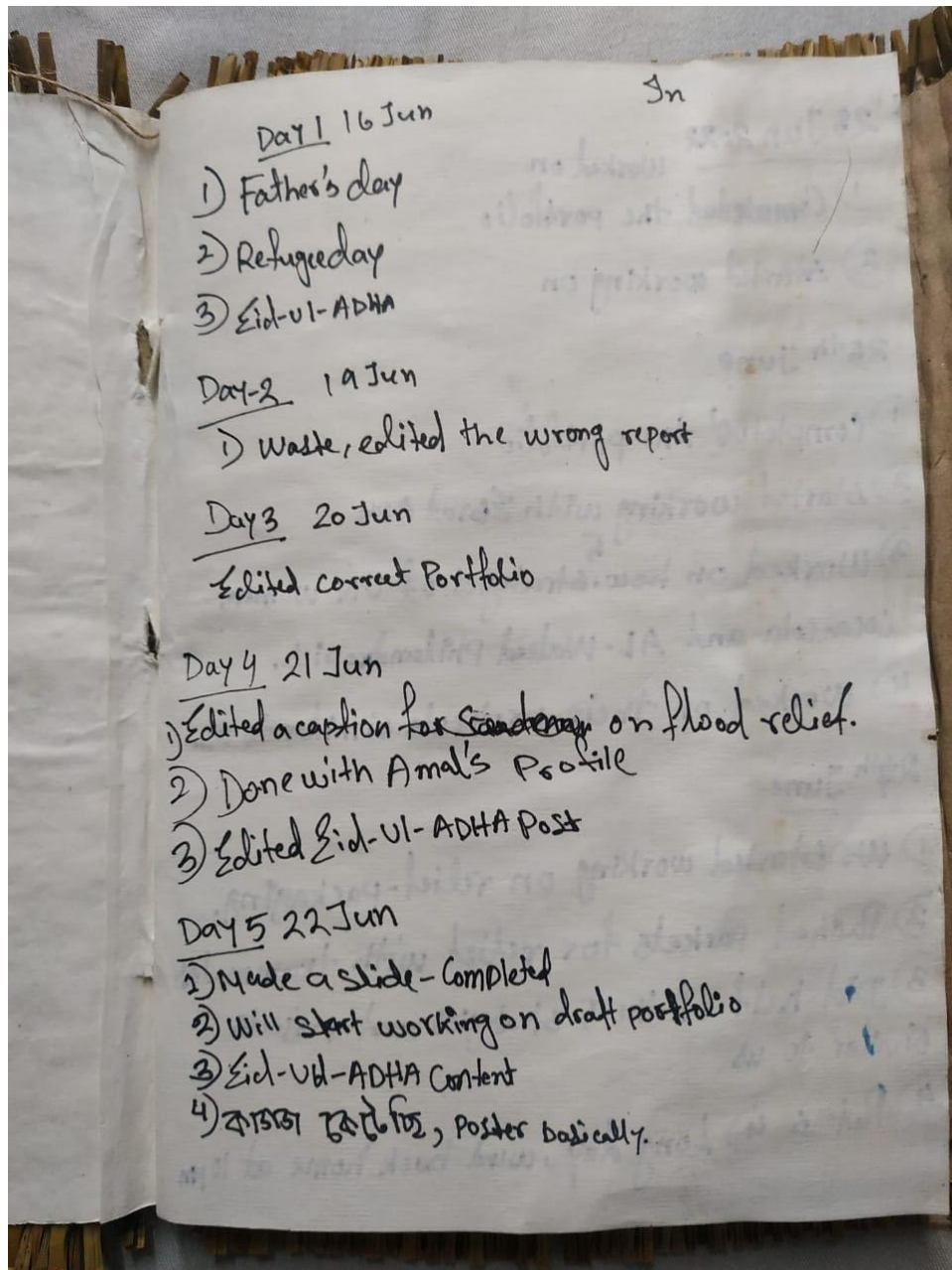
When it comes to my learning outcomes, I can never thank enough my host organization. They trusted me more than I believed in myself and included me to their biggest projects. There were days I faced the biggest challenges and a few obstacles. However, I received innumerable support from some of my co-workers as well.

Professional Competence

1. **Documentation:** I learned proper documentation in my host organization which is very essential in conducting a project.
2. **Client Handling:** During my internship days, I had to communicate a lot with the clients through communication over texts, emails and phone calls. This helped a lot to enhance my communication skills.
3. **Work under Pressure:** While working at Amal, I worked in an average hour of 9 hours and restless days. Even though, it was difficult at first, but gradually I adapted to work and handle immense pressure.
4. **Team work:** The effective team work with different teams of Amal guided me to work with various people, learn and take ideas from them.
5. **Thinking capability:** Throughout my internship period, I had to brainstorm and share my own ideas a lot, which helped me to explore my creativity level.

Workplace Log

1.



2.

- 23 Jun 2022 Worked on
- 1) Completed the portfolio
 - 2) Started working on

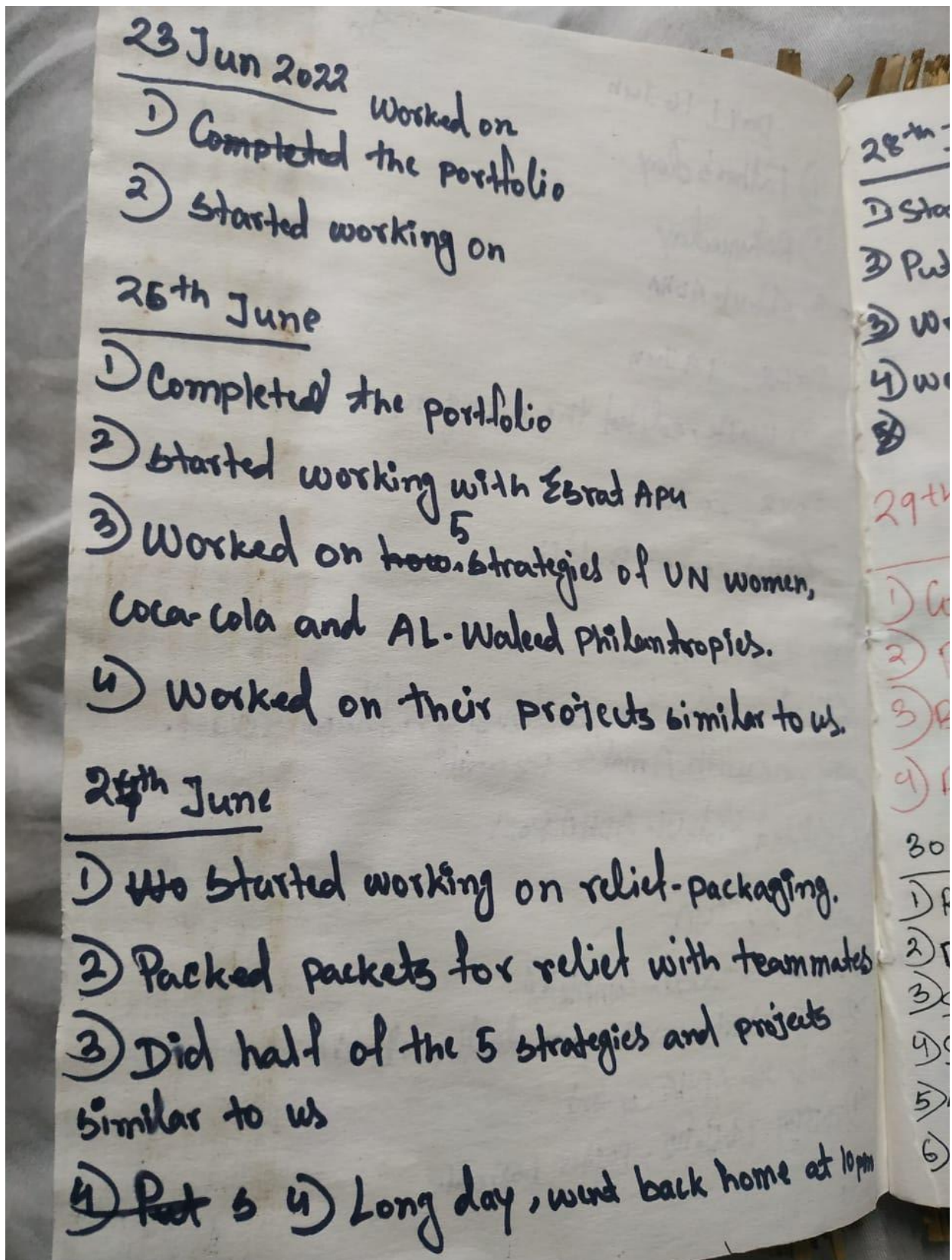
26th June

- 1) Completed the portfolio
- 2) Started working with Ebrat APU
- 3) Worked on how ⁵ strategies of UN women, Coca-Cola and AL-Waleed Philanthropies.
- 4) Worked on their projects similar to us.

27th June

- 1) We started working on relief-packaging.
- 2) Packed packets for relief with teammates
- 3) Did half of the 5 strategies and projects similar to us
- 4) Post 5
- 4) Long day, went back home at 10pm

3.



4.

28th June

- 1) Started packing again
- 2) Put stickers on the packets
- 3) Worked whole day on packaging
- 4) Went back home at 10:30 pm
- 5)

29th June

- 1) Coca Cola Project
- 2) Planning
- 3) Bin design
- 4) Billboard design

30 Jun

- 1) Render design with Raihan Bhai
- 2) Budget of bin, billboard
- 3) Spoke to Simarra Sign board for billboard Price
- 4) Spoke to bhargari Dikan for measuring ^{weight of} the plastic bottles
- 5) Spoke to Magsud mama for the bin
- 6) Estimated the budget for the bin, sculpture & billboard.

5.

26 July

- 1) 3 meetings ^{Project} Project details
- 2) Shakhwat, Raisa and Marico
- 3) Contacted Ishmun from Marico
- 4) Wrote letter for VC

7th August

- 1) Website meeting
- 2) Bin design
- 3) Policy case meeting event
- 4) Cap design
- 5)

8th August

- 1) Bin design
- 2) Website impact story
- 3) Cap printing
- 4) Bin prio Report Jan-July



MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: ___Tafannum Alam_____

University ID: ___172012012_____

Name of the Institute/Organization:	Amal Foundation		
Corporate Office Address:	2/4, Lalmatia Block #F, Dhaka, Bangladesh		
Email:	info@amalbangladesh.org	Web:	https://www.amalbangladesh.org/

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

45 hours approximately

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

6000

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

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

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

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

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	4
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	4
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	5

7	I have a sense of personal achievement.	3
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	3
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	4
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	4
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	3
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	4
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	3
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.54

5. General Comments

I always tried to provide my best to my host organization in every project. The experience gathered from there helped me nourish my flaws and weaknesses and enriched my skills.

Signature of Intern

Appendix

Meet The Team

Tafannum Alam
Intern



**Amal**
Foundation

“If you want to pursue a career in the development sector, Amal is a fantastic starting point. Amal showed me how to effectively and tenaciously handle the difficulties and consequences of my failures. Nothing, in my opinion, can prevent you from reaching the greatest peak once you continuously drive yourself to acquire wisdom, success, and power while accepting setbacks along the way. ”

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[amal_bangladesh](#) 

Figure 5.9: Meet the team quotation



Figure 6.1: Group photo with co-workers



Figure 6.2: Group photo with co-workers



Figure 6.3: Ration packing for flood victims.