Media Studies And Journalism Department

INTERNSHIP REPORT

Ammar Binta Babul Trowya
ID: 222012046
Fall: 2025
MSJ4298: Internship

Host Organization

Submission Date: 17/12/2025

Table of Contents

Student Details..... 2
Acknowledgement..... 4
Plagiarism Declaration..... 5
Internship Report Approval Form..... 6

Introduction..... 7
Expectations/Objectives..... 8
Host Organization..... 9
Organogram..... 11

Work Responsibilities During Internship..... 12
Project Details..... 13
- Project 01..... 14
- Project 02..... 26
- Project 03..... 34
- Project 04..... 44
- Project 05..... 48
- Project 06..... 54
- Project 07..... 62
- Project 08..... 68

Internship Outcome..... 88
The Workplace Log..... 90
Self Assessment Form..... 97
Professional Competencies..... 100
Appendices..... 101

Student Details

Name	Ammar Binta Babul Trowya
ID	222012046
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	BBA
Career Objectives	My career goal is to grow in the fields of public relations, strategic communication, and media advocacy, especially within the international development sector. After completing my internship at BRAC, my goals have become broader and more meaningful. I now understand how communication can create awareness, build trust, and bring positive change to communities. This experience has strengthened my interest in working in roles where my work can make a real impact. In the future, I want to gain more hands-on experience, lead effective campaigns, and help strengthen the reputation and mission of the organizations I work with. I also hope to build a strong professional network and take on challenges that help me grow in creativity, leadership, and strategic thinking. I aim to work with mission-driven, inclusive, and gender-sensitive organisations where I can

	contribute meaningfully, feel valued, and continue developing as a responsible and impactful communication professional.
Host Organization	BRAC, BRAC Centre, 75 Mohakhali, Dhaka-1212, Dhaka, Bangladesh
My Working Session	Communication
Supervisor	Shahriar Kabir Fahim, Senior Officer, Facilitation and Communication
Designation	Intern, Communication
Start Date	19th October, 2025
End Date	Continuing
Hours Per Week	Around 45 Hours
Total Working Period	3 Months
Field Visit	3 Visit

Acknowledgement

I am grateful to the Almighty, my parents, my teachers, and my department. Thanks to BRAC for the safe, inclusive, and supportive environment they provided. I sincerely thank my portfolio advisor, Dr. Sarkar Barbaq Quarmal, for believing in me, and my internship advisor, Nibras Bin Sayed sir for his constant guidance and encouragement throughout my internship.

My thanks to the BRAC Youth Platform team for their mentorship. To my friends Irfanul Alam, Shabbir Ahmed Santo, and especially Shifat Siddique for their patience and support.

Lastly, I thank myself for fighting for my dreams and staying resilient even when the journey felt overwhelming.

MSJ 041

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 is their own work.

Name: Ammar Binta Babul Trowya
ULAB ID: 222012046

Signature _____

MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name: Ammar Binta Babul Trowya ID No: 222012046

Major: Public Relations Year: 2025

Local Phone: 01795634918 Email: trowyachowdhury59896@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship: Communication

Organisation/Project: BRAC YOUTH PLATFORM (BYP)

Internship Report

Topic: Internship

Semester (Tick one):□ Spring 2025 □ Summer 2025 √□ Fall 2025

Advisor APPROVAL

(Please place a Tick)

□ Approved □ Not Approved □ Partial Re-write □ Full Re-write

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

_____

Signature: _____ Date: 17/12/2025

Name: Nibras Bin Sayed Title: Lecturer, School of Social Science

E-mail: nibras.sayed@ulab.edu.bd Phone: 01781978108

Introduction

Getting the opportunity to work with BRAC, one of the world's leading NGOs, was both humbling and transformative for me. I worked in a communications-focused role, where I was exposed to how large-scale development organisations operate, communicate, and create impact. Being part of an institution that sets global benchmarks in social development gave me a sense of responsibility and pride—especially as a student stepping into such a high-impact professional space for the first time.

During my time there, I actively participated in designing campaigns, joining brainstorming sessions, and conducting stakeholder outreach. I planned the entire social media content calendar for *Carnival of Change 2025*, coordinated with agencies to ensure timely and quality deliverables, and contributed to venue design planning. I also shot and edited content for social media, took part in field visits, and supported on-ground activities. As a PR student, this experience added a completely new dimension to my theoretical learning. Working in the development sector showed me that PR here functions very differently—practical challenges are often far more complex than classroom case studies suggest. Learning how to navigate, manage, and respond to those challenges strengthened my capacity and gave me real confidence in my abilities. I learned a lot—about people, processes, and myself.

This experience also reshaped my understanding of the global PR and communication landscape. I realised how rapidly the profession is evolving due to fast-paced digital transformation and how communication is becoming central to trust-building, advocacy, and change-making worldwide. PR is no longer just about visibility—it is about impact, credibility, and connection. This shift made me more certain that communication will continue to be an even more prominent and powerful profession in the years ahead.

What truly stood out was BRAC's collaborative work culture. Feeling genuinely included, supported by mentors, and working alongside collaborative team partners in a gender-inclusive environment significantly boosted my energy and motivation. It made me want to show up every day and do better. This experience opened my eyes to the true potential of communication in a changing world—and left me with hope, confidence, and a stronger belief in my ability to contribute meaningfully wherever I work next.

Expectations/Objectives

My primary expectation was to assess how effectively I could align my academic knowledge of public relations with practical, real-world applications. Although I had prior experience working with agencies and reporting-based tasks, this was my first exposure to the NGO and development sector. I aimed to gain practical insights into how development organizations create social impact and improve people's lives through communication. A key objective was to understand how NGOs communicate with diverse stakeholders in real-life, life-changing situations where ethical and effective communication is critical. I also expected to learn how campaigns are planned and executed in a fast-paced digital environment, while developing skills in collaboration, decision-making, and professional adaptability.

- To understand how communication and public relations function within the development sector in a fast-changing, digital world.
- To learn about the materials, planning, and resources required to design and execute a successful campaign.
- To observe how interdepartmental collaboration works within a large organisation.
- To develop skills in teamwork, strategic decision-making, and problem-solving.
- To learn effective ways of communicating with stakeholders and building professional networks with influential individuals.

Host Organization

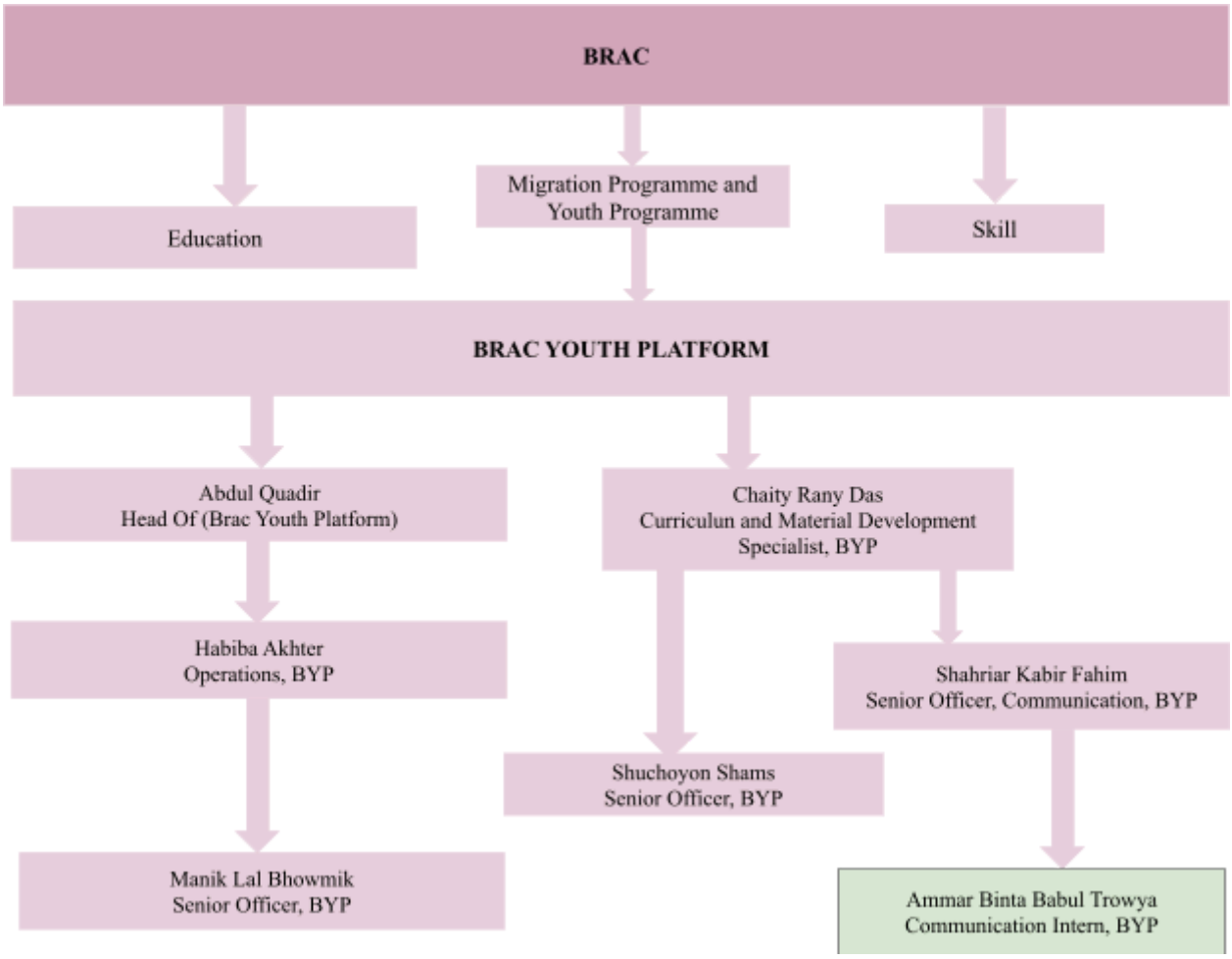
BRAC is widely recognized as one of the most successful and influential development organizations in the world. Founded in Bangladesh in 1972, it has grown from a small relief effort into the world's largest Global South-led development organization, reaching over 145 million people globally through its programs in education, healthcare, economic development, and poverty alleviation. BRAC International_BRAC's work is not limited to Bangladesh; it operates a holistic development model in 14 countries across Asia and Africa, addressing deeply entrenched social injustices and empowering marginalized communities with tools, skills, and opportunities to lift themselves out of poverty. BRAC International Its long-term commitment to evidence-based, cost-effective programs has earned it global recognition as a leader in sustainable development and social innovation.

In addition to its core development programs, BRAC has established a wide range of social enterprises and subsidiary organizations that create sustainable impact at both community and national levels. These include Aarong, a flagship retail enterprise supporting tens of thousands of artisans and preserving cultural craftsmanship; BRAC Dairy, which strengthens rural livelihoods and food security; and BRAC Healthcare, which provides affordable healthcare services to underserved communities. BRAC Bangladesh Beyond enterprises, BRAC's ecosystem includes BRAC Bank—a major financial institution supporting small and medium-sized enterprises and financial inclusion; bKash—a mobile financial service expanding access to digital payments; and BRAC University, which nurtures future leaders through inclusive higher education. The worldfolio Collectively, these entities generate sustainable livelihoods, facilitate economic participation, and contribute to social development throughout Bangladesh and beyond.

BRAC's international achievements further demonstrate its global impact. Its programs are tailored to reach people living in poverty across diverse contexts, spanning community-based education, health initiatives, agriculture and food security, and youth empowerment. BRAC International Through its microfinance operations, BRAC empowers women entrepreneurs in multiple countries, providing inclusive financial services that build resilience and support economic growth. BRAC International. The organization also collaborates with governments, multilateral partners, and civil society to scale proven solutions and influence policy frameworks that advance sustainable development at national and international levels.

BRAC's inclusive work culture, commitment to sustainable practices, and gender-friendly environment are core to its organizational identity. Its values emphasize integrity, innovation, and inclusion, fostering a workplace where diverse voices are valued, and collaboration thrives. BRAC International. This environment not only enhances team effectiveness but also opens my eyes to the dynamic future of communication and effective PR. Working in a setting that prioritizes inclusivity and cross-sector collaboration helped me understand how strategic communication drives social impact, builds trust, and supports systemic change—lessons that will be invaluable in my future career.

Organogram


BRAC
Education
Migration Programme and Youth Programme
Skill
BRAC YOUTH PLATFORM
Abdul Quadir
Head Of (Brac Youth Platform)
Chaity Rany Das
Curriculun and Material Development Specialist, BYP
Habiba Akhter
Operations, BYP
Shahriar Kabir Fahim
Senior Officer, Communication, BYP
Shuchoyon Shams
Senior Officer, BYP
Manik Lal Bhowmik
Senior Officer, BYP
Ammar Binta Babul Trowya
Communication Intern, BYP

Work Responsibilities During Internship

I started my internship on 19th October, 2025, as an intern on the Communication team. My core work areas are given below

1. **Implementation Support and Execution Plan for Carnival of Change**
   - Event Activity Planning (Communication Plan and Engagement Activity)
   - Venue Planning
   - Content Facilitation
   - Visibility Plan Maintenance
2. **Content Planning**
   - Designing Social Media Content Calendar
   - Coordinating with Agencies for Deliverables
   - Planning Campaign Themes and Messaging
   - Ensuring Alignment with Target Audience and Objectives
3. **Facilitating Cohorts**
   - Coordinating with Cohort Members for Activities
   - Guiding Workshops and Discussions
   - Supporting Field Visits and Engagement Tasks
   - Ensuring Smooth Communication Between Teams and Participants
4. **Video Editing**
   - Shooting Video Content for Social Media
   - Editing Video for Campaigns and Promotions
   - Coordinating with Teams for Feedback and Revisions
   - Ensuring Content Meets Quality and Branding Standards



Project Details

Number of Projects Completed: 12

Number of Projects Published: 8

Field Visit: 3

Video Edited: 27

Ongoing Project: 4

Project 01

Project Name: Concept Note of Carnival of Change 2025

Start Date: Oct 21, 2025
End Date: Nov 12, 2025

Published Date: Nov 20, 2025

Project Overview:
Bangladesh's youth, nearly 28% of the population, represent immense potential but face challenges from limited opportunities for skills and network building. Aligned with BRAC's Strategic Pillar 4—Investing in the Future Generation—the BRAC Youth Platform (BYP) through its Amra Notun Network (ANN), nurtures values-based leadership and empathy-driven soft skills, empowering youth as agents of change. With youth across 17 districts leading 250+ community projects, ANN has become a thriving changemaker network. The Carnival of Change is a pivotal platform enabling avenues for recognition and belonging for the youth network.

My Tasks and Responsibilities:
As part of the Carnival of Change under the BRAC Youth Platform, I actively contributed to planning and executing this flagship event, which recognises and empowers youth changemakers across 17 districts through the Amra Notun Network (ANN). I assisted in selecting panellists for the fireside talks, ensuring diverse and relevant perspectives for the discussions. I collaborated on the venue and space design, including the layout of experience zones to ensure smooth event flow. Additionally, I designed interactive spaces such as the photo booth, interaction booth, and meme wall to enhance participant engagement and social media visibility. I also helped structure the event flow, integrating live displays and experiential zones to create an engaging and memorable experience for attendees. Through this role, I applied my skills in event planning, creative design, and experiential communication to contribute meaningfully to a platform that nurtures youth leadership and impact.

Tasks Related to FireSide Talk

- Selected the panelist
- Contacted them
- Make Transportation Arrangements and Food
- Took images for the after-event promotion
- Made templates and uploaded from Amra Notun Network Social Media Page

FireSide Talk—"The spirit of Change walking on a path less taken"

Speaker names:

Name	**Designation**	**Image**
Shah Rafayat Chowdhury	Co-Founder and President, *Footsteps Bangladesh*	
Athai Das	Content Creator, *Books and More with Athai*	
Syed Rashad Imam Tanmoy	Founder, *Cartoon People*	
Sabbir Ahmed	AI Instructor, *Learning Bangladesh*	

These sessions created an open and engaging space where young changemakers could reflect, ask questions, and gain practical inspiration for their own initiatives.

Social Media Post















Photos: From Fireside Talk

Photo Booth and Interactive Booth Design

My Sample Design

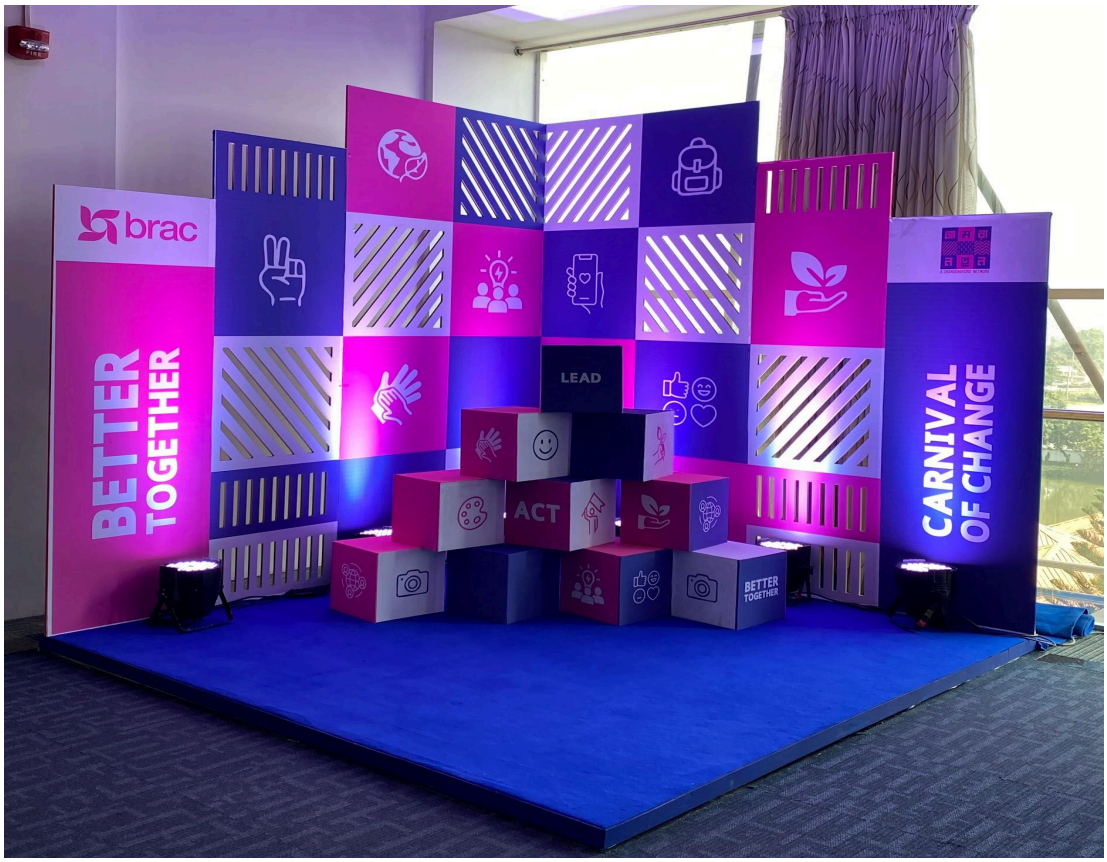




Photos: Sample Picture from online

Final Output





Photos: After aligning with our color palette

First Draft

Concept Note

Day 1 – The Carnival (Saturday, November 29th, 2025):

The first day began with the live National Anthem and a welcome note at the auditorium. Youth voices reflected the essence of changemaking, followed by a keynote titled *"The Way to Success"* by Safi Rahman Khan, Director of Human Capital Development Cluster, BRAC. The Changemakers' Exhibition allowed social initiatives to showcase their products and services, while alumni explored stalls and participated in live demonstrations and workshops at the Experience Zone. After lunch, Md. Shariful Islam Hasan inaugurated the Amra Notun Young Changemakers Award 2025, followed by a keynote speech by Professor Abdullah Abu Sayeed, founder and president of Bishwo Shahitto Kendro. The day concluded with the award-giving ceremony, a speech by Dr. Abdun Noor Tusher, and closing remarks with a Q&A session by Asif Saleh, Executive Director of BRAC.

Day 2 – The Circle (Sunday, November 30th, 2025):

The second day focused on learning, reflection, and peer engagement. It began with a well-being check-in by Miftah Zaman, followed by a panel discussion, *"Building a Better World,"* moderated by Md. Shariful Islam Hasan, bringing together experts from research, advocacy, social work, and sports. A youth-driven career guidance panel featured professionals from Robi Axiata, Bkash, and BRAC, moderated by Tasmim Hossain Tuba. Amra Notun Adda breakout sessions allowed alumni to lead peer-to-peer learning on topics such as inclusive education, climate action, social compliance, entrepreneurship, and creative industries. Afternoon sessions included Impact Talks featuring changemakers like Mahfuz Russel, Mabia Akhter, and Hossain Ishrath Adib, and a Fireside Talk moderated by Dipty Chowdhury, highlighting unconventional career paths. The event ended with a vote of thanks by the youth participants, celebrating collaboration, learning, and empowerment.

Experience Zone was a key highlight of Day 1, providing an interactive platform for participants to engage directly with social initiatives and their creative processes. By bridging observation with participation, the Experience Zone not only showcased the impact of social initiatives but also inspired attendees to think creatively and explore their own potential for driving positive change.

Final Draft

Concept Note

The Carnival of Change 2025: A Catalyst to Lead, Connect & Act

Date & Time: November 29–30, 2025

Venue: Savar BCDM

Agenda

Day 1: The Carnival (Saturday, November 29th, 2025)

SL	Time	Session	Location
1	9.00am - 09.30am	Live National Anthem Welcome note	Auditorium
2	09.30am - 10.00am	Youth Voices echoing the essence of Changemaking	Auditorium
3	10.00am - 10.30am	'The Way to Success' by Safi Rahman Khan, Director, Human Capital Development Cluster, BRAC	Auditorium
4	10.40am- 1:30pm	Changemakers' Exhibition: Witness the social initiatives displaying their products/services, and alumni will get a chance to view each other's stalls and interact. Experience Zone activity: Live demonstrations and workshops to join the artisans in the product/service generating process	Open deck
5	1.30pm-2.20pm	Lunch	Dining Space
6	2.30pm-2.45pm	Greetings and Inauguration of Amra Notun Young Changemakers Award 2025 by Md. Shariful Islam Hasan, Associate Director, Migration Programme and Youth Platform, BRAC	Auditorium
7	2.45pm-3.15pm	Keynote Speech by the Chief Guest, Professor Abdullah Abu Sayeed, Founder and President, Bishwo Shahitto Kendro	Auditorium

8	3.15pm- 3.30pm	Amra Notun Young Changemakers Award 2025 Award-Giving Ceremony	Auditorium
9	3.30pm - 3.45pm	Speech by the Special Guest, Dr. Abdun Noor Tusher, Presenter, Writer, and Social Activist	
10	3.45pm - 5.00pm	Closing Remarks and Q/A with Asif Saleh, Executive Director, BRAC	Auditorium

Day 2: The Circle (Sunday, November 30th, 2025)

SL	Time	Session	
1	9.00am - 10:00 am	Well Being Check-in by Miftah Zaman, Assistant General Manager, Learning and Leadership Development, BRAC	Auditorium
2	10:00am - 11:00am	Building a better world (Panel for Intergenerational Dialogue: How experience can meet ideas) Moderated by Md. Shariful Islam Hasan, Associate Director, Migration and Youth Platform, BRAC Panelists: ● Afsan Chowdhury, Bangladeshi Researcher and Columnist ● Kazi Abdullah, July 2024 Student Movement Survivor ● Ms. Sara Hossain, Senior Advocate, *Supreme Court of Bangladesh*, and Executive Director, *Bangladesh Legal Aid and Services Trust (BLAST)* ● Mohammad Shamsuzzaman Arafat, Triathlete and Ironman	Auditorium

		• Dr. Manoshi Saha, Founder, *Travelettes of Bangladesh*- ভ্রমণকন্যা	
3	11.00am- 12.00pm	Youth-driven interactive panel discussion on Career Guidance - Shamma Tasnim, GM, Robi Axiata - Rezaur Rahman Nafiz, VP, HR, Bkash - Nazibul Islam Sharker, AGM, BRAC Moderator: Tasmim Hossain Tuba, Changemaker, ANN	Auditorium
4	12:00pm - 1:00pm	Amra Notun Adda: Breakout sessions in Human Library format for intimate Peer-to-Peer learning exchange. Alumni members working in/with various specialized sectors/ social initiatives to conduct these sessions, driving peer learning culture: • Learning beyond Barriers *(Proyash Institute of Special Education & Research, Bangladesh University of Professionals)* • Let's Air it Out! (*Smart Air Bangladesh*) • FACT or FAKE? *(Manusher Jonno Foundation)* • HEAL and CHILL *(Moner Bondhu)* • Unlearning Pink and Blue *(BRAC Social Compliance*) • Hands on Climate *(Eco Network Global)* • Click to Thrive *(Nandonik, EsKape)* • First Aid for Everyone *(Bangladesh Red Crescent Society)*	Classrooms
5	1.10pm- 2.00pm	Lunch	Dining Space
6	2.00pm-2.25pm	Impact Talk: Story of Resilience Speaker: Mahfuz Russel, Founder and ED, Pittachhara Forest & Biodiversity Conservation Initiative	Auditorium

7	2.30pm- 3.30pm	Fireside talk: Paths less taken Speakers: ● Shah Rafayat Chowdhury, Co-Founder and President, *Footsteps Bangladesh* ● Athai Das Tinni, Content Creator, *Books and More with Athai* ● Rashad Imam Tanmoy, Founder, *Cartoon People* ● Sabbir Ahmed, AI Instructor, *Learning Bangladesh* ● *Pushpita Chowdhury, Founder, Paints Your Thoughts* Moderated by Dipty Chowdhury	Auditorium
8	3:30pm - 4:15pm	Impact Talk 1: Story of Resilience Speaker: Mabia Akhter, Bangladeshi Weightlifter Impact Talk 2Guest of Honor: Impacting Lives Speaker: Hossain Ishrath Adib, Senior Director, BRAC	Auditorium
9	4.15pm-4.30pm	Vote of Thanks - Youth ending the event	Auditorium

My Mistake:

- Underestimated the time required for panellist confirmation and coordination during the initial selection process.
- Focused more on creative aspects of venue and experience zone design, initially overlooking some logistical and flow-related details.
- Assumed participant engagement in interactive booths would be self-driven but later realised the need for clearer guidance and facilitation.
- Faced challenges in aligning event flow, particularly coordinating live displays, experiential zones, and session timings simultaneously.
- Learned the importance of flexibility, contingency planning, and real-time decision-making during large-scale event execution.

My Learnings:

- Learned how event communication and PR function in the development sector, where impact and inclusivity are prioritised over promotion.
- Gained practical understanding of strategic event planning, including panel coordination, venue design, and experience flow.
- Developed skills in stakeholder coordination and teamwork across multiple functions.
- Understood the importance of balancing creativity with logistics in large-scale events.
- Learned how experiential communication enhances engagement and strengthens message delivery.
- Improved adaptability, problem-solving, and real-time decision-making in a professional work environment.

Project 02

Project Name:
Gantt Chart—Maintaining Visibility Plan.

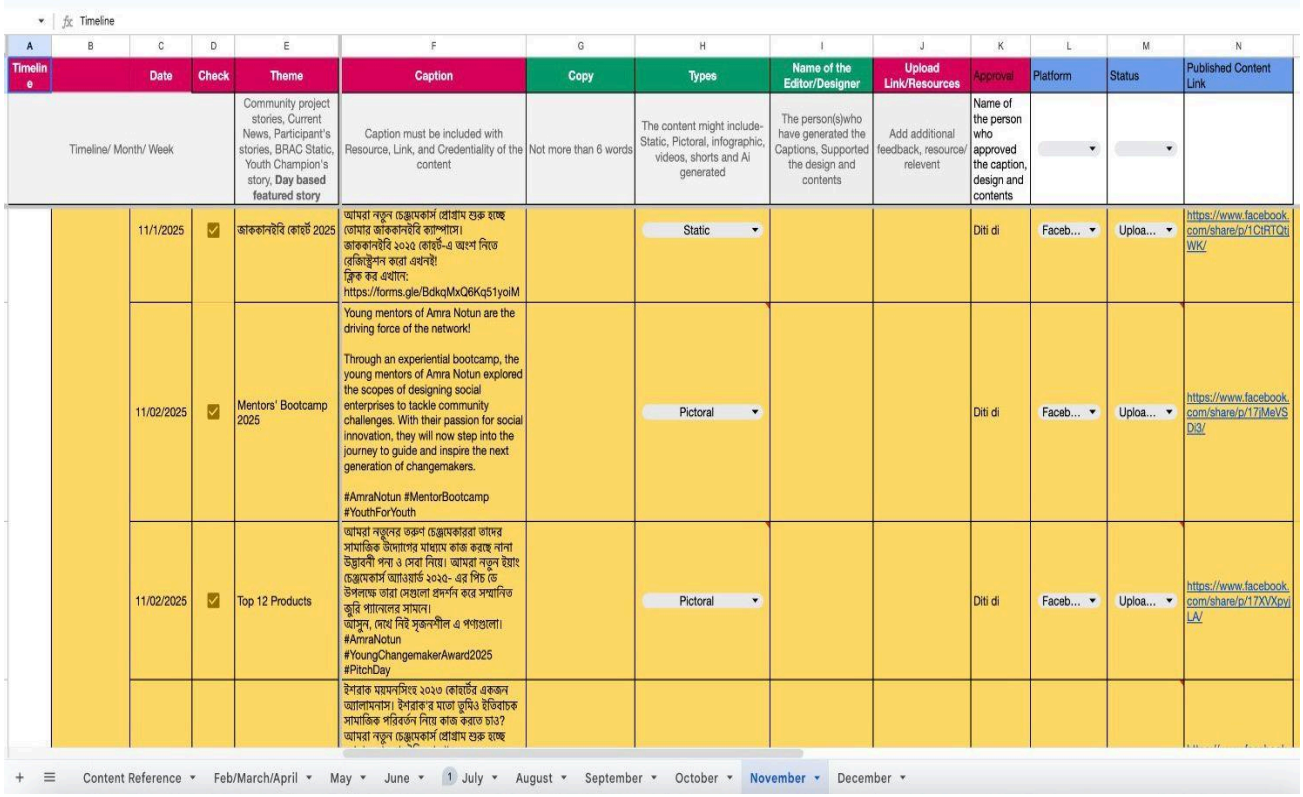
Start Date: 24th October, 2025
End Date: Still Ongoing
Project Overview: Interdepartmental Visibility Plan

During my internship, I maintained an interdepartmental visibility plan, which functioned as a comprehensive and informative working document to align communication activities across teams. The primary purpose of this visibility plan was to ensure coordination between internal departments and external agencies regarding social media content schedules, messaging, and deliverables. The document was shared with relevant departments and agencies, allowing real-time access and updates whenever content planning or execution was required.

The visibility plan included detailed information such as content themes, post types (static or dynamic), copy/captions, original content sources, Google Drive links, design templates, publishing dates, and live post links after publication. I was responsible for consistently updating and maintaining the document to ensure accuracy and alignment. This project played a key role in improving transparency, reducing miscommunication, and streamlining content execution across multiple stakeholders.

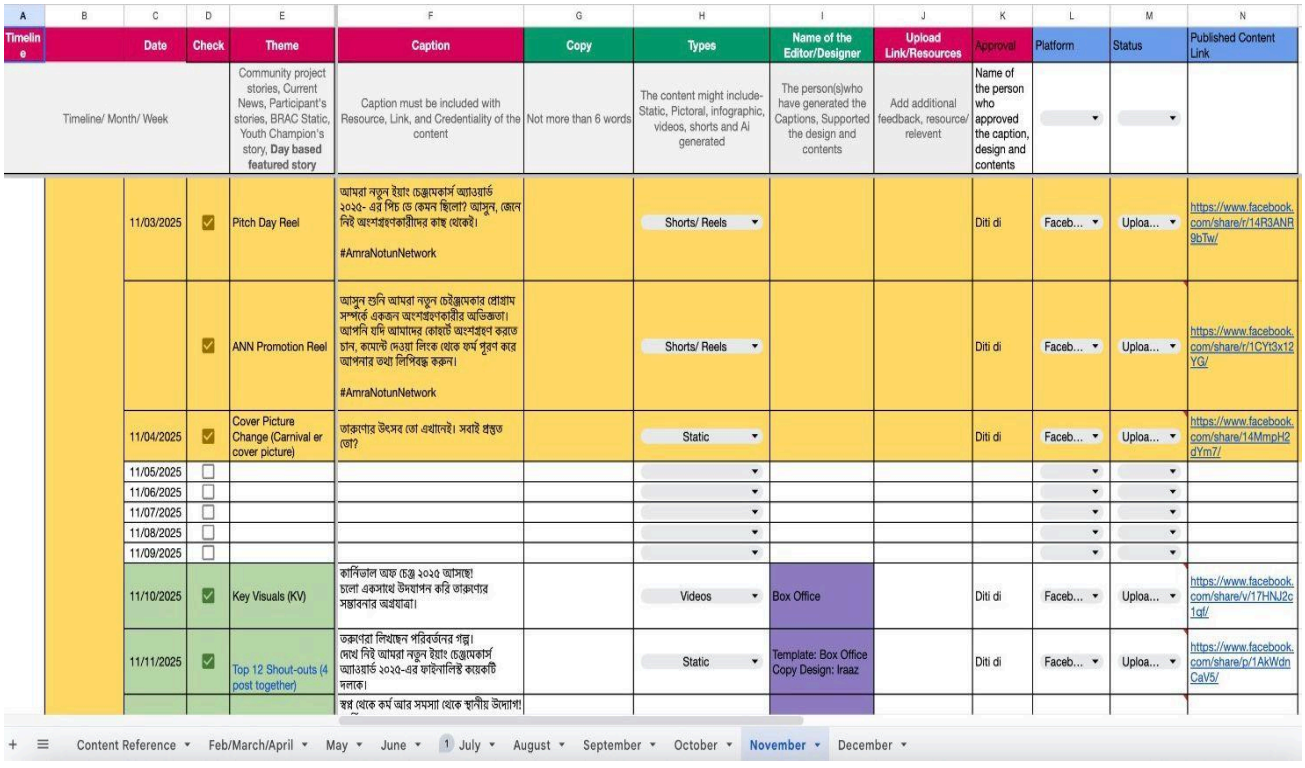
Key Tasks

- Created and maintained an interdepartmental visibility plan sheet
- Coordinated social media content schedules with departments and agencies
- Documented post themes, captions, and content types (static/dynamic)
- Managed and linked original materials, drive folders, and design templates
- Updated publishing dates and live social media post links
- Ensured real-time access and alignment across teams



Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, **Day based featured story**	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
	11/1/2025	☑	জাককানইবি কোর্স ২০২৫	আমরা নতুন চেঞ্জমেকার্স প্রোগ্রাম শুরু হচ্ছে তোমার জাককানইবি ক্যাম্পাসে। জাককানইবি ২০২৫ কোহর্ট-এ অংশ নিতে রেজিস্ট্রেশন করো এখনই! ক্লিক কর এখানে: https://forms.gle/BdkqMxQ6Kq51yoiM		Static			Diti di	Faceb…	Uploa…	https://www.facebook.com/share/p/1CtRTQtiWK/
	11/02/2025	☑	Mentors' Bootcamp 2025	Young mentors of Amra Notun are the driving force of the network! Through an experiential bootcamp, the young mentors of Amra Notun explored the scopes of designing social enterprises to tackle community challenges. With their passion for social innovation, they will now step into the journey to guide and inspire the next generation of changemakers. #AmraNotun #MentorBootcamp #YouthForYouth		Pictoral			Diti di	Faceb…	Uploa…	https://www.facebook.com/share/p/17jMeVSDi3/
	11/02/2025	☑	Top 12 Products	আমরা নতুনের তরুণ চেঞ্জমেকাররা তাদের সামাজিক উদ্যোগের মাধ্যমে কাজ করছে নানা উদ্ভাবনী সেবা ও সেবা নিয়ে। আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫- এর পিচ ডে উপলক্ষে তারা সেগুলো প্রদর্শন করে সম্মানিত জুরি প্যানেলের সামনে। আসুন, দেখে নিই সৃজনশীল এ পণ্যগুলো। #AmraNotun #YoungChangemakerAward2025 #PitchDay		Pictoral			Diti di	Faceb…	Uploa…	https://www.facebook.com/share/p/17XVXpyjLA/
				ইশরাক ময়মনসিংহ ২০২৩ কোহর্টের একজন অ্যালামনাস। ইশরাক'র মতো তুমিও ইতিবাচক সামাজিক পরিবর্তন নিয়ে কাজ করতে চাও? আমরা নতুন চেঞ্জমেকার্স প্রোগ্রাম শুরু হচ্ছে								

Content Reference | Feb/March/April | May | June | 1 July | August | September | October | November | December



Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, **Day based featured story**	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
	11/03/2025	☑	Pitch Day Reel	আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫- এর পিচ ডে কেমন ছিলো? আসুন, জেনে নিই অংশগ্রহণকারীদের কাছ থেকেই। #AmraNotunNetwork		Shorts/ Reels			Diti di	Faceb…	Uploa…	https://www.facebook.com/share/r/14R3ANR9bTw/
		☑	ANN Promotion Reel	আসুন শুনি আমরা নতুন চেইঞ্জমেকার প্রোগ্রাম সম্পর্কে একজন অংশগ্রহণকারীর অভিজ্ঞতা। আপনি যদি আমাদের কোহর্টে অংশগ্রহণ করতে চান, কমেন্টে দেওয়া লিংক থেকে ফর্ম পূরণ করে আপনার তথ্য লিপিবদ্ধ করুন। #AmraNotunNetwork		Shorts/ Reels			Diti di	Faceb…	Uploa…	https://www.facebook.com/share/r/1CYt3x12YG/
	11/04/2025	☑	Cover Picture Change (Carnival er cover picture)	তারুণ্যের উৎসব তো এখানেই। সবাই প্রস্তুত তো?		Static			Diti di	Faceb…	Uploa…	https://www.facebook.com/share/14MmpH2dYm7/
	11/05/2025	☐										
	11/06/2025	☐										
	11/07/2025	☐										
	11/08/2025	☐										
	11/09/2025	☐										
	11/10/2025	☑	Key Visuals (KV)	কার্নিভাল অফ চেঞ্জ ২০২৫ আসছে! চলো একসাথে উদযাপন করি তারুণ্যের সম্ভাবনার অগ্রযাত্রা।		Videos	Box Office		Diti di	Faceb…	Uploa…	https://www.facebook.com/share/v/17HNJ2c1qf/
	11/11/2025	☑	Top 12 Shout-outs (4 post together)	তরুণরা লিখছেন পরিবর্তনের গল্প। দেখে নিই আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫-এর ফাইনালিস্ট কয়কটি দলকে।		Static	Template: Box Office Copy Design: Iraaz		Diti di	Faceb…	Uploa…	https://www.facebook.com/share/p/1AkWdnCaV5/
				স্বপ্ন থেকে কর্ম আর সমস্যা থেকে স্থানীয় উদ্যোগ!								

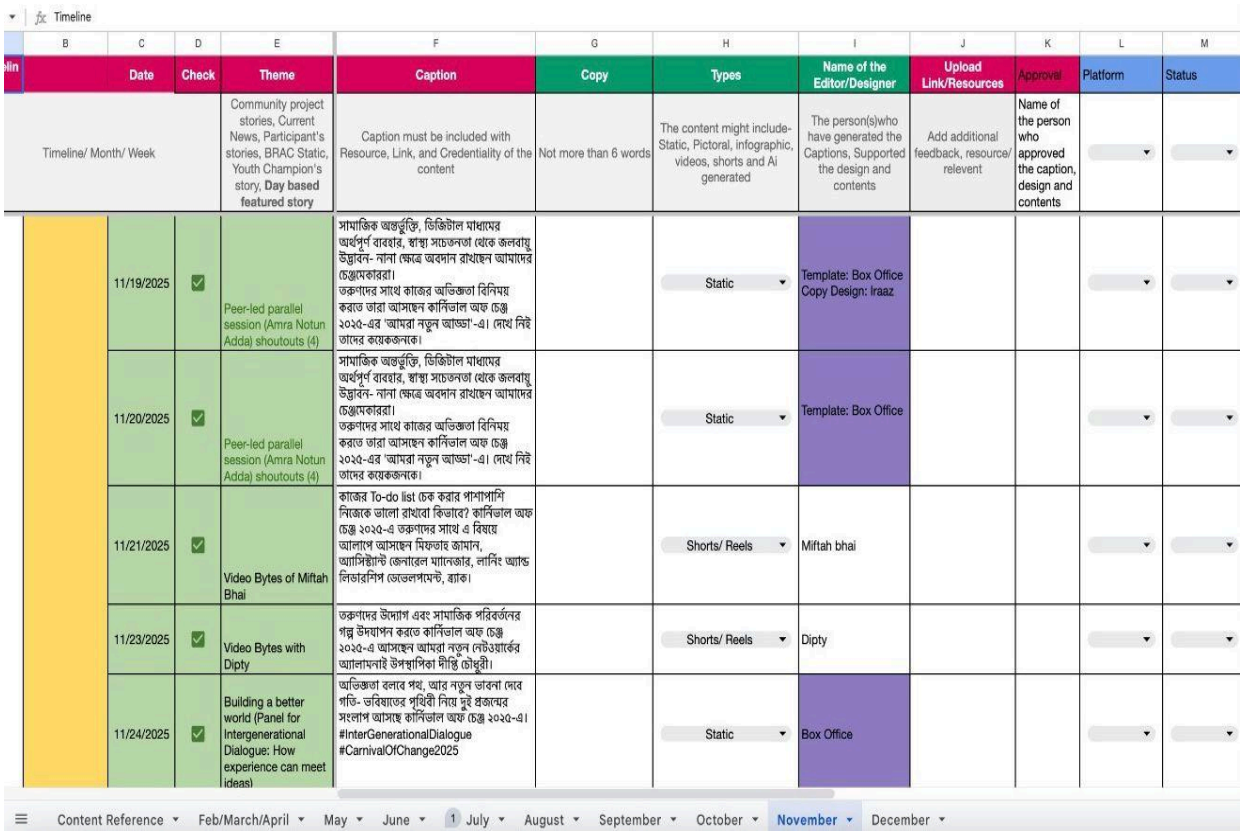
Content Reference | Feb/March/April | May | June | 1 July | August | September | October | November | December

Photos: From the visibility plan that I worked on



Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status
Timeline/ Month/ Week		Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, **Day based featured story**	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents		
Pre-Carnival	11/13/2025	☑	Top 12 Shout-outs (4 image together)	তরুণরা লিখছেন পরিবর্তনের গল্প। দেখে নিই আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫-এর ফাইনালিষ্ট কয়েকটি দলকে।		Static	Box Office				
	11/14/2025	☑	Stall Shout-outs (4 post together))	স্বপ্ন থেকে কর্ম আর সমস্যা থেকে স্থানীয় উদ্যোগ। কার্নিভাল অফ চেঞ্জ ২০২৫-এ তরুণ চেঞ্জমেকাররা আসছেন নিজেদের উদ্ভাবনী পন্য ও সেবা প্রদর্শনী নিয়ে। দেখে নিই এমন কয়েকটি দলকে।		Static	Template: Box Office Copy Design: Iraaz				
	11/16/2025	☑	Top 12 Shout-outs (4 image together)	তরুণরা লিখছেন পরিবর্তনের গল্প। দেখে নিই আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫-এর ফাইনালিষ্ট কয়েকটি দলকে।		Static	Template: Box Office Copy Design: Iraaz				
	11/17/2025	☑	Stall Shout-outs (4 post together))	স্বপ্ন থেকে কর্ম আর সমস্যা থেকে স্থানীয় উদ্যোগ। কার্নিভাল অফ চেঞ্জ ২০২৫-এ তরুণ চেঞ্জমেকাররা আসছেন নিজেদের উদ্ভাবনী পন্য ও সেবা প্রদর্শনী নিয়ে। দেখে নিই এমন কয়েকটি দলকে।		Static	Template: Box Office Copy Design: Iraaz				
	11/18/2025	☑	Shariful bhai's Video Byte	তরুণদের প্রতি প্রত্যাশার কথা জানালেন ব্র্যাকের মাইগ্রেশন প্রোগ্রাম ও ইয়ুথ প্ল্যাটফর্মের সহযোগী পরিচালক শরিফুল হাসান।							
	11/19/2025	☑		সামাজিক অন্তর্ভুক্তি, ডিজিটাল মাধ্যমের অর্থপূর্ণ ব্যবহার, স্বাস্থ্য সচেতনতা থেকে জলবায়ু উদ্ভাবন- নানা ক্ষেত্রে অবদান রাখছেন আমাদের চেঞ্জমেকাররা। তরুণদের সাথে কাজের অভিজ্ঞতা বিনিময়		Static	Template: Box Office Copy Design: Iraaz				

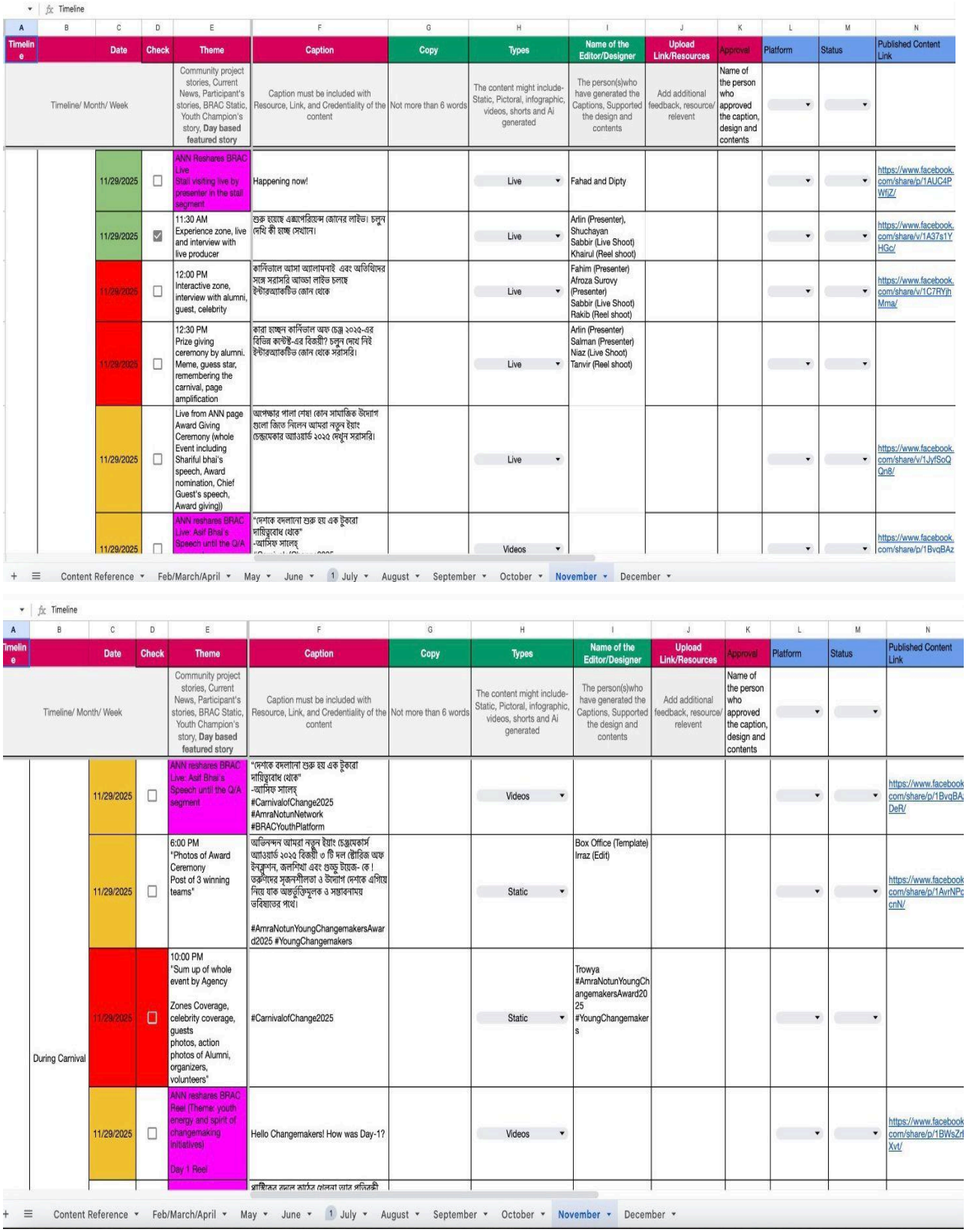
Content Reference | Feb/March/April | May | June | July | August | September | October | November | December



Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status
Timeline/ Month/ Week		Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, **Day based featured story**	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents		
	11/19/2025	☑	Peer-led parallel session (Amra Notun Adda) shoutouts (4)	সামাজিক অন্তর্ভুক্তি, ডিজিটাল মাধ্যমের অর্থপূর্ণ ব্যবহার, স্বাস্থ্য সচেতনতা থেকে জলবায়ু উদ্ভাবন- নানা ক্ষেত্রে অবদান রাখছেন আমাদের চেঞ্জমেকাররা। তরুণদের সাথে কাজের অভিজ্ঞতা বিনিময় করতে তারা আসছেন কার্নিভাল অফ চেঞ্জ ২০২৫-এর 'আমরা নতুন আড্ডা'-এ। দেখে নিই তাদের কয়েকজনকে।		Static	Template: Box Office Copy Design: Iraaz				
	11/20/2025	☑	Peer-led parallel session (Amra Notun Adda) shoutouts (4)	সামাজিক অন্তর্ভুক্তি, ডিজিটাল মাধ্যমের অর্থপূর্ণ ব্যবহার, স্বাস্থ্য সচেতনতা থেকে জলবায়ু উদ্ভাবন- নানা ক্ষেত্রে অবদান রাখছেন আমাদের চেঞ্জমেকাররা। তরুণদের সাথে কাজের অভিজ্ঞতা বিনিময় করতে তারা আসছেন কার্নিভাল অফ চেঞ্জ ২০২৫-এর 'আমরা নতুন আড্ডা'-এ। দেখে নিই তাদের কয়েকজনকে।		Static	Template: Box Office				
	11/21/2025	☑	Video Bytes of Miftah Bhai	কাজের To-do list চেক করার পাশাপাশি নিজেকে ভালো রাখাবো কিভাবে? কার্নিভাল অফ চেঞ্জ ২০২৫-এ তরুণদের সাথে এ বিষয়ে আলাপে আসছেন মিফতাহ জামান, অ্যাসিস্ট্যান্ট জেনারেল ম্যানেজার, লার্নিং অ্যান্ড লিডারশিপ ডেভেলপমেন্ট, ব্র্যাক।		Shorts/ Reels	Miftah bhai				
	11/23/2025	☑	Video Bytes with Dipty	তরুণদের উদ্যোগ এবং সামাজিক পরিবর্তনের গল্প উদ্‌যাপন করতে কার্নিভাল অফ চেঞ্জ ২০২৫-এ আসছেন আমরা নতুন নেটওয়ার্কের অ্যালামনাই উপস্থাপিকা দীপ্তি চৌধুরী।		Shorts/ Reels	Dipty				
	11/24/2025	☑	Building a better world (Panel for Intergenerational Dialogue: How experience can meet ideas)	অভিজ্ঞতা বলবে পথ, আর নতুন ভাবনা দেবে গতি- ভবিষ্যতের পৃথিবী নিয়ে দুই প্রজন্মের সংলাপ আসছে কার্নিভাল অফ চেঞ্জ ২০২৫-এ। #InterGenerationalDialogue #CarnivalOfChange2025		Static	Box Office				

Content Reference | Feb/March/April | May | June | July | August | September | October | November | December

Photos: From the visibility plan that I worked on



Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, Day based featured story	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
	11/29/2025	☐	ANN Reshares BRAC Live Stall visiting live by presenter in the stall segment	Happening now!		Live	Fahad and Dipty					https://www.facebook.com/share/p/1AUC4PWfjZ/
	11/29/2025	☑	11:30 AM Experience zone, live and interview with live producer	শুরু হয়েছে এক্সপেরিয়েন্স জোনের লাইভ। চলুন দেখি কী হচ্ছে সেখানে।		Live	Arlin (Presenter), Shuchayan Sabbir (Live Shoot) Khairul (Reel shoot)					https://www.facebook.com/share/v/1A37s1YHGc/
	11/29/2025	☐	12:00 PM Interactive zone, interview with alumni, guest, celebrity	কার্নিভালে আসা অ্যালামনাই এবং অতিথিদের সঙ্গে সরাসরি আড্ডা লাইভ চলছে ইন্টারঅ্যাকটিভ জোন থেকে		Live	Fahim (Presenter) Afroza Surovy (Presenter) Sabbir (Live Shoot) Rakib (Reel shoot)					https://www.facebook.com/share/v/1C7RYjhMma/
	11/29/2025	☐	12:30 PM Prize giving ceremony by alumni. Meme, guess star, remembering the carnival, page amplification	কারা হচ্ছেন কার্নিভাল অফ চেঞ্জ ২০২৫-এর বিভিন্ন কন্টেস্ট-এর বিজয়ী? চলুন দেখে নিই ইন্টারঅ্যাকটিভ জোন থেকে সরাসরি।		Live	Arlin (Presenter) Salman (Presenter) Niaz (Live Shoot) Tanvir (Reel shoot)					
	11/29/2025	☐	Live from ANN page Award Giving Ceremony (whole Event including Shariful bhai's speech, Award nomination, Chief Guest's speech, Award giving))	আপনার পালা শেষ। কোন সামাজিক উদ্যোগ গুলো জিতে নিলেন আমরা নতুন ইয়াং চেঞ্জমেকার অ্যাওয়ার্ড ২০২৫ দেখুন সরাসরি।		Live						https://www.facebook.com/share/v/1JyfSoQQn8/
	11/29/2025	☐	ANN reshares BRAC Live: Asif Bhai's Speech until the Q/A segment	"দেশকে বদলানো শুরু হয় এক টুকরো দায়িত্ববোধ থেকে" -আসিফ সালেহ্		Videos						https://www.facebook.com/share/p/1BvqBAz
	11/29/2025	☐	ANN reshares BRAC Live: Asif Bhai's Speech until the Q/A segment	"দেশকে বদলানো শুরু হয় এক টুকরো দায়িত্ববোধ থেকে" -আসিফ সালেহ্ #CarnivalofChange2025 #AmraNotunNetwork #BRACYouthPlatform		Videos						https://www.facebook.com/share/p/1BvqBADeR/
	11/29/2025	☐	6:00 PM "Photos of Award Ceremony Post of 3 winning teams"	অভিনন্দন আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫ বিজয়ী ৩ টি দল স্টোরিজ অফ ইনক্লুশন, জলশিখা এবং শুভ্ডু টয়েজ- কে ! তরুণদের সৃজনশীলতা ও উদ্যোগ দেশকে এগিয়ে নিয়ে যাক অন্তর্ভুক্তিমূলক ও সম্ভাবনাময় ভবিষ্যতের পথে। #AmraNotunYoungChangemakersAward2025 #YoungChangemakers		Static	Box Office (Template) Irraz (Edit)					https://www.facebook.com/share/p/1AvrNPcrnN/
During Carnival	11/29/2025	☐	10:00 PM "Sum up of whole event by Agency Zones Coverage, celebrity coverage, guests photos, action photos of Alumni, organizers, volunteers"	#CarnivalofChange2025		Static	Trowya #AmraNotunYoungChangemakersAward2025 #YoungChangemakers					
	11/29/2025	☐	ANN reshares BRAC Reel (Theme: youth energy and spirit of changemaking initiatives) Day 1 Reel	Hello Changemakers! How was Day-1?		Videos						https://www.facebook.com/share/p/1BWsZrtXvt/

Photos: From the visibility plan that I worked on

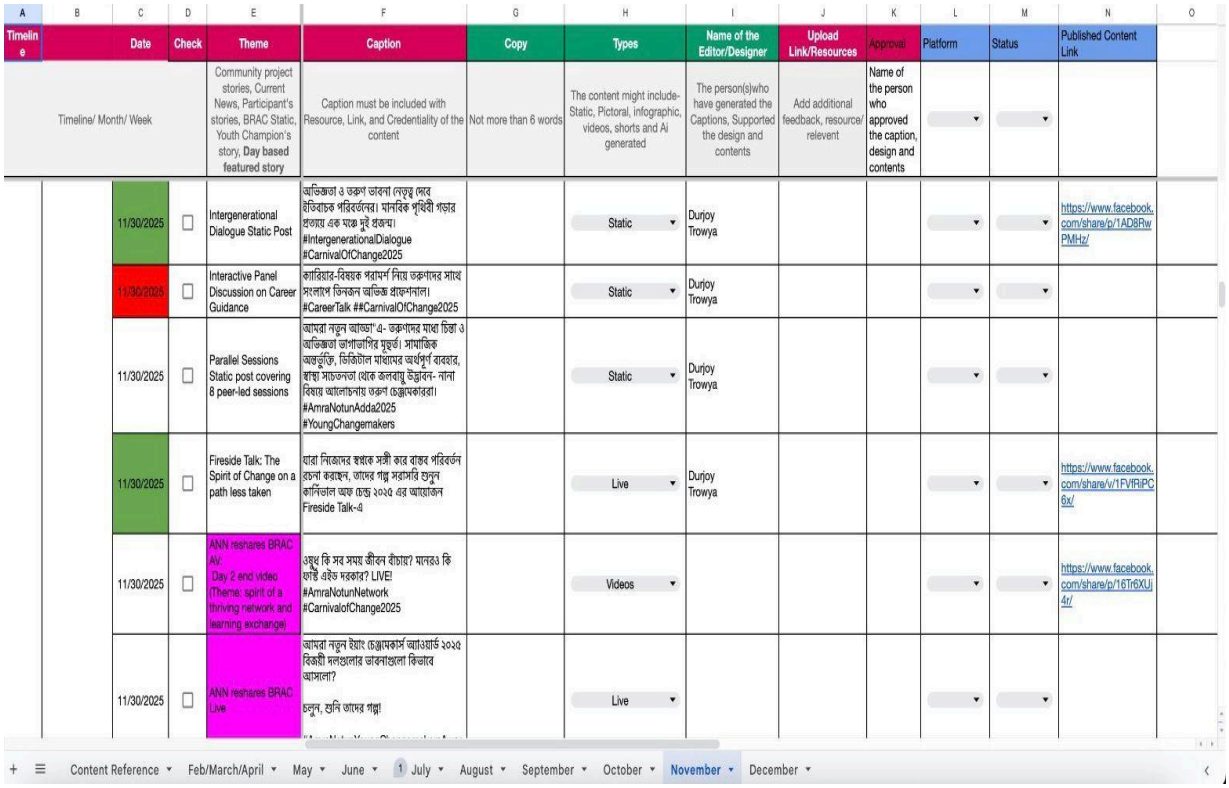
Timeline

Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, **Day based featured story**	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
	11/29/2025	☐	ANN reshare BRAC LIVE	প্লাস্টিকের বদলে কাঠের থেলনা আর প্রতিবন্ধী বাড়িদের জন্য অডিও বুক। তরুণদের ভাবনায় এগুলো এলো কীভাবে? LIVE! #AmraNotunNetwork #CarnivalofChange2025								https://www.facebook.com/share/p/1BkVzr4is1/
	11/29/2025	☐	ANN reshare BRAC static	তারাপার উৎসব 'কার্নিভাল অফ চেঞ্জ'-এর প্রথম দিনে অধ্যাপক আবদুল্লাহ আবু সায়ীদ #AmraNotunNetwork #CarnivalofChange2025								https://www.facebook.com/share/p/17R8DJxXcU/
	11/29/2025	☐	Static on year highlights; on comment: ANN last Year Highlights AV	#BRACYouthPlatform	কেমন গেল আমরা নতুন-এর ২০২৫? - দেখুন কমেন্টে।	Videos	Box Office					
	11/29/2025	☐	Cultural Night Performances	জনপ্রিয় ব্যান্ড ওয়ারফেজ ও কণ্ঠশিল্পী সভাতার অনবদ্য পরিবেশনায় দীপ্ত কার্নিভাল অফ চেঞ্জের মঞ্চ, সেই আলোকে আরও রঙিন করল তরুন চেঞ্জমেকারাদের অংশগ্রহন। #CulturalNight#CarnivalOfChange2025		Static						
	11/29/2025	☐	ANN reshares BRAC AV: Day 1 Highlights AV									
	11/30/2025	☐	ANN reshares BRAC Live (2) Interviews with peer facilitators of the parallel sessions			Live						
	11/30/2025	☐	Intergenerational Dialogue Static Post	অভিজ্ঞতা ও তরুণ ভাবনা নেতৃত্ব দেবে ইতিবাচক পরিবর্তনের। মানবিক পৃথিবী গড়ার প্রত্যয়ে এক মঞ্চে দুই প্রজন্ম।		Static	Durjoy Trowya					https://www.facebook.com/share/p/1AD8Rw

Content Reference | Feb/March/April | May | June | July | August | September | October | November | December

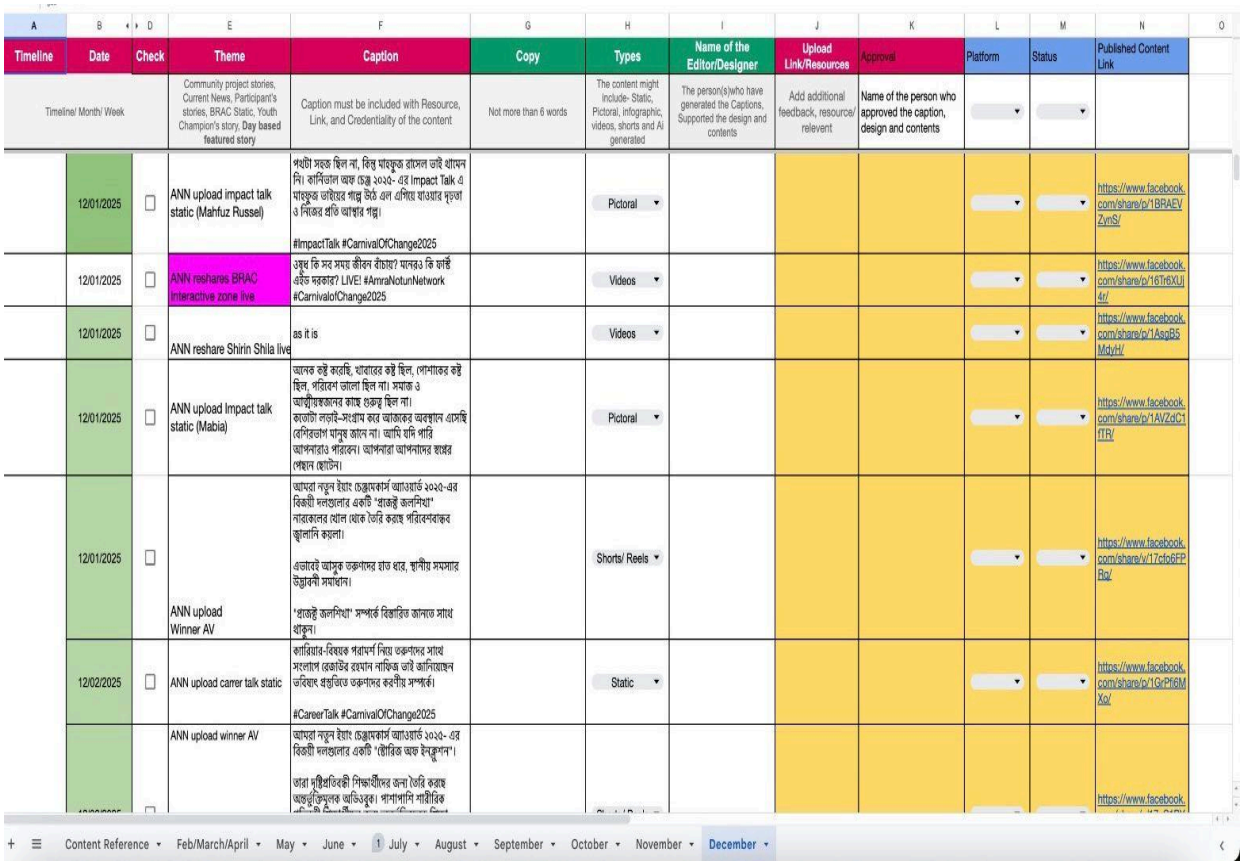
Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, **Day based featured story**	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
	11/30/2025	☐	Intergenerational Dialogue Static Post	অভিজ্ঞতা ও তরুণ ভাবনা নেতৃত্ব দেবে ইতিবাচক পরিবর্তনের। মানবিক পৃথিবী গড়ার প্রত্যয়ে এক মঞ্চে দুই প্রজন্ম। #IntergenerationalDialogue #CarnivalOfChange2025		Static	Durjoy Trowya					https://www.facebook.com/share/p/1AD8RwPMHz/
	11/30/2025	☐	Interactive Panel Discussion on Career Guidance	ক্যারিয়ার-বিষয়ক পরামর্শ নিয়ে তরুণদের সাথে সংলাপে তিনজন অভিজ্ঞ প্রফেশনাল। #CareerTalk ##CarnivalOfChange2025		Static	Durjoy Trowya					
	11/30/2025	☐	Parallel Sessions Static post covering 8 peer-led sessions	আমরা নতুন আড্ডা'এ- তরুণদের মাঝে চিন্তা ও অভিজ্ঞতা ভাগাভাগির মুহূর্ত। সামাজিক অন্তর্ভুক্তি, ডিজিটাল মাধ্যমের অর্থপূর্ণ ব্যবহার, স্বাস্থ্য সচেতনতা থেকে জলবায়ু উদ্ভাবন- নানা বিষয়ে আলোচনায় তরুণ চেঞ্জমেকাররা। #AmraNotunAdda2025 #YoungChangemakers		Static	Durjoy Trowya					
	11/30/2025	☐	Fireside Talk: The Spirit of Change on a path less taken	যারা নিজেদের হৃষ্টাক সঙ্গী করে বাস্তব পরিবর্তন রচনা করছেন, তাদের গল্প সরাসরি শুনুন কার্নিভাল অফ চেঞ্জ ২০২৫ এর আয়োজন Fireside Talk-এ		Live	Durjoy Trowya					https://www.facebook.com/share/v/1FVfRiPC6x/
	11/30/2025	☐	ANN reshares BRAC AV: Day 2 end video (Theme: spirit of a thriving network and learning exchange)	এমুখ কি সব সময় জীবন বাঁচায়? মানবও কি আজ এইড দরকার? LIVE! #AmraNotunNetwork #CarnivalofChange2025		Videos						https://www.facebook.com/share/p/16Tr6XUj4r/
	11/30/2025	☐	ANN reshares BRAC Live	আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫ বিজয়ী দলগুলোর ভাবনাগুলো কিভাবে আসলো? চলুন, শুনি তাদের গল্প!		Live						

Content Reference | Feb/March/April | May | June | July | August | September | October | November | December



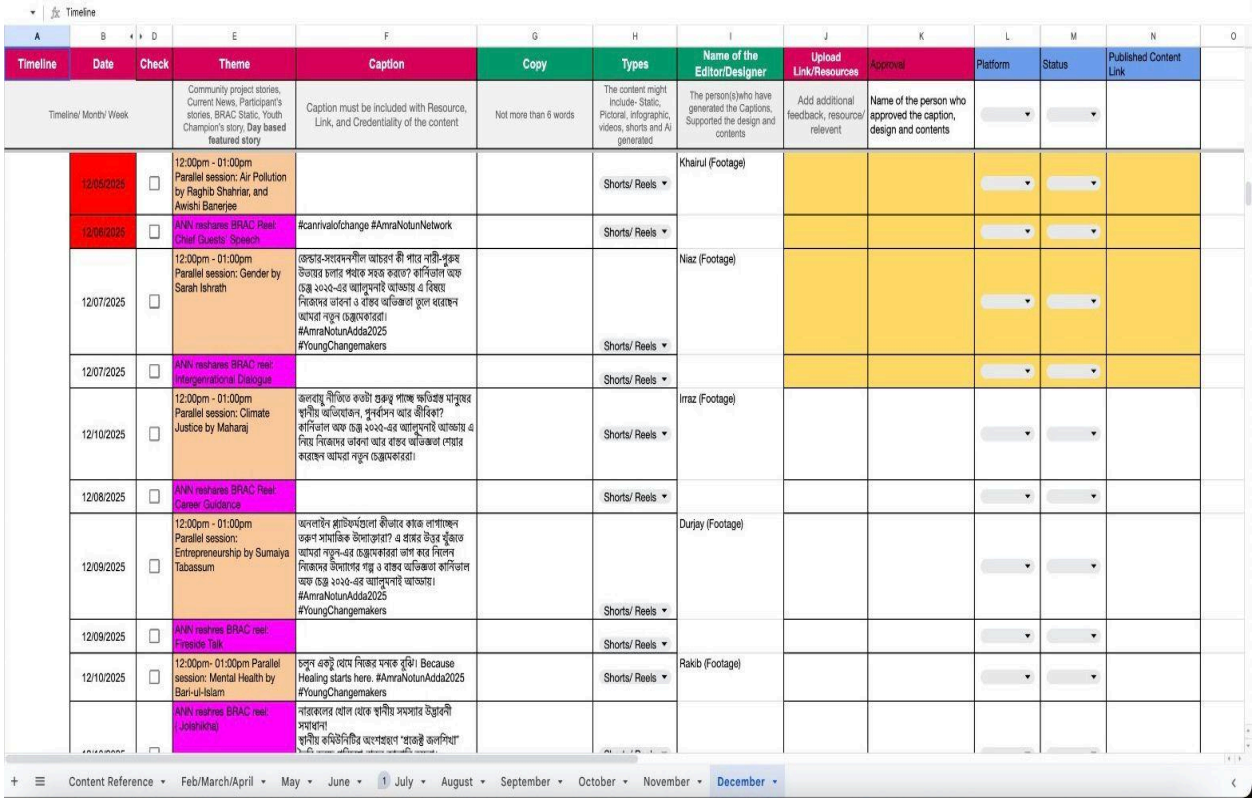
Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, Day based featured story	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
	11/30/2025	☐	Intergenerational Dialogue Static Post	অভিজ্ঞতা ও তরুণ ভাবনা নেতৃত্ব দেবে ইতিবাচক পরিবর্তনের। মানবিক পৃথিবী গড়ার প্রত্যয় এক মঞ্চে দুই প্রজন্ম। #IntergenerationalDialogue #CarnivalOfChange2025		Static	Durjoy Trowya					https://www.facebook.com/share/p/1AD8RwPMHz/
	11/30/2025	☐	Interactive Panel Discussion on Career Guidance	ক্যারিয়ার-বিষয়ক পরামর্শ নিয়ে তরুণদের সাথে সংলাপে তিনজন অভিজ্ঞ প্রফেশনাল। #CareerTalk ##CarnivalOfChange2025		Static	Durjoy Trowya					
	11/30/2025	☐	Parallel Sessions Static post covering 8 peer-led sessions	আমরা নতুন আড্ডা'এ- তরুণদের মাথা চিন্তা ও অভিজ্ঞতা ভাগাভাগির মুহূর্ত। সামাজিক অন্তর্ভুক্তি, ডিজিটাল মাধ্যমের অর্থপূর্ণ ব্যবহার, স্বাস্থ্য সচেতনতা থেকে জলবায়ু উদ্ভাবন- নানা বিষয়ে আলোচনায় তরুণ চেঞ্জমেকাররা। #AmraNotunAdda2025 #YoungChangemakers		Static	Durjoy Trowya					
	11/30/2025	☐	Fireside Talk: The Spirit of Change on a path less taken	যারা নিজেদের হৃদয়কে সঙ্গী করে বাস্তব পরিবর্তন রচনা করছেন, তাদের গল্প সরাসরি শুনুন কার্নিভাল অফ চেঞ্জ ২০২৫ এর আয়োজন Fireside Talk-এ		Live	Durjoy Trowya					https://www.facebook.com/share/v/1FVfRiPC6x/
	11/30/2025	☐	ANN reshares BRAC AV: Day 2 end video (Theme: spirit of a thriving network and learning exchange)	শুধু কি সব সময় জীবন বাঁচায়? মানবও কি চাই এইড দরকার? LIVE! #AmraNotunNetwork #CarnivalofChange2025		Videos						https://www.facebook.com/share/p/16Tr6XUj4r/
	11/30/2025	☐	ANN reshares BRAC Live	আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫ বিজয়ী দলগুলোর ভাবনাগুলো কিভাবে আসলো? চলুন, শুনি তাদের গল্প!		Live						

Content Reference | Feb/March/April | May | June | July | August | September | October | November | December

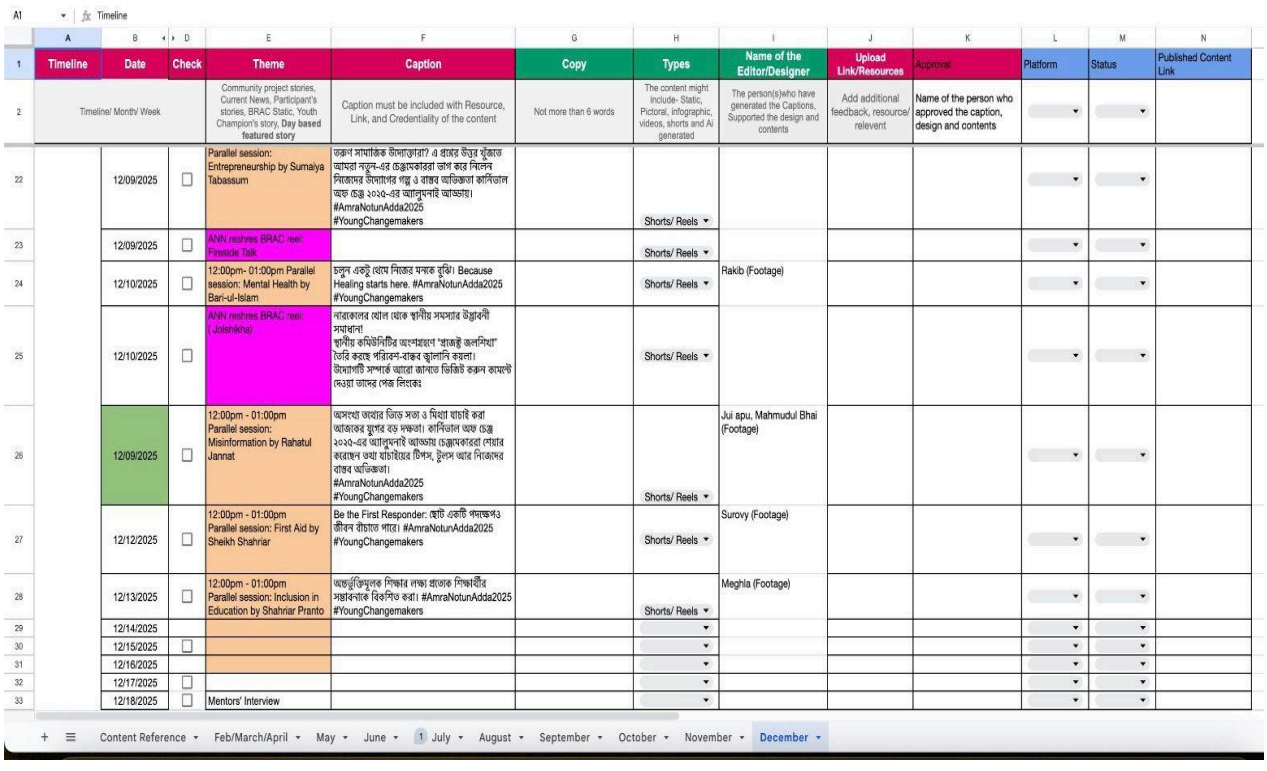


Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, Day based featured story	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
	12/01/2025	☐	ANN upload impact talk static (Mahfuz Russel)	খটটা সহজ ছিল না, কিন্তু মাহফুজ হাসেল ভাই থামেন নি। কার্নিভাল অফ চেঞ্জ ২০২৫- এই Impact Talk এ মাহফুজ ভাইয়ের গল্পে উঠে এল এগিয়ে যাওয়ার দৃঢ়তা ও নিজের প্রতি আস্থার গল্প। #ImpactTalk #CarnivalOfChange2025		Pictoral						https://www.facebook.com/share/p/1BRAEVZymS/
	12/01/2025	☐	ANN reshares BRAC interactive zone live	শুধু কি সব সময় জীবন বাঁচায়? মানবও কি চাই এইড দরকার? LIVE! #AmraNotunNetwork #CarnivalofChange2025		Videos						https://www.facebook.com/share/p/16Tr6XUj4r/
	12/01/2025	☐	ANN reshare Shirin Shila live	as it is		Videos						https://www.facebook.com/share/p/1AsgB5MdyH/
	12/01/2025	☐	ANN upload Impact talk static (Mabia)	অনেক কষ্ট করেছি, খাবারের কষ্ট ছিল, পোশাকের কষ্ট ছিল, পরিবেশ ভালো ছিল না। সমাজ ও আত্মীয়স্বজনের কাছে গুরুত্ব ছিল না। কতোটা লড়াই-সংগ্রাম করে আজকের অবস্থানে এসেছি বেশিরভাগ মানুষ জানে না। আমি যদি পারি আপনারাও পারবেন। আপনারা আপনাদের হাসের পেছনে ছোটেন।		Pictoral						https://www.facebook.com/share/p/1AVZdC1fTR/
	12/01/2025	☐	ANN upload Winner AV	আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫-এর বিজয়ী দলগুলোর একটি 'প্রাজহ্নু জলশিখা' নারাকোনের খোল থেকে তৈরি করছে পরিবেশবান্ধব জ্বালানি কয়লা। এভাবেই আসুক তরুণদের হাত ধরে, স্থানীয় সমস্যার উদ্ভাবনী সমাধান। 'প্রাজহ্নু জলশিখা' সম্পর্কে বিস্তারিত জানতে সাথে থাকুন।		Shorts/ Reels						https://www.facebook.com/share/v/17cfo6FPRq/
	12/02/2025	☐	ANN upload carrer talk static	ক্যারিয়ার-বিষয়ক পরামর্শ নিয়ে তরুণদের সাথে সংলাপে রেডাডির রহমান নাফিজ ভাই আলিয়েছেন ভবিষ্যৎ প্রস্তুতিতে তরুণদের করণীয় সম্পর্কে। #CareerTalk #CarnivalOfChange2025		Static						https://www.facebook.com/share/p/1GrPfi6MXo/
		☐	ANN upload winner AV	আমরা নতুন ইয়াং চেঞ্জমেকার্স অ্যাওয়ার্ড ২০২৫- এর বিজয়ী দলগুলোর একটি 'ঔরিত্ত অফ ইনক্লুশন'। তারা দৃষ্টিপ্রতিবন্ধী শিক্ষার্থীদের জন্য তৈরি করছে অন্তর্ভুক্তিমূলক অডিওবুক। পাশাপাশি শারীরিক								https://www.facebook.

Content Reference | Feb/March/April | May | June | July | August | September | October | November | December



Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, Day based featured story	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
	12/05/2025	☐	12:00pm - 01:00pm Parallel session: Air Pollution by Raghib Shahriar, and Awishi Banerjee			Shorts/ Reels	Khairul (Footage)					
	12/06/2025	☐	ANN reshares BRAC Reel: Chief Guests' Speech	#canrivalofchange #AmraNotunNetwork		Shorts/ Reels						
	12/07/2025	☐	12:00pm - 01:00pm Parallel session: Gender by Sarah Ishrath	জেন্ডার-সংবেদনশীল আচরণ কী পারে নারী-পুরুষ উভয়ের চলার পথকে সহজ করতে? কানিভাল অফ চেঞ্জ ২০২৫-এর অ্যালুমনাই আড্ডায় এ বিষয়ে নিজেদের ভাবনা ও বাস্তব অভিজ্ঞতা তুলে ধরছেন আমরা নতুন চেঞ্জমেকাররা। #AmraNotunAdda2025 #YoungChangemakers		Shorts/ Reels	Niaz (Footage)					
	12/07/2025	☐	ANN reshares BRAC reel: Intergenrational Dialogue			Shorts/ Reels						
	12/10/2025	☐	12:00pm - 01:00pm Parallel session: Climate Justice by Maharaj	জলবায়ু নীতিতে কতটা গুরুত্ব পাচ্ছে ক্ষতিগ্রস্ত মানুষের স্থানীয় অভিযোজন, পুনর্বাসন আর জীবিকা? কানিভাল অফ চেঞ্জ ২০২৫-এর অ্যালুমনাই আড্ডায় এ নিয়ে নিজেদের ভাবনা আর বাস্তব অভিজ্ঞতা শেয়ার করছেন আমরা নতুন চেঞ্জমেকাররা।		Shorts/ Reels	Irraz (Footage)					
	12/08/2025	☐	ANN reshares BRAC Reel: Career Guidance			Shorts/ Reels						
	12/09/2025	☐	12:00pm - 01:00pm Parallel session: Entrepreneurship by Sumaiya Tabassum	অনলাইন প্ল্যাটফর্মগুলো কীভাবে কাজে লাগাচ্ছেন তরুণ সামাজিক উদ্যোক্তারা? এ প্রশ্নের উত্তর খুঁজতে আমরা নতুন-এর চেঞ্জমেকাররা ভাগ করে নিলেন নিজেদের উদ্যোগের গল্প ও বাস্তব অভিজ্ঞতা কানিভাল অফ চেঞ্জ ২০২৫-এর অ্যালুমনাই আড্ডায়। #AmraNotunAdda2025 #YoungChangemakers		Shorts/ Reels	Durjay (Footage)					
	12/09/2025	☐	ANN reshres BRAC reel: Fireside Talk			Shorts/ Reels						
	12/10/2025	☐	12:00pm- 01:00pm Parallel session: Mental Health by Bari-ul-Islam	চলুন একটু থেমে নিজের মনকে বুঝি। Because Healing starts here. #AmraNotunAdda2025 #YoungChangemakers		Shorts/ Reels	Rakib (Footage)					
			ANN reshres BRAC reel: (Joishikha)	নারকেলের খোল থেকে স্থানীয় সমস্যার উদ্ভাবনী সমাধান! স্থানীয় কমিউনিটির অংশগ্রহণে "প্রাকৃতি জলশিখা"								



	Timeline	Date	Check	Theme	Caption	Copy	Types	Name of the Editor/Designer	Upload Link/Resources	Approval	Platform	Status	Published Content Link
2	Timeline/ Month/ Week			Community project stories, Current News, Participant's stories, BRAC Static, Youth Champion's story, Day based featured story	Caption must be included with Resource, Link, and Credentiality of the content	Not more than 6 words	The content might include- Static, Pictoral, infographic, videos, shorts and Ai generated	The person(s)who have generated the Captions, Supported the design and contents	Add additional feedback, resource/ relevent	Name of the person who approved the caption, design and contents			
22		12/09/2025	☐	Parallel session: Entrepreneurship by Sumaiya Tabassum	তরুণ সামাজিক উদ্যোক্তারা? এ প্রশ্নের উত্তর খুঁজতে আমরা নতুন-এর চেঞ্জমেকাররা ভাগ করে নিলেন নিজেদের উদ্যোগের গল্প ও বাস্তব অভিজ্ঞতা কানিভাল অফ চেঞ্জ ২০২৫-এর অ্যালুমনাই আড্ডায়। #AmraNotunAdda2025 #YoungChangemakers		Shorts/ Reels						
23		12/09/2025	☐	ANN reshres BRAC reel: Fireside Talk			Shorts/ Reels						
24		12/10/2025	☐	12:00pm- 01:00pm Parallel session: Mental Health by Bari-ul-Islam	চলুন একটু থেমে নিজের মনকে বুঝি। Because Healing starts here. #AmraNotunAdda2025 #YoungChangemakers		Shorts/ Reels	Rakib (Footage)					
25		12/10/2025	☐	ANN reshres BRAC reel: (Joishikha)	নারকেলের খোল থেকে স্থানীয় সমস্যার উদ্ভাবনী সমাধান! স্থানীয় কমিউনিটির অংশগ্রহণে "প্রাকৃতি জলশিখা" তৈরি করছে পরিবেশ-বান্ধব ছাঁলানি কয়লা। উদ্যোগটি সম্পর্কে আরো জানতে ভিজিট করুন কামেন্ট দেওয়া ভাদের পেজ লিংকে		Shorts/ Reels						
26		12/09/2025	☐	12:00pm - 01:00pm Parallel session: Misinformation by Rahatul Jannat	অসংখ্য তথ্যের ভিড়ে সত্য ও মিথ্যা যাচাই করা আজকের যুগের বড় দক্ষতা। কানিভাল অফ চেঞ্জ ২০২৫-এর অ্যালুমনাই আড্ডায় চেঞ্জমেকাররা শেয়ার করেছেন তথ্য যাচাইয়ের টিপস, টুলস আর নিজেদের বাস্তব অভিজ্ঞতা। #AmraNotunAdda2025 #YoungChangemakers		Shorts/ Reels	Jui apu, Mahmudul Bhai (Footage)					
27		12/12/2025	☐	12:00pm - 01:00pm Parallel session: First Aid by Sheikh Shahriar	Be the First Responder: ছোট একটি পদক্ষেপও জীবন বাঁচাতে পারে। #AmraNotunAdda2025 #YoungChangemakers		Shorts/ Reels	Surovy (Footage)					
28		12/13/2025	☐	12:00pm - 01:00pm Parallel session: Inclusion in Education by Shahriar Pranto	অন্তর্ভুক্তিমূলক শিক্ষার লক্ষ্য প্রত্যেক শিক্ষার্থীর সম্ভাবনাকে বিকশিত করা। #AmraNotunAdda2025 #YoungChangemakers		Shorts/ Reels	Meghla (Footage)					
29		12/14/2025											
30		12/15/2025	☐										
31		12/16/2025											
32		12/17/2025	☐										
33		12/18/2025	☐	Mentors' Interview									

Photos: From the visibility plan that I worked on

My Mistakes

- Initially underestimated the level of detail and consistency required to maintain the sheet accurately
- Faced difficulty managing last-minute content changes, which affected scheduling
- Experienced challenges in ensuring all stakeholders were regularly updated or followed the document
- Occasionally, overlooked version control when multiple users accessed the sheet simultaneously

My Learnings

- Learned the importance of structured documentation in large-scale communication planning
- Gained practical experience in interdepartmental coordination and workflow alignment
- Understood how visibility planning reduces miscommunication and improves efficiency
- Improved skills in content planning, attention to detail, and time management
- Developed a stronger understanding of how strategic PR operations support digital communication execution
- Content Plan—Pre-Plan, during plan, post-plan

Project 03

Project Name:
Content Planning (Pre-Promotional, During Event, and Post-Promotional)

Start Date: 24th October, 2025
End Date: 16th December, 2025

Project Overview: This task is divided into 3 parts:

- Scripting
- Uploaded Version
- Event Content Planning

As part of the Carnival of Change 2025, I was responsible for planning and supporting content across three key phases: pre-promotional, during-event, and post-promotional communication. During the pre-promotional phase, I planned video-based content where the Master of Ceremonies (MC), panelists, and performers welcomed participants and invited them to attend the carnival. I prepared short scripts for these video bytes to ensure message clarity and consistency, coordinated the shoots, and edited the videos for social media platforms.

For the during-event phase, I contributed to planning real-time content such as live updates, behind-the-scenes visuals, audience interactions, and activity highlights to maintain online engagement throughout the event. In the post-promotional phase, I helped plan content that showcased key moments, participant experiences, and the overall impact of the Carnival of Change 2025, ensuring sustained visibility and storytelling beyond the event day. This end-to-end content planning helped strengthen audience connection and reinforce the event's purpose.

Key Tasks

- Planned pre-promotional video content featuring MCs, panelists, and performers
- Prepared scripts and key messages for video invitations
- Edited video bytes for social media platforms

- Planned real-time during-event content and engagement posts
- Developed post-event content plans highlighting impact and key moments

Pre Promotional Content

Scripting

Dipty Chowdhury (Master of Ceremonies)

হ্যালো চেঞ্জমেকারস!
আমি Dipty Chowdhury আনন্দের সঙ্গে জানাচ্ছি যে Carnival of Change 2025 এর হোস্ট হিসেবে ২৯ নভেম্বর আমি থাকছি আপনাদের সঙ্গে।
অনেকেই হয়তো জানেন না আমিও Amra Notun Network এর একজন alumni আমরা নতুন চেঞ্জমেকার প্রোগ্রামের ক্লাসরুম সেসনস সম্পন্ন করে কমিউনিটি প্রোজেক্টর মাধ্যমে ইতিবাচক সামাজিক পরিবর্তন আনার এই জার্নিতে হেঁটেছি আমিও। আসছি আপনাদের পরিবর্তনের গল্পগুলো শুনতে। দেখা হচ্ছে কার্নিভালে।

Shahriar Kabir Fahim (Master of Ceremonies)
হ্যালো changemakers,
আমি **Shahriar Kabir Fahim,** 2019 সালে person with disabilities দের নিয়ে আমি প্রজেক্ট করেছিলাম। আমরা নতুন নেটওয়ার্কে আপনাদের মতন তাই আমিও একজন চেঞ্জমেকার। আর Carnival of Change 2025 এর হোস্ট হিসেবে সাথে থাকছি আমিও।দেখা হচ্ছে কার্নিভালে।

Miftah Zaman
আমাদের তরুণেরা যেমন স্বপ্নবাজ, সাহসী ও উদ্যমী একই ভাবে তাদের কাঁধে থাকে দায়িত্ব, চাপ ও অনিশ্চয়তা। বেশিরভাগ সময়েই আমরা এসব নিয়ে কথা বলি না, বলতে চাই না কিংবা এড়িয়ে যাই। To do list এর সব বক্স চেক করা হলেও Mental well being এর checkbox অনেক সময়ই থাকে ফাঁকা।
তাই Carnival of Change 2025 এ আমি মিফতাহ জামান আসছি মানসিক স্বাস্থ্যের যত্ন নিয়ে আপনাদের মত সম্ভাবনাময় তরুণ সাথে কথা বলতে, আপনাদের থেকে জানতে এবং জানাতে।

দেখা হচ্ছে কার্নিভালে।

সভ্যতা

Hello চেঞ্জমেকার’স

আমি Sovvota, আর আমি তো খুবই excited তোমাদের সবার সাথে **Carnival of Change 2025** এ দেখা করতে।

তোমাদের energy, creativity আর passion এর গল্পগুলো তোমাদের থেকে জানতে চাই। দেখা হচ্ছে কার্নিভালে

Tipu Vai

Hey চেঞ্জমেকার’স। আমি Tipu, আর Warfaze আসছে **Carnival of Change 2025.**

আমরা জানি তোমাদের energy কতটা inspiring এবং তোমরা ready হও Warefaze আসছে তোমাদের কার্নিভালে। দেখা হবে ২৯ নভেম্বরে।

Edited the Welcome Note and Uploading them on Social Media: Amra Notun Network

[Social Media Link]



Photos: Screenshots of the contents uploaded in Social Media

Script Draft for Career Discussion Segment

For BRAC HR Focal

বাংলাদেশের মতো একটি কম্পিটিটিভ জব মার্কেট, যেখানে প্রতি বছর হাজার হাজার ফ্রেশ গ্র্যাজুয়েট চাকরির জন্য আবেদন করে। কিন্তু HR-এর চোখে, আবেদনকারীদের শর্টলিস্টিং-এর ক্ষেত্রে CV, স্কিলস আর এক্সপেরিয়েন্স অনেক গুরুত্বপূর্ণ। আমি চাই তরুণরা এই প্রক্রিয়াটা ভালোভাবে বুঝুক।

এই জন্য আমি ……. আসছি সরাসরি আপনাদের সঙ্গে কথা বলতে।

কার্নিভাল অব চেইঞ্জ ২০২৫-এ, ৩০ নভেম্বর।

Corporate Focal

কর্পোরেট ওয়ার্ল্ডে career pursue করার ইচ্ছা অনেকেরই থাকে। নিজেকে কিভাবে প্রস্তুত করা যায়, কোন স্কিলগুলো গুরুত্বপূর্ণ—এসব নিয়েও আমাদের অনেক প্রশ্ন থাকে। কর্পোরেট চাকরি সম্পর্কিত আপানাদের প্রশ্নের উত্তর দিতে আমি…….. আসছি সরাসরি কার্নিভাল অব চেইঞ্জ ২০২৫-এ, আশা করি আপনাদের সঙ্গে একটি effective session হবে।

দেখা হবে ৩০ নভেম্বর!

Edited the Welcome Note and uploaded it on Social Media: Amra Notun Network



Photos: Screenshots of the contents uploaded to Social Media

Content Planning During The Event

Day 01: Morning Content Plan					
Serial	Date	Content Type	Assigned Person	Note	Upload Time
Overall	28/11/2025	**(From 28/11/2025 registration booth to Carnival Day, 29/11/2025, before lunch) REEL** Activity to cover ● Welcome ● National Anthem ● Stall ● Guest Visiting stall ● Experience Zone ● Interactive Zone ● Crowd enjoying carnival ● Celebrity Interview Overall, sum up till lunch.	Taohida Brac Live footage Best Meme prize Remembering the carnival prize Page amplification Guess the star prize. Durjay Stall Visit 11 am	1. Mnemonic Add at first and template at last 2. Duration: 90 seconds 3. Deliver final edit before lunch by 1 PM	4 PM
1	29/11/2025	Live Share (Jointly) Share from ANN page	Live Shoot - Durjay Reel Footage-	Volunteer Needed one	Live

Day 01: Morning Content Plan					
	11 am	first, live BRAC share about the carnival activity.	Touhida		
2	29/11/2025 11:30 am	Live ANN - Interactive and Experience Zone Place - Photobooth	Presenter: 1. Salman 2. Trowya Chowdhury (BYP) Live Shoot - Sabbir	Volunteer needed for prize giving. Managing the crowd. Total - 3	Live
3	29/11/2025 12:00 pm	**Celeb Guest Live by Akumni** Each guest view about youth, how they feel about the carnival, and their advice to youth. **(Celeb, Alumni, Guests) Reel Format 90 Seconds**	Presenter - Fahim, Dipty Live Shoot - Sabbir Footage - Joysen		(After Event)
4	29/11/2025 12:30 pm	Live By Alumni Best Meme prize Remembering the carnival prize Page amplification Guess star prize	Presenter: Arlin, Oysee Live Shoot: Trowya Chowdhury (BYP)		

AFTER LUNCH					
Serial	Date	Content Type	Assigned Person	Note	Upload Time
1	29/11/2025	Photos of the Award Ceremony Post of the 3 winning teams	Tep: Trowya Chowdhury (BYP) Edit: Trowya Chowdhury (BYP)	Need a Laptop to edit instantly	6 PM
2	29/11/2025	Capturing Expression of winners (**REEL**) Name announcement reaction Hugging each other Happy face Previous interview	Assigned somebody from BYP		After Events
3	29/11/2025	Reel - winners feelings after winning the award outside of auditorium. During break	Trowya Chowdhury	Top 3 Only	By 8 pm
4	29/11/2025	Sum up of the whole event by Agency ● All the zones	Agency Uploaded By	Caption Prepared Template Prepared	By 10 pm

AFTER LUNCH					
		• All the celebs • All the guests • Action photos of Alumni • Organizers • Volunteers	Trowya Chowdhury		

Day 02 Content Plan (30/11/2025)					
Serial	Date	Content Type	Assigned Person	Note	Upload Time
1	30/11/2025	Photos - Peer to Peer Learning 7 sessions 1. Air Pollution by Raghib Shahriar 2. Climate Change by Awishi Banerjee 3. Mental Health by Bari-ul-Islam	1. Tauhida 2. Irraz 3. Rakib 4. Surovy 5. Sabbir 6. Durjay 7. Niaz		By 4 PM

Day 02 Content Plan (30/11/2025)					
		4. First Aid by Sheikh Shahriar 5. Misinformation by Rahatul Jannat 6. Entrepreneurship by Sumaiya Tabassum 7. Gender by Sarah Ishrath 8. Inclusion in Education by Shahriar Pranto ● Photos of Facilitators ● Participants action photos ● Action photos ● End with a photo card photos			
2	30/11/2025	3 Reels for 3 Panel Discussion Activity Interactions	1. Rakib 2. Niaz 3. Surovy		After Events
3	30/11/2025	Panelist Interview For Reels ● Each guests ● View about youth ● How do they feel about	Trowya Chowdhury (BYP)		After Events

Day 02 Content Plan (30/11/2025)					
		the carnival? ● Their advice to youth.			
4	30/11/2025	Sum Up picture of Day 02	Agency	Cross-checked and uploaded by Trowya Chowdhury (BYP)	By 8 PM

My Mistakes

- Initially underestimated the time required for coordinating video shoots with multiple contributors
- Faced minor challenges in maintaining content consistency across different speakers
- Experienced difficulty managing tight timelines for editing during the pre-promotional phase

My Learnings

- Learned how phase-based content planning strengthens event communication
- Gained experience in scriptwriting for short-form digital content
- Understood the importance of pre-planning during and post-event storytelling
- Improved skills in video editing, coordination, and time management
- Developed a clearer understanding of how PR content builds anticipation, engagement, and long-term impact

Project 04

Project Name:
Facilitating cohort sessions—Arrong Cohort, Dhaka Cohort, and Jakkanebi Cohort

Start Date: 24th October, 2025
End Date: 16th December, 2025

Project Overview:
Under the BRAC Youth Platform/Amra Notun Network, cohorts such as the Aarong Cohort, Dhaka Cohort, and Jakkhanebi Cohort are structured youth groups formed to develop leadership, skills, and community engagement among young people.

- Aarong Cohort generally focuses on youth engagement connected to social enterprise values, ethical production, creativity, and cultural identity.
- The Dhaka Cohort brings together youth from the capital region, often emphasizing urban challenges, civic engagement, communication, and leadership development.
- Jakkhanebi Cohort (youth-driven and community-focused) works on grassroots initiatives, volunteerism, and social impact projects, often outside major urban centres.

Within these cohorts, bootcamp sessions and volunteer training programs are organised to build capacity in areas such as leadership, teamwork, communication, problem-solving, and project execution. These sessions are designed to prepare volunteers and cohort members to plan, lead, and implement community projects effectively.

Role in Cohort Sessions as a Communication Intern

During my internship as a communication intern, I supported multiple cohort sessions under the BRAC Youth Platform, including bootcamp sessions and volunteer training programs. My responsibilities focused on communication support, content documentation, and digital storytelling to highlight youth engagement and learning outcomes.

Key Tasks and Responsibilities

- Captured photo and video content during cohort bootcamps and training sessions
- Documented key activities, interactions, and learning moments
- Edited selected content for social media and internal communication
- Supported communication needs for volunteer training programs
- Assisted in aligning content with youth-focused messaging and branding



Photos From Session: Aarong Cohort



Photos From Session: Dhaka Cohort



Photos From Session: Trishal Cohort

Challenges Faced

- Managing content capture while sessions were simultaneously ongoing
- Ensuring minimal disruption while recording training activities
- Selecting the most impactful moments from long sessions
- Working within limited timeframes for content editing and delivery

Key Learnings

- Learned how to communicate learning-based events effectively
- Gained experience in ethical and respectful content documentation
- Understood the importance of authentic storytelling in youth engagement
- Improved skills in visual communication and content selection
- Developed adaptability in dynamic, people-centred environments

Project 05

Project Name:

Coordinating with champion pools, content facilitators, and agencies

Start Date: 15th October, 2025

End Date: 04th December, 2025

Project Overview: Coordination with Champion Pool, Content Facilitators, and Agencies

Champion Pool & Content Facilitators Management

During the preparation phase, I coordinated with the **Champion Pool, Content Facilitators** to align everyone with the event flow and content planning. I briefed them on their roles, responsibilities, and the overall schedule to ensure smooth execution. I also discussed their specific requirements and gathered feedback to optimise our resources and capacity. Based on this, we procured additional equipment to support content production, including:

DJI Mic 2 for high-quality audio recording

2 portable pen drives (Transcend JETFLASH 920, 512 GB, USB 3.2 Pendrive and Sandisk Ultra Dual Drive Go 256 GB, USB Type-C) for secure data transfer and backup

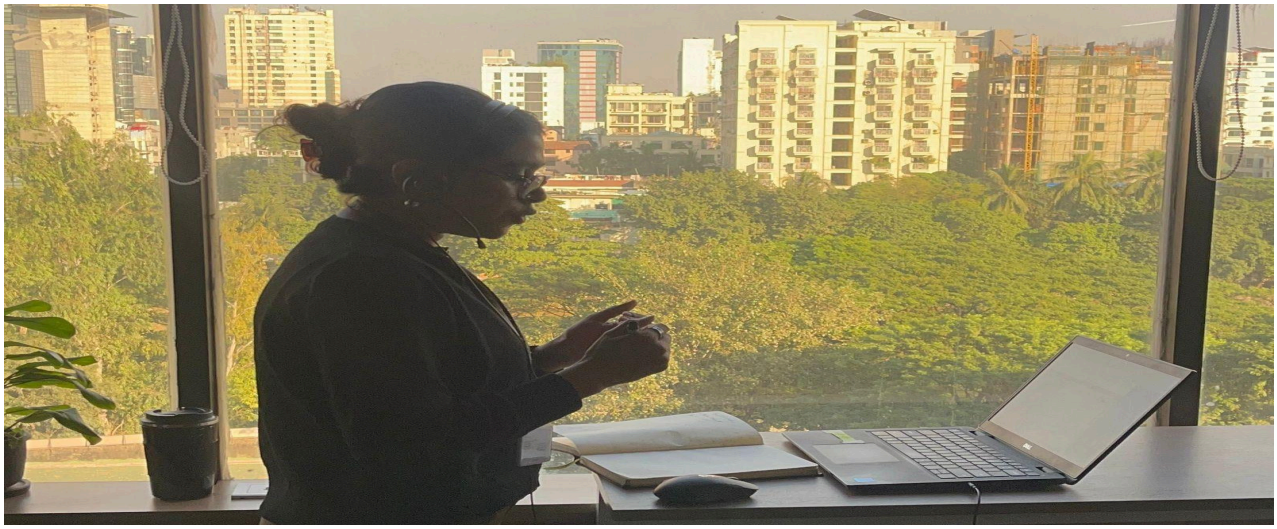


Photo: Taking the onboarding sessions with Champion Pool & Content Facilitators

Key Tasks Performed:

- Conducted briefing sessions with Champion Pool, Content Facilitators, and agencies about event flow and content objectives
- Assigned tasks and responsibilities according to individual strengths and project needs
- Collected feedback on equipment or support required for content creation
- Procured additional equipment to extend content production capabilities
- Ensured alignment between all teams for consistent quality and coverage during the event

Coordination with Agencies

I worked closely with two external agencies. BoxOffice acted as the creative partner, supporting visual concepts and creative executions. HighVoltage served as the event and logistics partner, handling on-ground execution, setup, and logistical coordination. I regularly shared necessary information, briefs, and updates with both agencies. Maintained close coordination to ensure alignment between communication plans and event execution.

Here, I cross-checked the total content list and provided resources regarding the session list, and after every content delivery, I make sure they were aligned with BRAC values.

Carnival of Change 2025

Deliverables of the Box Office

Content name	**Content Type**	**No. of Content**	**Delivery Date**
Key Visuals (KV)	Dynamic	1	10 November
Stall Shoutout Template	Static	1	10 November
Top 12 Shoutout Template	Static	1	10 November
Peer-led Session (Amra Notun Adda)	Static	8	11 November
Event-reveal teaser (Last year event Snapshot)	Dynamic	1	15 November
Building a Better World: Panel for Intergenerational Dialogue	Static	1	15 November

Fireside Talk: The Spirit of Change	Static	1	16 November
Impact Talk Series: Stories of Resilience	Static	1	17 November
4 winner Temp	Static	1	20 November
Top 12 AV (Event AV)	Video	1	21 November
Amra Notun last year highlights	Video	1	22 November

Here with Highvoltage, I provided the resource regarding sessions, made deliverables, and created venue designs that aligned with the box office plans and BRAC values.

Deliverables of High-Voltage

Session	**Content for LED**	**Personal and designation**
Welcome Note	● Static Template ● Video	Abdul Quadir, Detepriya Roy,
Youth Voices	Static Template	Dipty Chowdhury, Shahriar Kabir Fahim
The Way to Success	Static Template	Moutushi Kabir, Senior Director, People, Culture, and Communications, BRAC

Inauguration of Amra Notun Young Changemakers Award 2025	• Static Template • PPT	Md. Shariful Islam Hasan, Associate Director, Migration Programme and Youth Platform, BRAC
Chief Guest	Static Template	Professor Abdullah Abu Sayeed, Founder and President, Bishwo Shahitto Kendro
Amra Notun Young Changemakers Award 2025 (template during award)	• Nomination Video • Static Template • Winner 30 sec video	

Day 2: The Circle (Sunday, November 30th, 2025)

Session	**Our Deliverables**
Well Being Check-in	Miftah Zaman, Assistant General Manager, Learning and Development, BRAC
Panel for Intergenerational Dialogue: How experience can meet ideas	AI file from Box office
Peer-led session	AI file from Box office
Fireside Talk—Walking on a path less taken"	AI file from Box office
Impact Talk: Stories of Resilience	AI file from Box office
Vote of Thanks	Safi Rahman Khan, Director, Human Capital Development Cluster, BRAC

Mistakes/Challenges Faced

- Initially underestimated the time required to align multiple stakeholders across different teams and agencies
- Faced minor communication gaps while coordinating online meetings with content facilitators
- Experienced challenges in ensuring a consistent understanding of briefs among facilitators and agencies
- Needed time to adapt to managing multiple follow-ups simultaneously

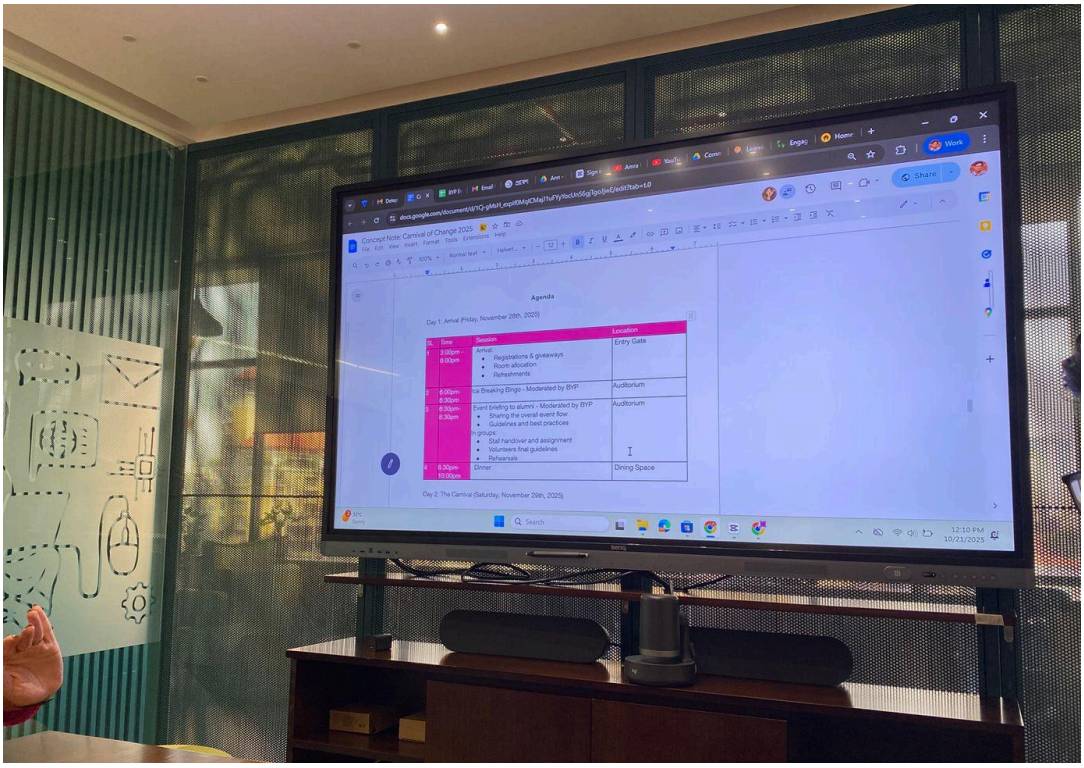


Photo: During the agency onboarding meeting

Key Learnings

- Learned how to coordinate multi-stakeholder communication in a large-scale event
- Gained experience in managing facilitator pools and task distribution
- Understood the importance of clear briefing and documentation for agencies
- Improved skills in professional communication, follow-ups, and coordination
- Developed confidence in working closely with creative and logistics partners

Project 06

Project Name:
Video and photo editing for promotional, podcast, awareness campaigns

Start Date: 25th October, 2025
End Date: 04th December, 2025

Published Time: From 25th October to December 04th

Project Overview

During my internship, I was responsible for editing various types of video content to support the organisation's communication and outreach objectives. This included promotional videos, podcasts, awareness campaign content, and recordings of intergenerational talks. I have edited 27 Videos, 2 podcasts. My tasks involved trimming raw footage, shooting videos, adding captions or graphics, ensuring proper sequencing, and optimizing videos for different social media platforms.

Through this role, I ensured that all video content was engaging, clear, and aligned with the organisation's messaging and branding. Editing these diverse formats allowed me to contribute to both informative and promotional content, helping the organisation reach wider audiences and communicate its initiatives effectively.

Key Tasks

- Edited promotional videos to enhance event visibility
- Processed podcasts and awareness campaign videos for social media distribution
- Edited recordings of intergenerational talks to make them audience-friendly
- Added captions, graphics, and sequencing adjustments to improve clarity and engagement
- Optimised video content for different social media platforms

A Few Published works of mine

- My Edited Podcast—This is a video project for Project Chinho, this team runs its project from Barishal, and they work on menstrual health awareness of women. I had the raw footage of this podcast that I edited, and later it was uploaded from our official page, Amra Notun Network.

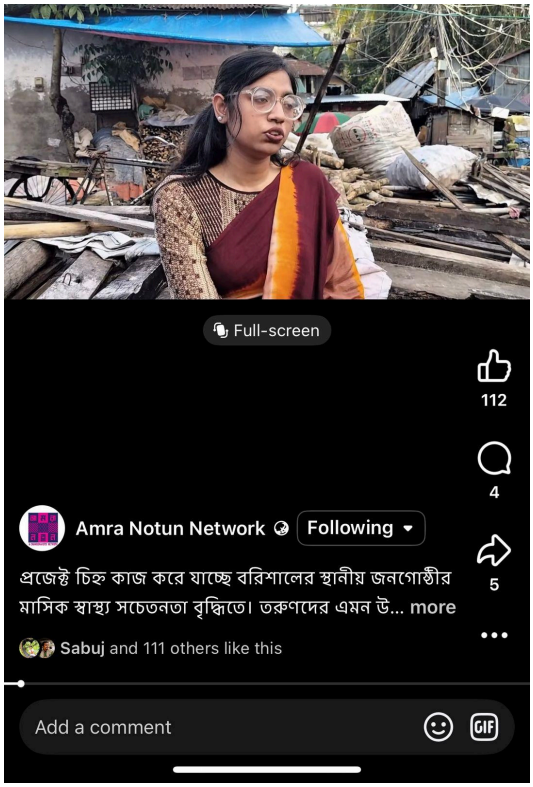


Photo: Screenshot From The Page: Amra Notun Network

- Edited Videos: These videos were independently produced by me, where I handled the entire process—from capturing the footage to editing and finalizing the content.

Social Media: Amra Notun Network

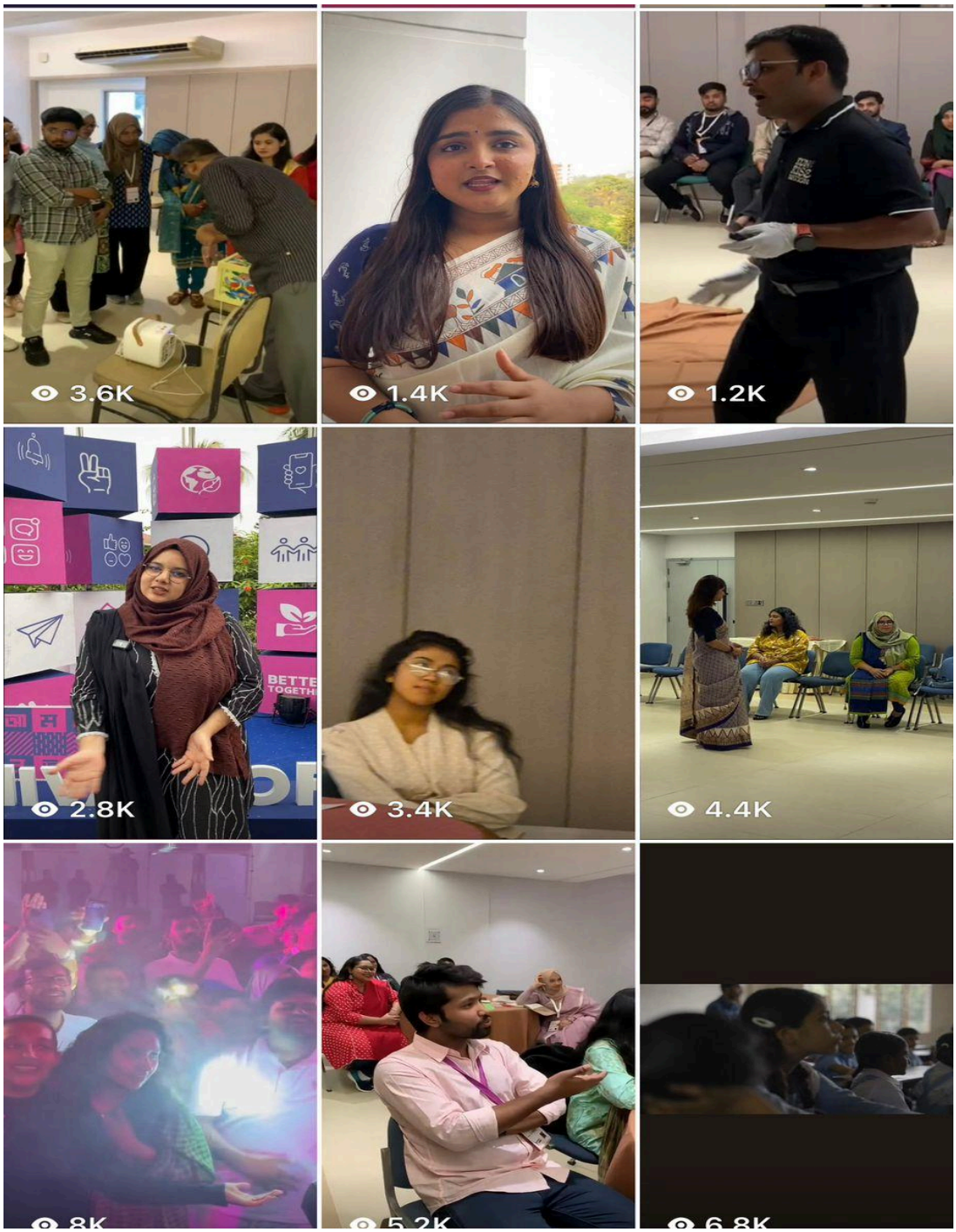
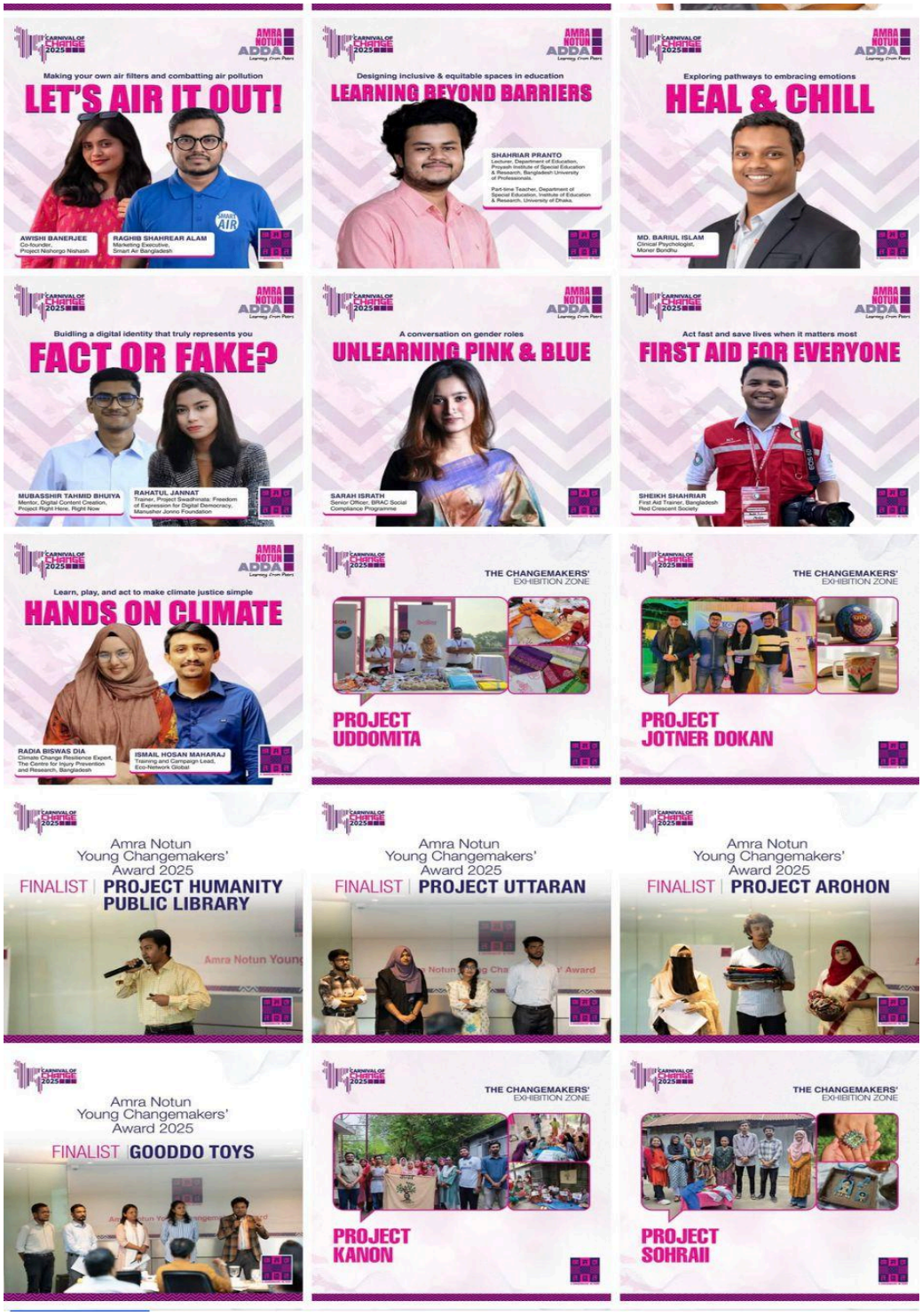


Photo: Screenshots Taken From the Page

- Edited Photos: These templates were given to my agency, which I had to edit, and later on, these were uploaded to social media.



Photos: Screenshots Taken From the Page



Photos: Screenshots Taken From the Page

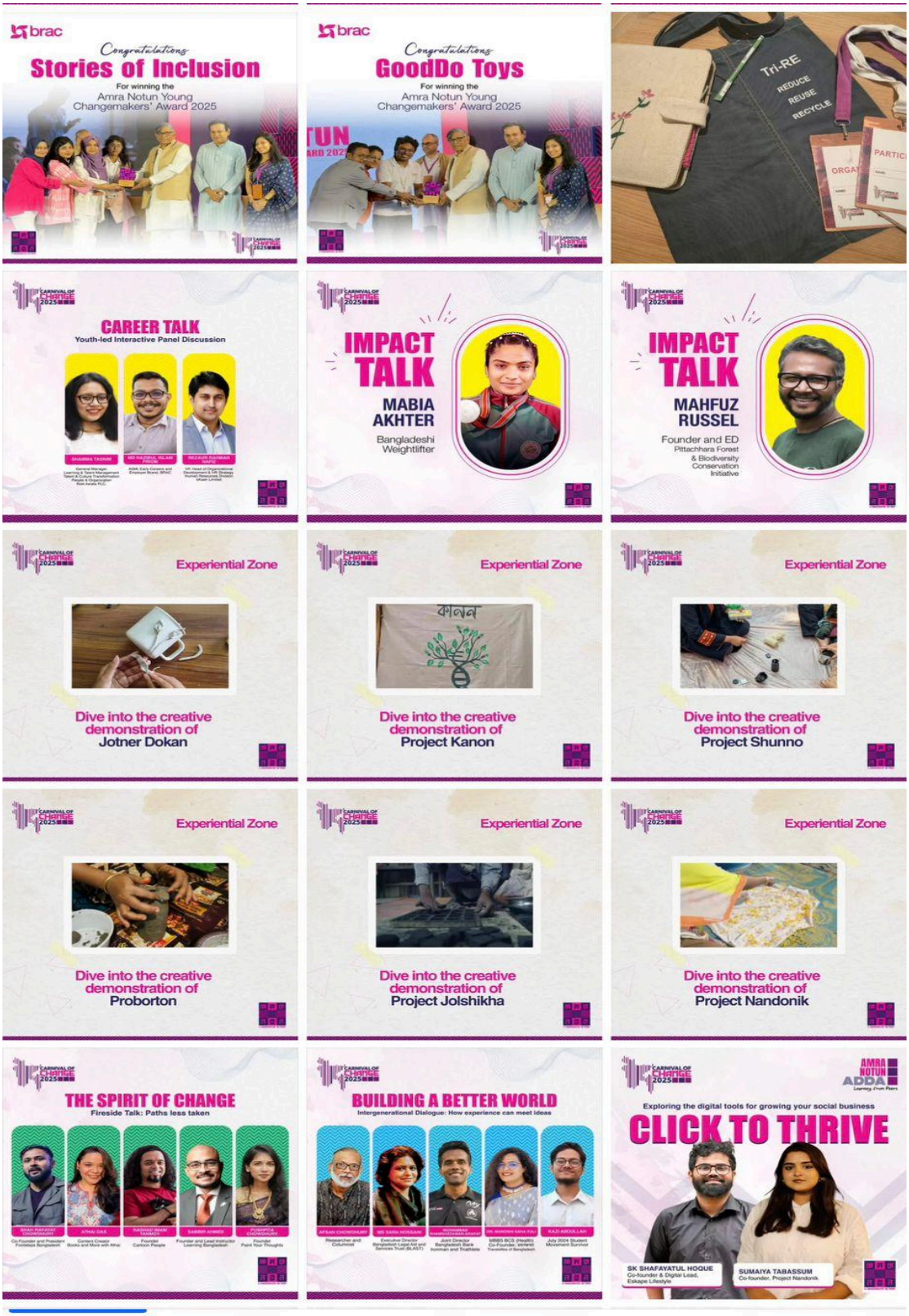
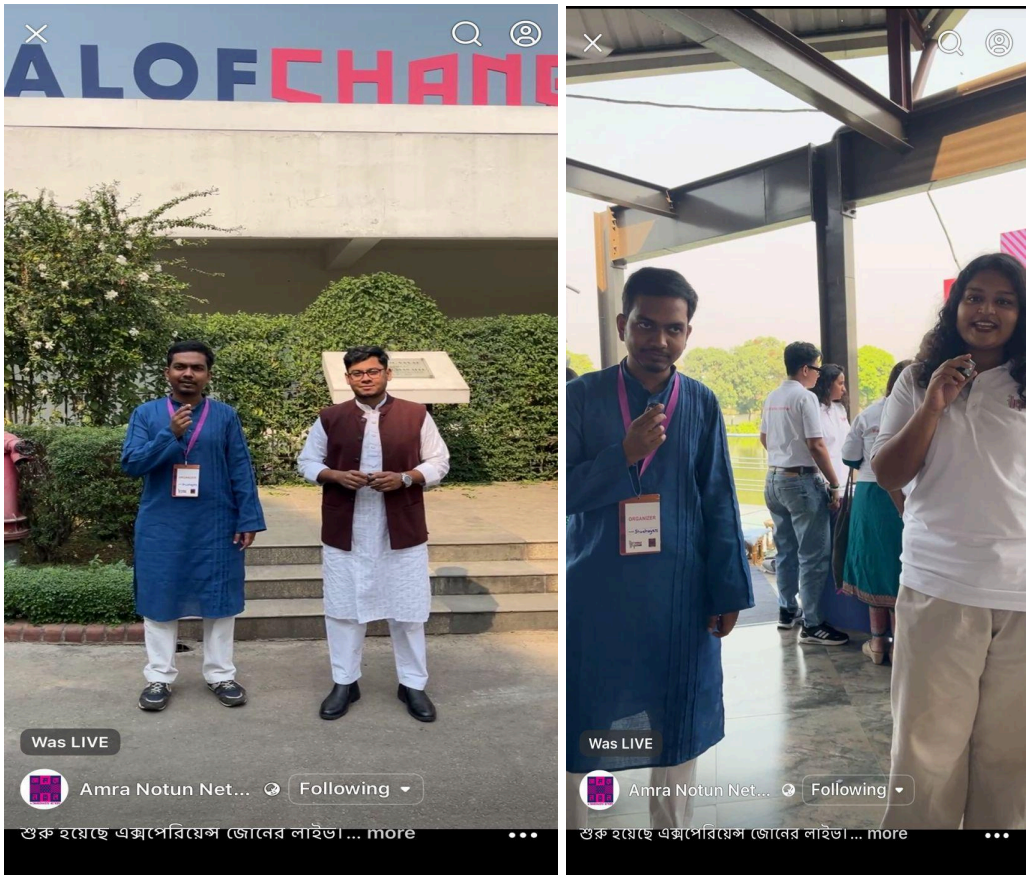


Photo: Screenshots Taken From the Page

- Live Programs: I have conducted 2 live programs during Carnival of Change 2025. The screenshots are given below.



Photos: From the live sessions that were conducted on our official page.

Challenges

- Initially underestimated the **time required for editing long recordings,** such as intergenerational talks
- Faced minor challenges in maintaining **consistent branding and format** across different video types

Key Learnings

- Developed practical skills in video editing for multiple formats
- Learned to adapt quickly to **tight deadlines for content posting**
- Learned the importance of storytelling and audience engagement in visual content
- Improved ability to work under tight deadlines while maintaining quality
- Understood the role of video content in effective communication and awareness campaigns

Project 07

Field Visit

Savar, Mymensingh

Date: 20th November, 2025 - 21st November, 2025

During my first field visit to Savar, I assessed the venue for the Carnival of Change and gathered key insights to support event planning and communication.

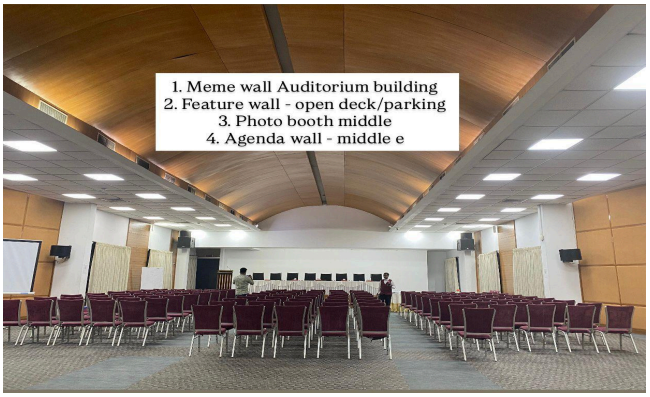


Photo: From Savar BRAC Centre for Development Management

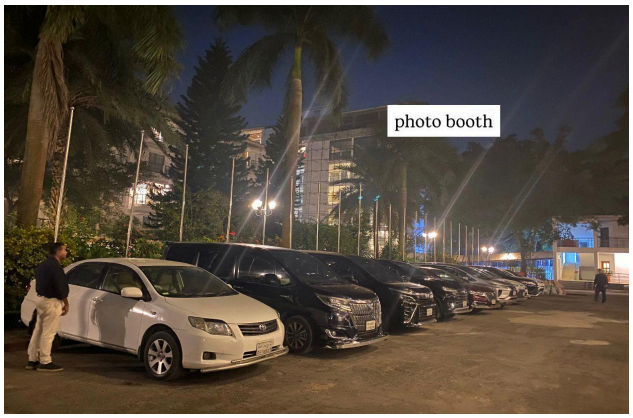
Key Tasks Performed:

- Created a draft venue design to visualize the layout and flow of the event was the main purpose of this field trip
- Noted down logistics support requirements for the communication model
- Planned the setup for photo booths to ensure engaging visual content
- Designed the arrangement of the auditorium for sessions, speeches, and award ceremonies
- Coordinated with the team to ensure the venue plan aligned with content and event objectives

Venue Design Layout During Field Visit







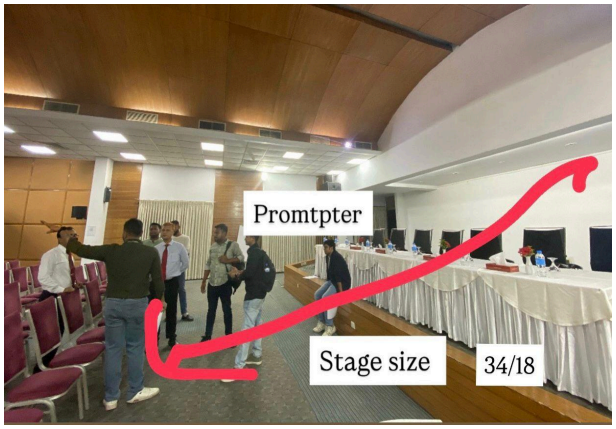






Photo: Venue design draft layout

Venue During the Carnival of Change 2025



Photo: During Event Venue Designs

Learnings

- Learned how on-ground venue assessment helps turn ideas into practical and effective event designs.
- Understood the strong link between logistics and communication planning, especially for audience flow and visual setups.
- Gained hands-on knowledge of auditorium planning, including seating, stage layout, and technical needs.
- Developed collaborative planning skills by aligning creative concepts with operational and event objectives.

Field Visit—Mymensingh

The field visit to Mymensingh was conducted as part of the first campus-based cohort of the Amra Notun Network. This visit was significant as it marked the expansion of the initiative into an academic setting, allowing direct engagement with young changemakers at the grassroots level. The objective of the visit was to support session activities, document the program, and strengthen connections with participants.

Key Activities:

- Supported the coordination and execution of cohort sessions
- Shot photo and video content for social media to document engagement and impact
- Captured participant interactions and session highlights for storytelling purposes
- Networked with cohort participants, building relationships and understanding their perspectives and aspirations for future coordination.

This field visit provided valuable exposure to campus-based youth engagement and strengthened my skills in real-time content creation, participant interaction, and impact-focused communication.



Photos: Me, my supervisor, and 2 session mentors from Amra Notun Network during my field visit at Mymensingh

Learnings

- Learned how on-ground venue assessment helps turn ideas into practical and effective event designs.
- Understood the strong link between logistics and communication planning, especially for audience flow and visual setups.
- Gained hands-on knowledge of auditorium planning, including seating, stage layout, and technical needs.
- Gained hands-on experience in campus-based youth engagement, understanding how academic settings influence participation and interaction.
- Developed stronger networking and communication skills through direct engagement with cohort members for future collaboration

Challenge

- Some design ideas needed adjustment due to time and resource constraints, teaching me to balance creativity with feasibility.

Overall, this field visit helped me understand how effective event communication depends not only on creative planning but also on realistic execution and teamwork.

Project 08

Project Name:

Documentation of Amra Notun Network Top Ten Projects

Start Date: Nov 1, 2025

End Date: Nov 12, 2025

Published Date: Nov 12, 2025

Project Overview

The documentation process focused on compiling accurate and comprehensive information on the Amra Notun Network Top Ten Projects to support future tracking, communication, and engagement. Direct coordination with each project ensured that the collected information reflected their current progress, achievements, and long-term vision.

My Tasks and Responsibilities

- Collected detailed project overviews and background information
- Documented recent progress, achievements, and milestones
- Recorded future goals and planned activities of each initiative
- Contacted project representatives individually to verify information
- Organised the data for future reference, tracking, and storytelling purposes

1. Project Eco Care

Amra Notun Young Changemakers' Award 2025 Profiles of the Top Ten Community Projects

Profile 1	Year of project inception: 2023	
Focal Name	Farhana Akter Ayushi	Pillar: Climate Change
Contact Number		Email: farhanaayushi@gmail.com
Location	Chattogram	
Project Name	Project Eco Care	
Social Media Page	Facebook: Eco Care	
Team profile	Farhana Akter, Jiku Babu Tanchangya, Md. Imran Shahed, Md. Rony Ali, Prianka Barua	
What value(s) does the intervention carry forward in its journey?	At Eco Care, we carry the values of waste recycling, sustainability, community support, and equal opportunity. From the beginning, we believed that even small actions can bring big changes. We respect nature and want to reduce waste. We also believe in supporting underprivileged women and youth by creating income opportunities. Teamwork, honesty, and caring for others are the values that guide our work every day.	

Intervention & achievement	Eco Care is a youth-led social enterprise transforming used coffee grounds into handcrafted jewellery and lifestyle accessories, guided by the 3R principles—reuse, reduce, and recycle. Since its start in the Jhautola climate-migrated slum of Dhaka, the initiative has empowered marginalised women and youth through hands-on training in coffee waste-based product making. Ten community participants have been directly trained, with a focus on product safety, consistency, and craftsmanship. Due to the technical process involving controlled chemical binding, Eco Care prioritises quality over quantity. A Training of Trainers (ToT) model is being developed to scale sustainable practices across diverse communities. Beyond training, Eco Care has reached 2,000+ people through exhibitions, awareness sessions, and campaigns, directly engaging 50+ participants. The initiative has been showcased at Aarong Wonderland Festival, the Sailor's International Mother Language Day Celebration, and the National Dialogue on Municipal Waste Management. In 2024, national media, including Jamuna TV, Prothom Alo, and Ekattor TV, featured Eco Care's work.

What is the way of the Future plan?	To scale Eco Care as a sustainable, community-driven circular enterprise by expanding production capacity, enhancing community involvement, and building strong sales and outreach channels that promote waste-to-resource innovation and climate-conscious consumerism. One of their key future goal is to develop and finalise

2. Project Uttaron

Profile 2	Year of project inception: 2024	
Focal Name	Md. Ashikur Rahman	Pillar: Climate Change/Gender
Contact Number		Email: rahmanashik975@gmail.com
Location	Rangpur	
Project Name	Uttaron	
Social Media Page	Facebook: Project Uttaron	
Candidate profile	Ashikur Rahman, Mysha Mastura, Nowshin Tabassum, Asaduj Jaman Riaj, Sayada Masuma Mim, Md. Sabbir Ahamed	
What value(s) does the intervention carry forward in its journey?	Project Uttoron was guided by core values that shaped its journey and drove meaningful change in the Shantibag community: Our field visit to Shantibag revealed the struggles of climate migrant women facing poverty, unemployment, and unequal opportunities. This inspired a human-centred approach, ensuring we listened to and addressed the community's needs with compassion. We prioritized eco-friendly practices, aligning the initiative with Sustainable Development Goals (SDG). Building trust through consistent communication during meetings and workshops, as learned from our project experience, was central to engaging the Shantibag community effectively.	

Intervention & achievement	Project Uttoron successfully adopted a social enterprise model to empower climate migrant women in Shantibag, Rangpur, by establishing a business that produces and sells eco-friendly, handcrafted goods. We trained five women in creating products from recycled materials like coconut shells and paper waste, which not only promoted environmental sustainability but also equipped them with marketable skills. The initial launch, which included a social media campaign and a local event stall, generated 2,140 BDT in revenue, exceeding our target and demonstrating the market viability of our products. This model focused on giving women financial independence. We made sure the business could last by keeping costs low and having a clear plan to grow, like adding more products and helping more women in the future. Achievements: ● 5 women from the Shantibag slum have been successfully trained in entrepreneurial and craft-based income-generating skills. ● 15 women were engaged in initial meetings(Uthan Boithok), fostering early community dialogue and participation. ● Reached 200+ individuals via social media outreach, raising awareness about social enterprise and climate-friendly livelihoods. ● Generated 2100+ BDT in sales revenue through a stall at Begum Rokeya University, Rangapur, showcasing eco-friendly handcrafted products. ● Created unsold inventory valued at 1000+ BDT, indicating a foundation for ongoing business operations.
What is the future plan?	Our goal is to scale and sustain the impact of Project Uttoron by expanding income-generating opportunities for marginalised women in the Shantibag slum. deepening their entrepreneurial capabilities. We also aim to engage men as allies in this transformation. Our upcoming activities include integrating coconut-processing machinery to increase production efficiency, hosting

	monthly Uthan Boithok sessions on menstrual hygiene, mental health, gender-based violence, and basic self-defence techniques, and partnering with local NGOs and skill development organisations for mentoring and long-term sustainability.

3. Stories of Inclusion

Profile 3	Year of project inception: 2024	
Focal Name	Naima Jannat Taki	Pillar: Education
Contact Number		Email: naimajannattaki@gmail.com
Location	Dhaka	

Project Name	Stories of Inclusion
Social Media Page	Facebook: Stories of Inclusion
Team profile	Naima Jannat Taki, Iffat Nusaiba, Aphnan Jahan Orthey, Musarrat Jahan Esha
What value(s) does the intervention carry forward in its journey?	Stories of Inclusion moves forward with the belief that every story matters. Our values are rooted in empathy, equality, dignity, and hope. We aim to carry the voices of the unheard, the forgotten, and the overlooked. Our work is led by the belief that no child should be left behind just because they learn or communicate differently. We believe in writing for the right, standing for those who are unseen, and giving a voice to silence.

Intervention & achievement	Stories of Inclusion is founded to promote inclusive education and create accessible learning environments for students with disabilities in Bangladesh. Our work revolves around four key areas. First, we developed Bangladesh's first free and accessible audiobook platform for primary students with visual impairments and learning disabilities. Audiobooks for classes 1 and 2 are already available, and we are expanding to classes 3 and 4. Second, we run online awareness campaigns through social media, including the "Inclusive Fact Series," "Did You Know Series," "Myth Debunking Series," and storytelling videos to educate the broader community about inclusion. Third, our offline awareness sessions in primary schools foster empathy and understanding among students, teachers, and staff, creating a more inclusive school culture. Finally, we conduct advocacy with school authorities, introducing our Toolkit for Inclusive Educational Institutions with actionable steps to make schools accessible and welcoming for students with disabilities. Achievements: ● Published Bangladesh's first free and easily accessible primary-level audiobook for children with disabilities with a total of 82 videos of different subjects reaching to 2925 students. ● Reached 1700+ students through school sessions on disability inclusion ● Created and ran an impactful knowledge-sharing series with strong online engagement ● Over 22000+ people reached out through our digital and on-ground efforts

4. Project Arohon

Profile 4	Year of project inception: 2024	
Focal Name	Madhurja Rashid	Pillar: Gender
Contact Number		Email: madhurjorashid1@gmail.com
Location	Mymensingh	
Project Name	Arohon	
Social Media Page	Facebook: Arohon	
Team profile	Madhurja Rashid, Zahra Tasneem, Alvi Amin Sarker, Shakibur Rahman, Khairun Nahan, Abdul Wahid	
What value(s) does the intervention carry forward in its journey?	We have carried forward empathy, sustainability, community empowerment, and integrity. These values guide our work to create positive environmental impact while uplifting marginalised voices.	
Intervention & achievement:	Aarohon operates as a social enterprise by upcycling garments and tailoring waste fabrics into eco-friendly products. Our area of intervention is Patgudam, Mymensingh city, and its neighbourhood. Revenue from sales provides fair wages and sustainable livelihoods for marginalized Bihari women while reducing fabric waste and environmental pollution. This model ensures both environmental impact and financial sustainability. Our primary participants are 20 marginalised Bihari women trained in sustainable product-making. We have also engaged 500+ students in climate awareness activities. Achievements: ● Trained 20 marginalized women in sustainable income-generating skills.	

	• Engaged 500+ students in climate and waste management activities. • Recycled 50+ kg of garment waste fabrics, preventing pollution. • Organised events/workshops in partnership with organizations and campus youth organizations, where 30 trees were given in exchange for collected plastic bottles.
What is the way forward/future plan?	We aim to train 50 women from marginalised communities and increase waste recycling capacity by 50%. Our plans include launching climate action clubs in 10 schools, developing new eco-friendly product lineups, and extending our reach to similar communities where people lack opportunities to showcase their skills or achieve financial stability. Additionally, we will continue and expand the tree-exchange program, exchanging plastic waste collected from schools and university campuses for saplings.

5. Project Jolshikha

Profile 5	Year of project inception: 2024	
Focal Name	Silvia Alam	Pillar: Climate Change
Contact Number		Email: silvia.alam.silvia@gmail.com
Location	Chattogram	
Project Name	Project Jolshikha	
Social Media Page	Facebook: Project Jolshikha	
Team profile	Silvia Alam, Asaduj Jaman, Syed Muhammad Nurain, Nurjahan Mushtari, Maria Jahan Riva, Popy Akter	

What value(s) does the intervention carry forward in its journey?	At the heart of our initiative lie the values of collaboration, equality, sustainability, and empowerment. We believe in uplifting communities while preserving our planet and transforming challenges into opportunities for growth: ● Sustainable Livelihoods Local fishermen were reskilled to produce eco-friendly charcoal from coconut shells, turning waste into wealth while protecting marine ecosystems. ● Empowering Women and Inspiring Creativity. Women gained financial independence through artistic training in hand painting, embracing self-reliance and cultural expression. ● Unity in Progress: By bridging gender gaps, we're not just changing lives; we're building a resilient, equitable future.
Intervention & achievement	Project Jolsikha is a social enterprise initiative carried out in the Sagorika fisheries area of Chattogram. Our aim is to introduce eco-friendly coal made from discarded coconut shells and to promote sustainable livelihood opportunities. Primary participants of this initiative cover 5 local male fishermen and 30 local girls and young women. The fishermen were trained and actively involved in the process of producing eco-coal from coconut shells. The girls and young women received training in handprinting, art, and craft to promote women's entrepreneurship and skill development.
Achievements:	Recognised for Jolshikha's social impact and innovation, our project was featured in Dainik Purbodesh, a leading regional newspaper. We secured 4th place out of 150 teams in the Imagen Venture Competition and reached the final round of prestigious competition platforms like the BYLC Chattogram Ideation Challenge, Oxfam's Idea Generation, and the Eco Competition by Asian Women University. Out of 150+ applications, Project

	Jolshikha stood out & reached the semifinal round in Colab Springboard Programme 7.0, co-led by UNDP & Citi Foundation
What is the future plan?	By 2027, we hope to replace the use of traditional coal by at least 30% and will establish our "Eco_Green_Coconut_Charcoal". We will target restaurants as key clients for coal supply and collaborate with the various other stakeholders on a contract basis. Additionally, we will integrate at least 20 community families into the project, train 50 more teenage girls in handicrafts, plant 100 trees in coastal areas in partnership with the Green Bangle Movement, and focus on product development and diversification, including the launch of Jolshika online via e-commerce platforms.

6. Gooddo Toys

Profile 6	Year of project inception: 2024	
Focal Name	Hasibul Hasan	Pillar: Education
Contact Number		Email: hasibulhasan.brand@gmail.com
Location	Dhaka	
Project Name	Gooddo Toys (Initiative outside of ANN)	
Social Media Page	To amplify our impact and engage with diverse communities, we actively share our journey, updates, and initiatives across multiple social media platforms GoodDo Toys:	

Team profile	Wasifa Zannat, Farjana Akter, Ashikur Rahman, Md Mahin Zaman Labib

What value(s) does the intervention carry forward in its journey?	At GoodDo Toys, we carry forward the belief that play is not just entertainment; it's a child's first language of learning, empathy, and self-discovery. Our journey has always been guided by a commitment to human-centric design, where every toy is crafted to nurture curiosity, emotional intelligence, and cultural awareness in children. We value purposeful innovationcreating products that are developmentally enriching while being simple, joyful, and accessible to every child, regardless of background. As we grow, we are deeply focused on localizing global standards and embedding Bangladeshi stories, folklore, and heritage into our toys, ensuring children grow with pride in their identity while staying open to the world.
Intervention & achievement	GoodDo Toys is a hybrid social enterprise that combines commercial success with inclusive early childhood development. We design culturally rooted, eco-friendly toys that are educational, emotionally enriching, and aligned with UNICEF's Early Learning & Development Standards (ELDS). Our interventions include developing specialized toys for neurodivergent children, training artisans in child-safe production, and conducting caregiver workshops to promote play-based learning. Our products draw from global best practices and child development theories, ensuring play is both joyful and transformative. With a geographic footprint across Dhaka, Chattogram, Sylhet, and beyond, GoodDo Toys is shaping a nationwide movement where every child, regardless of background or ability, can access meaningful play. So far, we have brought purposeful play to 7,000+ children and reached 25 schools, 15 daycares, special education centres, and 5+ NGOs. Through our "Learning Through Play" movement, we engaged 40,000+ children virtually and 6,000+ directly, fostering curiosity, resilience, and identity. We've also revived traditional craftsmanship by training 15+ artisans to produce safe, eco-friendly toys, creating sustainable livelihoods alongside cultural preservation.

What is the way forward/future plan?	Our goal is to scale as a socially impactful and financially sustainable enterprise, making educational toys accessible for all children while expanding research, community partnerships, and product innovation. In the coming year, we will launch three new toy collections and expand distribution through e-commerce, schools, and community networks to reach underserved areas. We plan to establish an Inclusive Play Centre to co-create tools with neurodivergent children and lay the foundation for our first Early Learning & Child Development Centre. To strengthen community impact, we will train 30+ artisans in eco-friendly production and conduct caregiver training in 20+ communities. Alongside this, we will advance national dialogues through monthly policy briefs and research collaborations with ECD specialists. Finally, we will launch a Digital Play Intelligence Platform to help parents track child development and receive tailored play-based recommendations.

7. Project Tri"RE"

Profile 7	Year of project inception: 2024	
Focal Name	Rimon Borua	Pillar: Gender/Climate Change
Contact Number		Email: rimon.ypbd@gmail.com
Location	Chattogram	
Project Name	Project Tri"RE"	
Social media page	Facebook: Tri"RE"	
Candidate profile	Ohi Shur, Sabbir Ahmed, Rimon Barua	
What value(s) does the intervention carry	We carried forward the values of sustainability and community empowerment. From the beginning, TriRE believed that every used cloth can be turned into a resource, every youth deserves a chance to change their	

forward in its journey?	position and society. Our values include environmental responsibility, youth leadership, and circular economy practices.
Intervention & achievement:	TriRE, a social enterprise model TriRE operates in Chattogram. Our participants include grassroots youth (ages 15-25), slum women, and students who join skill training and contribute to reducing clothing waste. We collect unused clothes from students and households, which we either up-cycle into eco-friendly products (bags, mats, pen holders) or resell through our second-hand clothing shop. The revenue earned is reinvested into expanding operations, training grassroots youth & underprivileged women in up-cycling, and running awareness campaigns on climate change and sustainable consumption. Since October 2024, we have engaged over 500+ youth and women through awareness of water consumption, textile waste, and resource mismanagement. Achievements: In the 3-month pilot, TriRE upcycled used clothes, saving 132,600 liters of water and reducing 325 kg of CO_2 emissions. We trained 12 youth and women in upcycling and eco-product making and reached 5,000+ community members in Chattogram and Cox's Bazar through awareness programs. A pilot second-hand clothing shop was launched to promote sustainable fashion.

	Awarded Youth Champions of the Environment 2024 (YPSA, CCC, Unilever), finalist in Springboard Programme 7.0 (Youth Co: Lab), selected for PULSE Programme incubation, and received 6-month incubation support from Restoration Factory Bangladesh (UNEP, Bridge for Billions, iDE, SME Foundation).

What is the way forward/future plan?	Our goal is to build a circular economy in Bangladesh by reducing clothing waste, promoting affordable second-hand fashion, and empowering youth and women through eco-entrepreneurship. Next year, we will open two new resale shops in Chattogram and Cox's Bazar, train 200 participants in upcycling and sustainable business, and launch 10+ products from textile scraps. We will also run 15 awareness campaigns in schools and communities while strengthening the ecosystem through partnerships with NGOs, universities, and green businesses.

8. Project Nirvoya

Profile 8	Year of project inception: 2024	
Focal Name	Md. Tayab Mridha	Pillar: Health
Contact Number		Email: mdtayabmridha333@gmail.com
Location	Sreemangal	
Project Name	Nirvoya	
Social Media Page	Facebook: Nirvoya	
Team Profile	Rezwana Masnun Sayma, Tayab Mridha, Tanzilul Mostofa, Shahidul Islam Khan Jisan, Tonmoy Saha	
What value(s) does the intervention carry forward in its journey?	Project Nirbhoya is built on four core values: dignity, empathy, inclusion, and empowerment, rooted in our work with marginalized women in Sreemangal's tea estates. We began by restoring dignity through culturally sensitive menstrual health sessions, reaching over women who had never accessed such conversations. With empathy, we listened to daily struggles, shaping solutions grounded in reality. Our inclusive approach ensured women with low literacy could learn through visuals, and men were engaged as allies.	

Intervention & achievement	Nirbhoya is a women-led initiative addressing menstrual and reproductive health in Sreemangal's tea estates, where poverty, stigma, and low literacy keep women without access to safe hygiene. Our intervention combines field-based awareness, social enterprise, youth leadership, and digital innovation. We organise small, doctor-led yard sessions using visuals and simple Bangla, engaging both women and men to dismantle taboos. To ensure sustainability, 20 local youth were trained to lead monthly awareness sessions. Alongside this, we piloted the Nirbhoya HealthTech app, Bangladesh's first bilingual menstrual and reproductive health app, offering cycle tracking, mental health support, and an online marketplace for affordable pads. Our women-led social enterprise trains participants to make reusable pads and menstrual bracelets, creating income opportunities and reducing period poverty. So far, we have conducted 30 awareness sessions, reaching 1,000 women and girls, trained 15 women producers, and empowered male allies. These efforts are sparking real behavioural change and dismantling menstrual stigma in tea estates. What is the way forward/future plan? Nirbhoya's objectives for the upcoming year focus on expanding menstrual and reproductive health awareness, digital access, and community empowerment. We will publish and distribute 1,000 illustrated Bangla handbooks to schools and marginalized women across Sreemangal, Habiganj, Sylhet, and Dhaka. In Dhaka, we will conduct 10 school-based awareness sessions for adolescent girls, promoting menstrual hygiene, reusable pads, and the Nirbhaya health app. The Nirbhoya app will gain pre and post-natal care feature, supporting mothers with nutrition, hygiene, and health service access, aiming for 20,000 users in the next year. We will also publish national-scale research on menstrual health and period poverty, and host a policy advocacy forum with government and NGO

	stakeholders to promote school curricula inclusion, affordable hygiene subsidies, and support for community-led social enterprises.

9. Project Nandonik

Profile 9	Year of project inception: 2024	
Focal Name	Meftahul Zannat	Pillar: Gender/Climate Change
Contact Number		Email: meftahul0013z@gmail.com
Location	Chattogram	
Project Name	Project Nandonik	
Social Media Page	Facebook: Project Nandonik	
Team Profile	Meftahul Jannat, Easin Bin Seham, Tanzina Rahman Prome, Sumaiya Tabassum, Fariha Islam	
What value(s) does the intervention carry forward in its journey?	Project Nandonik carries forward the values of sustainability, climate resilience, women's empowerment, and ethical creativity. It transforms waste into beauty through eco-printing and upcycling, while uplifting underprivileged and climate-displaced women and also promoting community maternal health and environmental awareness.	

Intervention & achievement:	Project Nandonik follows a social enterprise model that combines business with social impact. It generates income by selling eco-printed and upcycled products, reinvesting profits to empower underprivileged and climate-displaced women, promote health awareness, and support climate resilience through sustainable fashion practices. Based in Jhautola, Chattogram, the project works with marginalised women (3 artisans, 12 core participants, and 30+ indirect community participants), training them in patchwork, handwork, eco-printing with flower petals, and upcycling garment waste. Project Nandonik trained over 10 underprivileged women in eco-printing and patchwork, offering them creative livelihood skills. It has generated over ৳60,000 in sales within five months, selling 40+ units through social media and pop-up stores, with an average order value of ৳1,500. The initiative's work has been featured by the Amra Notun Network and other platforms, amplifying its reach. It secured a ৳75,000 grant from the University Innovation Hub Platform (UIHP) by World Bank Bangladesh. The initiative has launched its first apparel and home décor line and organized two health and well-being awareness sessions led by a professional MBBS doctor, focusing on maternal and menstrual health.
What is the way forward/future plan?	To establish a self-sustaining ecosystem where climate-displaced women generate consistent income through upcycling textile and floral waste into marketable, eco-friendly fashion products while reducing environmental pollution and creating social awareness. Their key future activities involve formalizing waste sourcing partnerships with RMG factories and strengthening branding and product diversification practices.

10. Project Shunno

Profile 10	Year of project inception: 2024	
Focal Name	Obidoul Haque Bhuiyan (Sabuj)	Pillar: Climate Change
Contact Number		Email: sabuj.obidoul@gmail.com
Location	Dhaka	
Project Name	Project Shunno	
Social Media Page	Facebook: Project Shunno	
Team Profile	Obidoul Haque Bhuiyan, Israt Jahan, Rifah Tasnia, Tanisha Tabassum, Akil Ahmed, Jinnat Hossain, Sanchita Saha	
What value(s) does the intervention carry forward in its journey?	In our journey with Project Shunno, we carried the values of responsibility, inclusiveness, and care for the environment and people. We believe that every small action matters, and by working together, we can create a plastic-free, healthy, and fair society	
Intervention & achievement	Project Shunno is a community-driven social enterprise working to reduce plastic pollution and produce and promote biodegradable alternatives out of sugarcane bagasse and other eco-friendly materials. The project actively engaged seven youth volunteers from the Amra Notun Network, vulnerable women, and small-scale producers trained in making sustainable products, as well as community members from the Mohammadpur Sadek Khan Slum, many of whom are unemployed women. The initiative directly reached over 50 community members through workshops and awareness events, where biodegradable products such as pen holders, decorative items, and daily-use alternatives to plastic were distributed. In addition, a social media awareness campaign amplified the	

	message and reached more than 50,000 people online. So far, Project Shunno has organized three awareness sessions on plastic pollution and sustainable living, introduced biodegradable products into over five households, and built partnerships with small entrepreneurs to promote green livelihoods. To scale up its innovation and impact, the project was also awarded a BDT 500,000 Seed Grant under the Green Startup Seed Grant Programme.

What is the way forward/future plan?	Project Shunno's sustainability plan is designed in four phases over 12 months. In Phase 1 (Month 1–3), the project will set up a small workshop, train 10 women and youth, and begin producing 3–5 biodegradable products such as pen holders and packaging boxes. Sales will start through local markets, fairs, and social media, aiming for 300+ units sold and BDT 75,000 in revenue. In Phase 2 (Month 4–6), production will grow to 10–15 items with stronger branding, eco-friendly packaging, and online listings. The target is 600+ units sold, BDT 90,000 monthly sales, and 3,000+ followers. Phase 3 (Month 7–9) will expand markets through collaborations with NGOs and seasonal campaigns, introducing up to 15 products, building reseller networks, and securing 250+ repeat customers. Finally, Phase 4 (Months 10–12) will focus on scaling and export readiness, targeting BDT 150,000 monthly sales, 2–3 corporate clients, and piloting export orders with standardized production quality.

Learnings

- I learned the importance of accuracy and verification when documenting impact-driven projects, as reliable information is essential for future tracking and communication.

- Coordinating directly with project representatives helped me develop professional communication and follow-up skills.

- I gained experience in organizing large amounts of qualitative information in a structured and usable format.

- The process strengthened my understanding of how documentation supports storytelling, reporting, and long-term engagement.

- I developed a clearer perspective on how social initiatives evolve, measure progress, and plan for sustainability.

Mistakes

- Initially, some information collection lacked a standardized format, which required later revision for consistency.

- In a few cases, follow-ups with project representatives took longer than expected due to delayed responses.

- I underestimated the time needed for verification and cross-checking details.

- At the beginning, I focused more on descriptive information and later realized the need to highlight impact and outcomes more clearly.

Internship Outcome

Advantages of the Internship at BRAC:

The internship at BRAC provided a unique opportunity to work within a globally renowned NGO, exposing me to large-scale project planning, communication strategies, and event management. The collaborative work environment allowed me to interact with professionals across multiple departments, which enhanced my understanding of organizational operations and teamwork. Additionally, access to resources, mentorship from senior professionals, and hands-on experience with real-life campaigns enabled me to strengthen my practical skills in public relations, strategic communication, and content creation.

Drawbacks/Limitations:

One of the challenges was managing multiple projects simultaneously, which required quick adaptation to shifting priorities and timelines. Occasionally, delayed feedback from different teams slowed down content finalization and planning. However, these challenges provided valuable lessons in time management, patience, and proactive communication.

Achievements and Outcomes:

As a result of the internship:

- I gained practical experience in event conceptualisation and execution, including preparing the concept note for the Carnival of Change 2025 and maintaining content visibility through Gantt charts.
- I developed skills in content planning and management for pre-promotional, during-event, and post-promotional activities.
- I enhanced my abilities in facilitating cohort sessions, including Aarong, Dhaka, and Jakkanebi cohorts, volunteer training, and workshop planning.
- I coordinated effectively with champion pools, content facilitators, and agencies, understanding their requirements and aligning them with the communication plan.
- I improved my video production and editing skills, creating promotional videos, podcasts, and awareness campaigns.
- Through field visits in Savar and Mymensingh, I gained hands-on experience in venue planning, logistics assessment, and participant engagement.

- I documented the Amra Notun Network Top Ten Projects, learning to verify information, track progress, and organize content for future reference.
- I built a network of contacts across different teams and stakeholders, which will benefit my professional growth in the PR and communication sectors.

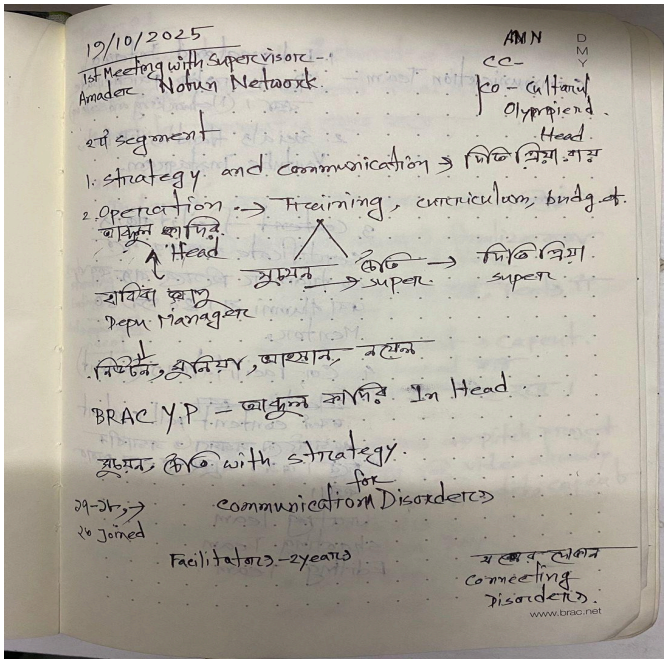
Lessons Learned:

As a result of the internship:

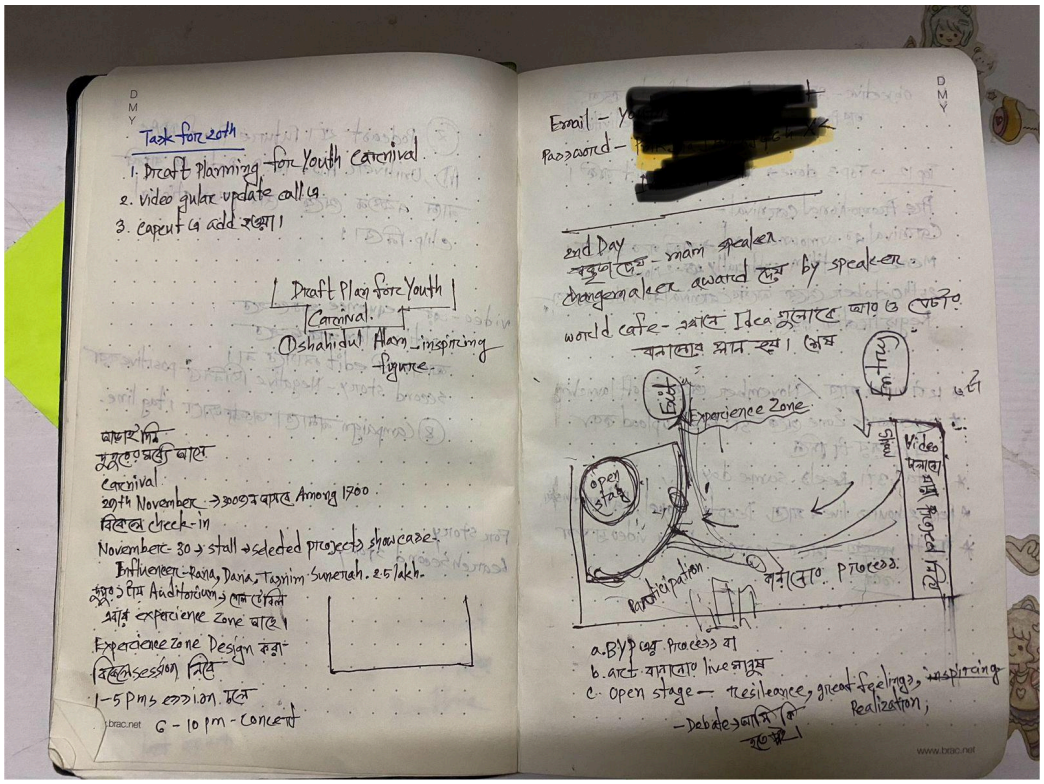
- I now have a clear understanding of how a large NGO operates, coordinating multiple teams and projects simultaneously.
- I acquired additional skills in strategic communication, event management, video editing, content planning, and social media engagement.
- I have learned the importance of collaboration, adaptability, and proactive communication when working on diverse projects.
- I have started creating a professional network of contacts, which will support my future career in public relations and strategic communication.
- I gained confidence in public-facing roles, including facilitating sessions, conducting field visits, and managing content teams, which improved my overall professional competence and self-assurance.

The Workplace Log

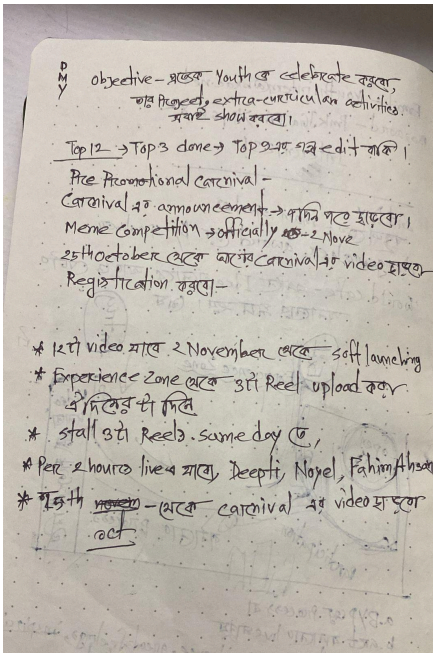
Day 01 (19/10/2025)



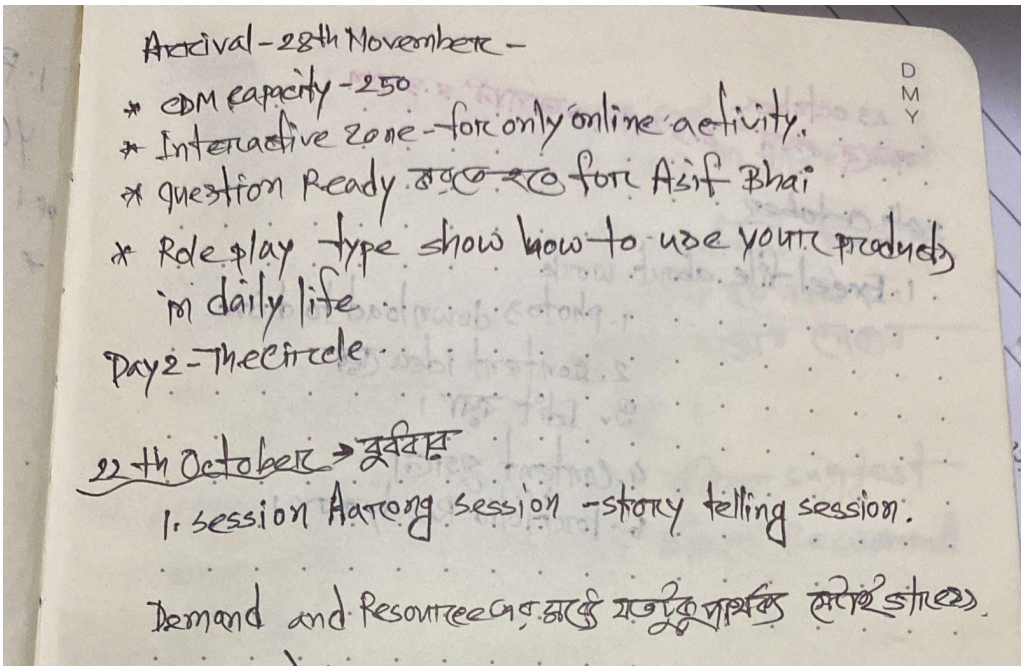
Day 02 (20/10/2025)



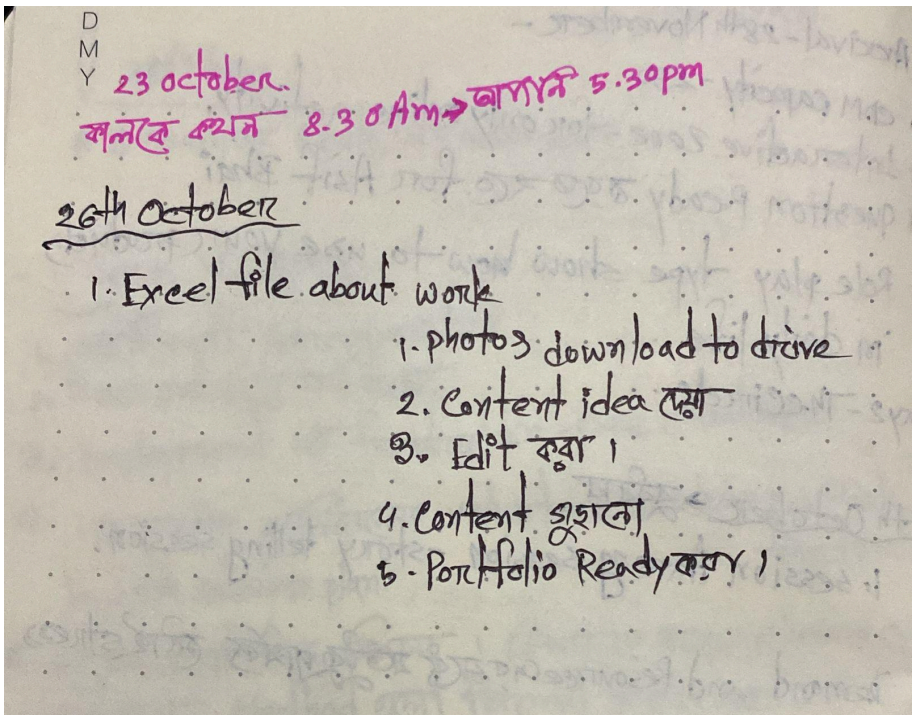
Day 03 (21/10/2025)



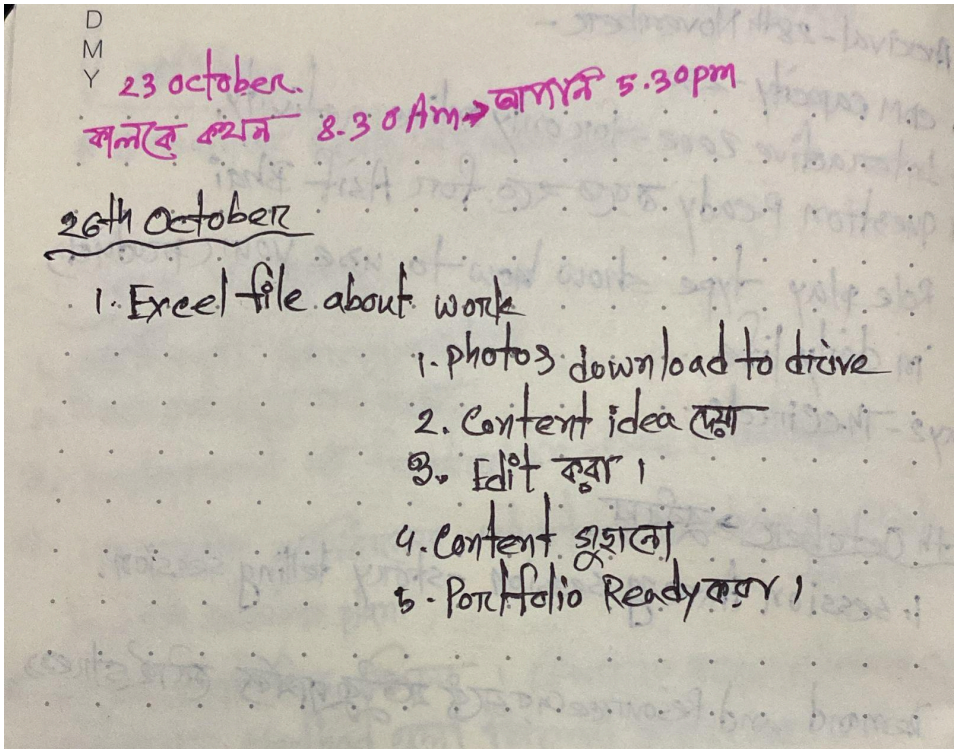
Day 04 (22/10/2025)



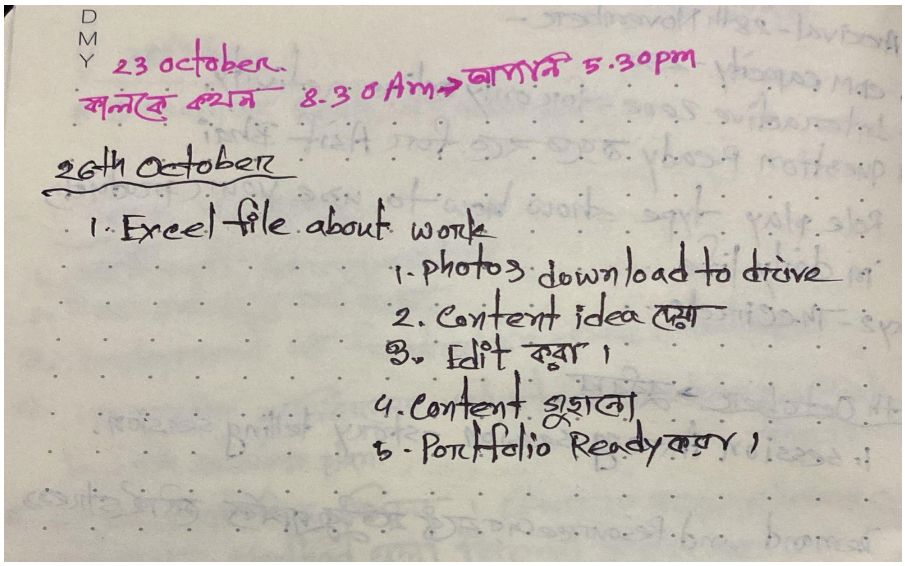
Day 05 (26/10/2025)



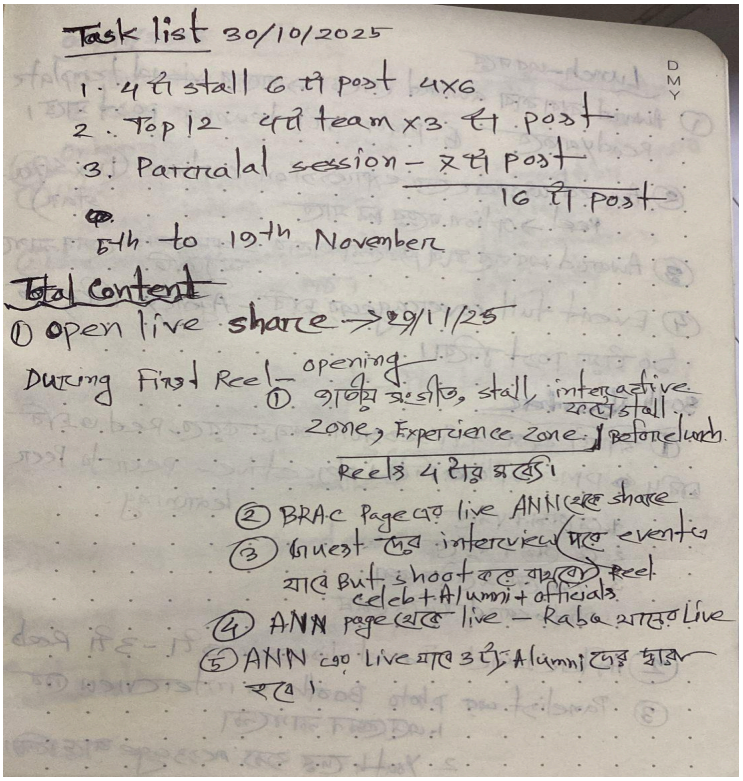
Day 06 and Day 07 (27/10/2025 - 28/10/2025)



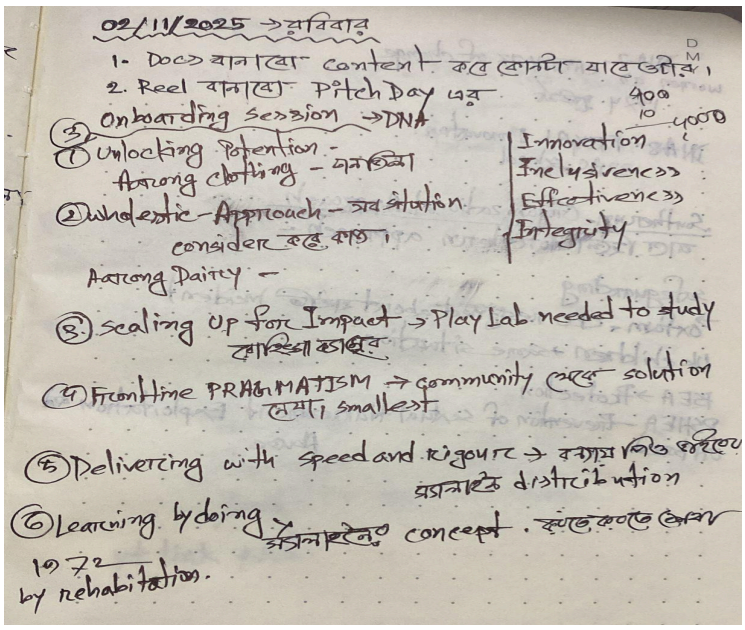
Day 07 (29/10/2025)



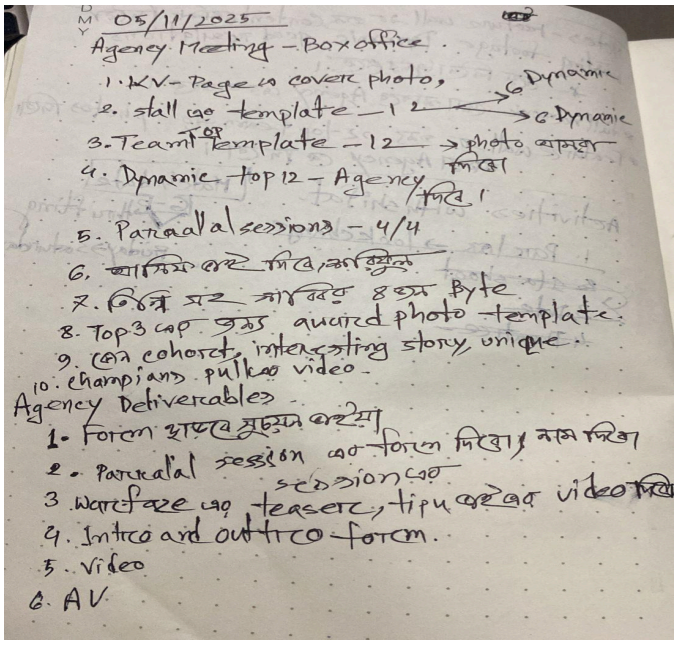
Day 08 (30/10/2025)



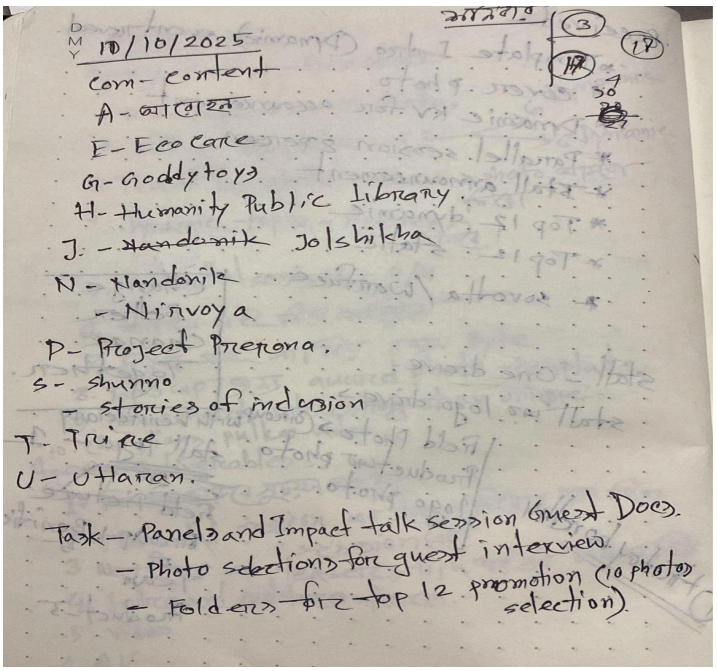
Day 09 (02/11/2025)



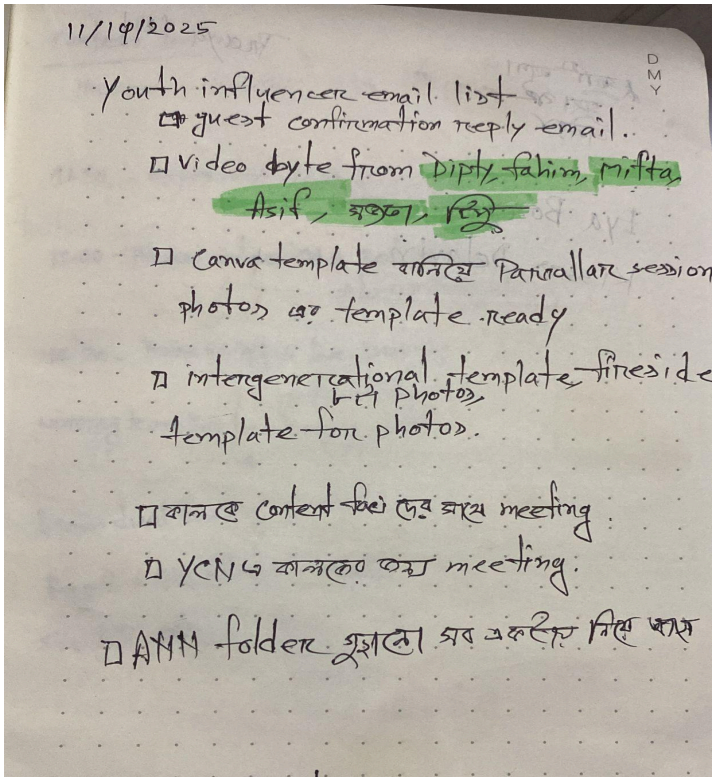
Day 10 (05/11/2025)



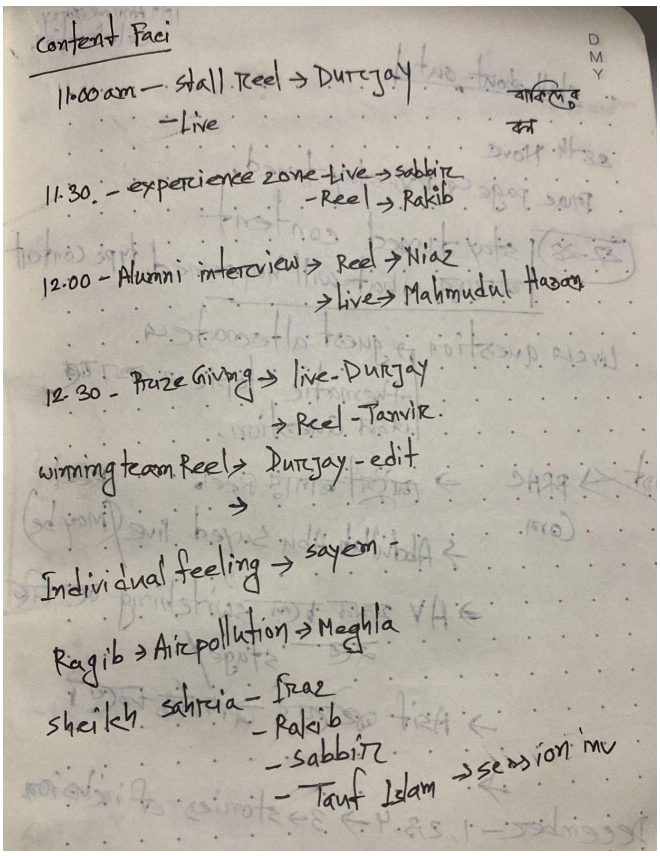
Day 11 (10/11/2025)



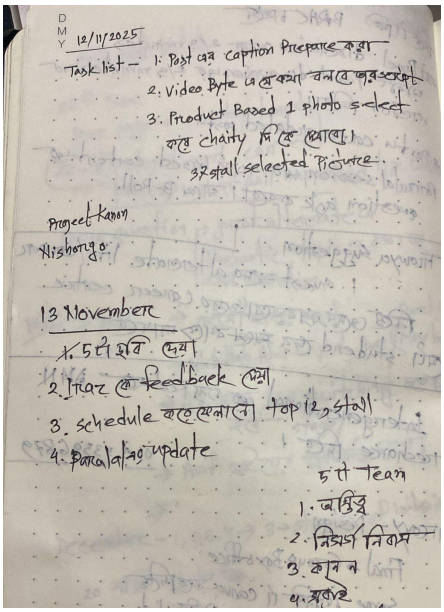
Day 12 (11/11/2025)



Day 13 (12/11/2025)



Day 14 and Day 15 (12/11/2025 to 13/11/2025)



SELF-ASSESSMENT FORM

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

Name of Intern: Ammar Binta Babul Trowya

University ID: 222012046

Name of the Organization:	BRAC, Brac Yourh Platform (BYP)		
Corporate Office Address:	BRAC Centre H.No, 75, Gulshan Link Road		
Email:	trowyachowdhury59896@gmail.com	Web:	https://sites.google.com/view/trowyachowdhury/academic

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

More than 40 hours.

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

Yes, 8000/-

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

13	I have increased my ability to be a leader	4
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	3
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)	5
20	I developed specialised technical skills for a specific job function	3
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	3
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	**What is your average score from this test?**	4

5. General Comments

My internship journey was full of excitement; I learned to see the world from a different/diverse lens. It boosted my confidence.

_____

Signature of Intern

Professional Competencies

Through my work on large-scale youth engagement and communication initiatives, I contributed to end-to-end content planning, documentation, and execution for impact-driven programs. I played a key role in developing the concept note for *Carnival of Change 2025*, maintaining a visibility-focused Gantt chart, and designing content strategies across pre-event, live, and post-event phases. I facilitated cohort sessions across multiple locations, supported volunteer training, coordinated with champion pools, content facilitators, and agencies, and conducted field visits to ensure on-ground alignment with communication objectives. Additionally, I independently handled video shooting and editing for promotional, awareness, and podcast content, and documented the Amra Notun Network Top Ten Projects by verifying project details, tracking progress, and creating structured records for future monitoring. These experiences strengthened my ability to manage complex communication workflows, collaborate across teams, and deliver strategic, impact-oriented storytelling.

Appendices

I believe a supportive and positive environment is essential to unlocking one's full potential. Throughout my internship, I gave my best effort to learn, contribute, and grow, and I feel that I was able to make meaningful impacts—both in my workplace and in my personal journey. Here, I am sharing a few moments from my work memories that reflect this experience.











Finally getting the appreciation from the team after a successful ‘Carnival of Change 2025’

BRAC Youth Platform Communication Team.