Department of Media Studies and Journalism

Internship Report

Submitted By:
Maria Islam
212012020

Submitted To:
Syeda Sadia Mehjabin
Senior Lecturer

Course Code: MSJ4298
Term: Summer 2025

Host Organization:
Center for Enterprise and Society (CES)

Date of Submission: 25/08/25

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Student Details

Name: Maria Islam
Student ID: 212012020
Department: Media Studies and Journalism
Major Concentration: Public Relation
Minor Concentration: Business Administration
Career Goals: To use creativity and strategy in PR to influence opinions, build reputations, and drive positive change.

Internship Details

Host Organization: Center for Enterprise and Society (CES)
Address: House Name: Nondon Kanon, House No# 84, Road No# 7/A, Satmosjid Road, Dhanmondi, Dhaka Division, Bangladesh
Website: https://ces.ulab.edu.bd/
Supervisor: Iftakhar Ahmed
Designation of the Supervisor: Senior Research & Admin Officer
Internship Start Date: 15 May, 2025
Internship End Date: 20 August, 2025
Work Hours Per Week: 40 Hours

Acknowledgment

First and foremost, I would like to express my deepest gratitude to the Almighty for granting me the strength, patience, and perseverance to successfully complete my internship and this report.
I would like to extend my heartfelt thanks to the Centre for Enterprise and Society (CES) at the University of Liberal Arts Bangladesh (ULAB) for giving me the opportunity to undertake this valuable internship. It has been an enriching experience that has greatly contributed to my academic and professional development.

I am especially grateful to my internship supervisor, Mr. Iftekhar Ahmed, for his guidance, encouragement, and insightful feedback throughout my time at CES. His mentorship played a crucial role in shaping my understanding of the practical aspects of my field.

My sincere thanks also go to Mr. Mushfiqur Rahman, Senior Manager, and Ms. Nuhat Jahan Khan, Deputy Manager at CES, for their continuous support and supervision during my internship. Their direction and encouragement helped me to stay focused and motivated.

I would also like to acknowledge the invaluable support of my internship adviser, Ms. Syeda Sadia Mehjabin. Her guidance, not only during the internship period but also throughout my university journey, has been instrumental in my academic success.

A special note of thanks to Mr. Aminul Islam, my academic adviser, whose unwavering support, advice, and encouragement throughout my university life have left a lasting impact on me. His mentorship will always be remembered with deep appreciation.

Finally, I would like to thank all the faculty members and peers who have supported me during this journey. This internship experience has been an important milestone in my academic life, and I am truly grateful to everyone who made it possible.

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.

2. I acknowledge and understand that plagiarism is wrong.

3. I understand that my research must be accurately referenced.

4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.

5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Maria Islam
ULAB ID: 212012020

Signature 

MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name: Maria Islam ID No: 212012020

Major: Public Relations Year: 2025

Local Phone: +8801511544571 Email: maria.islam.msj@ulab.edu.bd

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Center for Enterprise and Society

Internship /Project Report

Topic: Internship Report

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

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____ Date: _____

Name: _____ Title: _____

E-mail: _____ Phone: _____

Introduction

As a Public Relations student, my goal has always been to work and contribute in the field of PR and Communication. During my studies, I discovered that ULAB's research center, the Center for Enterprise and Society (CES), was looking for a communication intern. Since CES is the country's first university-based research center dedicated to entrepreneurship and business, and I am also pursuing a minor in Business Administration, I took the opportunity to join them.

To achieve my goal of becoming a communication professional, I chose ULAB for my undergraduate studies. The four years I spent here were both exciting and transformative. At ULAB, I pursued a multidisciplinary education where, in addition to Journalism and Media Studies, I also studied GED courses such as Sustainable Agriculture, Religion, Art, and Architecture. While my primary focus was Public Relations, my department also allowed me to explore areas like Communication, Journalism, and Media Production. These experiences gave me a diverse academic foundation that I was able to apply meaningfully during my internship.

My time at CES, working under the guidance of the CES team, was truly valuable. During this internship, I developed and strengthened a wide range of professional competencies, including writing and communication, content development, maintaining transparency and professionalism, meeting deadlines, attention to detail, media and design skills, time management, adaptability, working under pressure, critical thinking, data collection and analysis, and a willingness to learn. Applying these skills in real-world tasks such as preparing press releases, designing promotional materials, creating slides, and managing communications for events gave me hands-on experience in PR and communication that went beyond classroom learning.

These experiences had a lasting impact on my academic journey, allowing me to understand how theoretical knowledge translates into practical work. Collaborating with the CES team not only broadened my perspective on PR and communication but also strengthened my confidence in handling professional responsibilities. Though brief, this internship was pivotal in shaping my professional identity and will continue to guide my future career in communication.

Objective

Through the internship program, I was able to integrate theory with practice while gaining real-world experience. My goals for the internship were to apply what I had studied, gain professional exposure, and better understand how the field of research and development operates. During my internship, I was assigned as a Communication Intern at CES. I aimed to achieve the following outcomes:

1) Practicing Public Relations and applying the skills I learned in my coursework.
2) Improving my communication and management skills by working closely with the workshop organizing team.
3) Contributing to CES's growth by developing content for the center and supporting outreach efforts.
4) Enhancing my event management skills through active participation in organizing activities.
5) Learning research skills and assisting with CES's research projects when required.
6) Gaining insights into research and development from senior researchers.
7) Maintaining professionalism by attending the office on time and meeting deadlines consistently.

Host Organization

Organization Name: Center for Enterprise and Society
Organization Type: Research Center
Address: House Name:- Nondon Kanon, House No# 84, Road No# 7/A, Satmosjid Road, Dhanmondi, Dhaka Division, Bangladesh
Website: https://ces.ulab.edu.bd/

The Center for Enterprise and Society (CES), housed at the University of Liberal Arts Bangladesh, is the country's first university-based research center dedicated to entrepreneurship and business. It provides an academic platform for advancing research on enterprise and society with a focus on ethical, environmental, and social sustainability, while fostering public engagement, policy dialogue, and university education to promote an entrepreneurial society in Bangladesh.

The mission of CES is to produce high-quality research and knowledge in order to bridge the theoretical and empirical interface between enterprises and society. Its vision is to enable an entrepreneurial society in Bangladesh, built on ethical foundations.

With regard to capabilities, CES has a strong track record of economic research, policy research, social research, and survey research using both qualitative and quantitative techniques. Our survey research abilities are built on the deep experience of the Center's Staff in this field, many of whom have garnered research experience in leading global and Bangladesh-based universities and research organizations before joining the Center.

The Center is exploring these themes in three broad areas:

1) Conducting academic research
2) Encouraging public engagement and debate
3) Improving university education

The University of Liberal Arts Bangladesh's Center for Enterprise and Society (CES) seeks to advance understanding of the opportunities and challenges to entrepreneurship and enterprise development in Bangladesh through objective, academic study.

Logo of the Organization

CENTER FOR ENTERPRISE AND SOCIETY
UNIVERSITY OF LIBERAL ARTS BANGLADESH

Organogram



Sajid Amit
Director



Mushfiqur Rahman
Senior Manager



Nujhat Jahan Khan
Deputy Manager



Iftakhar Ahmed
Senior Research & Admin Officer



Md. Azizul Islam Tuhin
Senior Research & Communication Officer



Maria Islam
Communication Intern

Tasks

The following is the list of tasks that I have completed during my Internship period at the Center for Enterprise and Society (CES):

1) Writing Press Releases
2) Monitoring CES Social Media Page
3) Designing Creative Visuals
4) Updating CES Event List
5) Assisting in Podcasts
6) Helping Organize and Coordinate Workshops and Events
7) Updating CES White Paper List
8) Providing support in research-related tasks when needed
9) Building a Bridge between MSJ Students and CES

PROJECT DETAILS

Total Projects Done	Total Unpublished Projects
12	4

Project 1

Project Name: Collaboration with Goethe-Institut Bangladesh on “Reimagining Waste”

Project Date: 19 April, 2025 to 17 August, 2025

Project Brief: This project on "Reimagining Waste" is a joint-initiative by Urukku Bangladesh and Goethe Institute in collaboration with Center for Enterprise and Society (CES), ULAB, with the target to promote sustainable living and creativity through a public exhibition of participants' upcycled artwork. Participants will gain hands-on experience transforming waste materials into unique and creative artworks. These workshops, led by experienced instructors, will cover a variety of upcycling techniques while encouraging participants to embrace creative problem-solving and imagination. As part of this role, ULAB will host the workshops on its campus and provide a networking platform, as well as support the series through related events and activities.

My Responsibilities and Task: For the Reimagining Waste project, I contributed by supporting both communication and event management activities. My first task was arranging meetings with MSJ students of ULAB to introduce them to the initiative, which involved coordinating schedules, sharing project details, and encouraging student participation. I also prepared and assisted in distributing a press release to highlight the project’s goals, workshops, and final exhibition, ensuring the initiative received visibility among the wider community. Finally, I volunteered at the closing event, where I helped with setup, visitor coordination, and overall event support. These responsibilities allowed me to develop organizational, communication, and teamwork skills while contributing to a project promoting sustainability and creativity.

1.1 Meeting with ULAB MSJ students in Google Meet

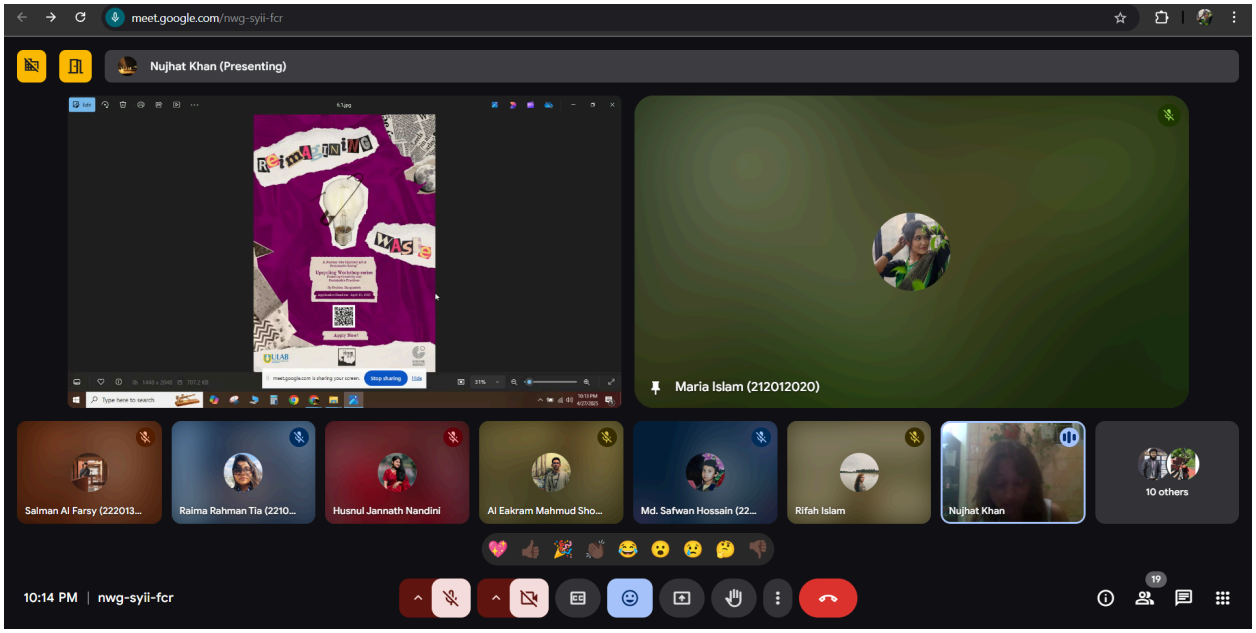


Image 1.1: Letting MSJ Students of ULAB know about the initiative



Image 1.2: Letting MSJ Students of ULAB know about the initiative

1.2 Press Release

My Project:

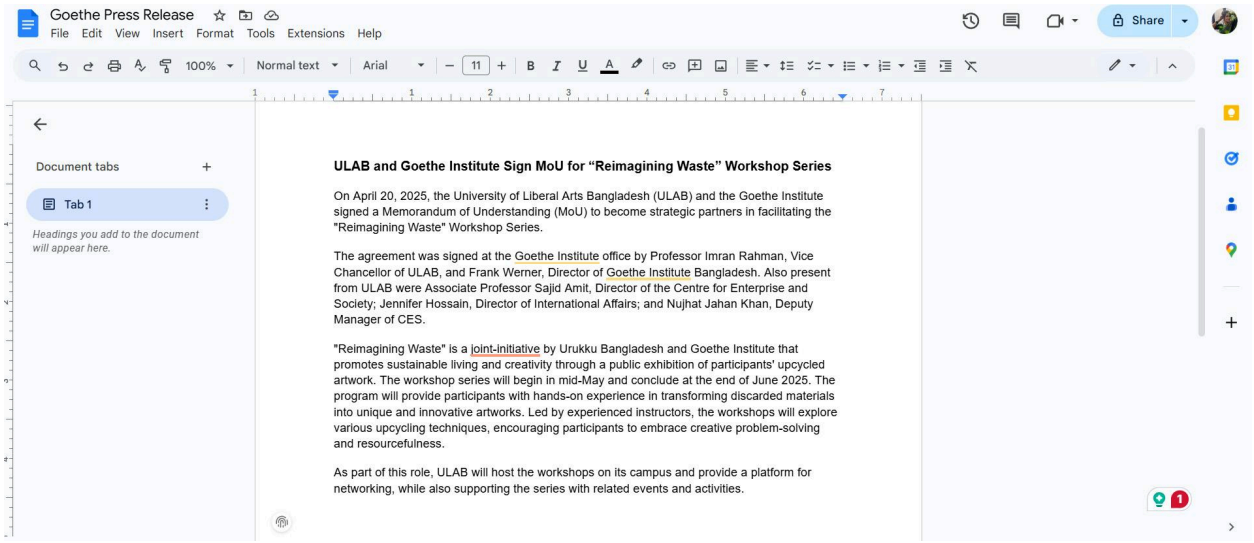


Image 1.3: My Version of the Press Release

Edited Version:

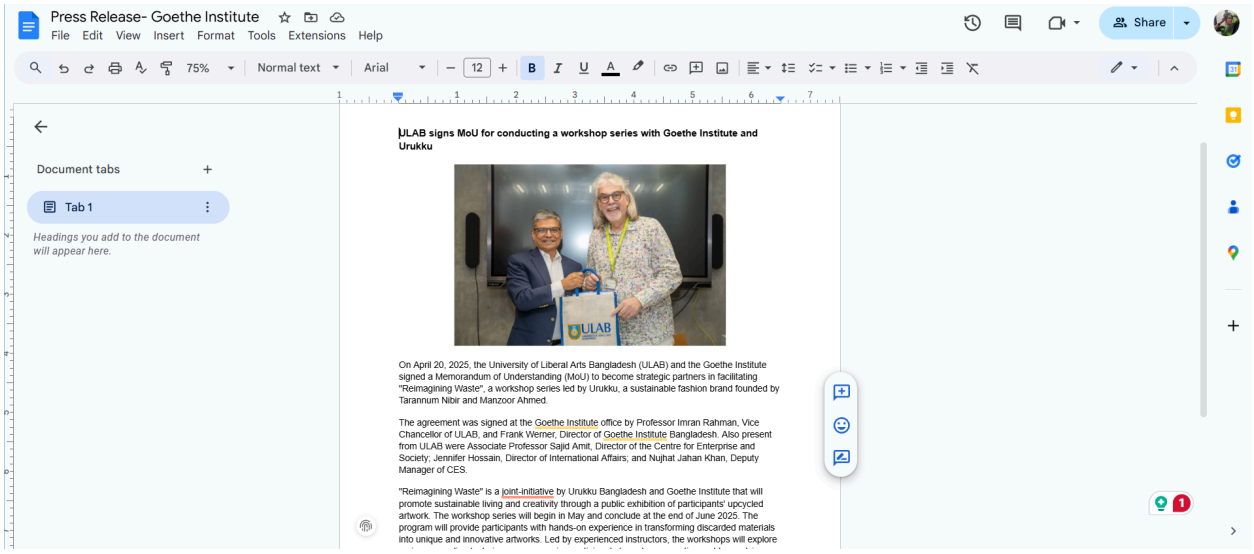


Image 1.4: Edited Version of the Press Release

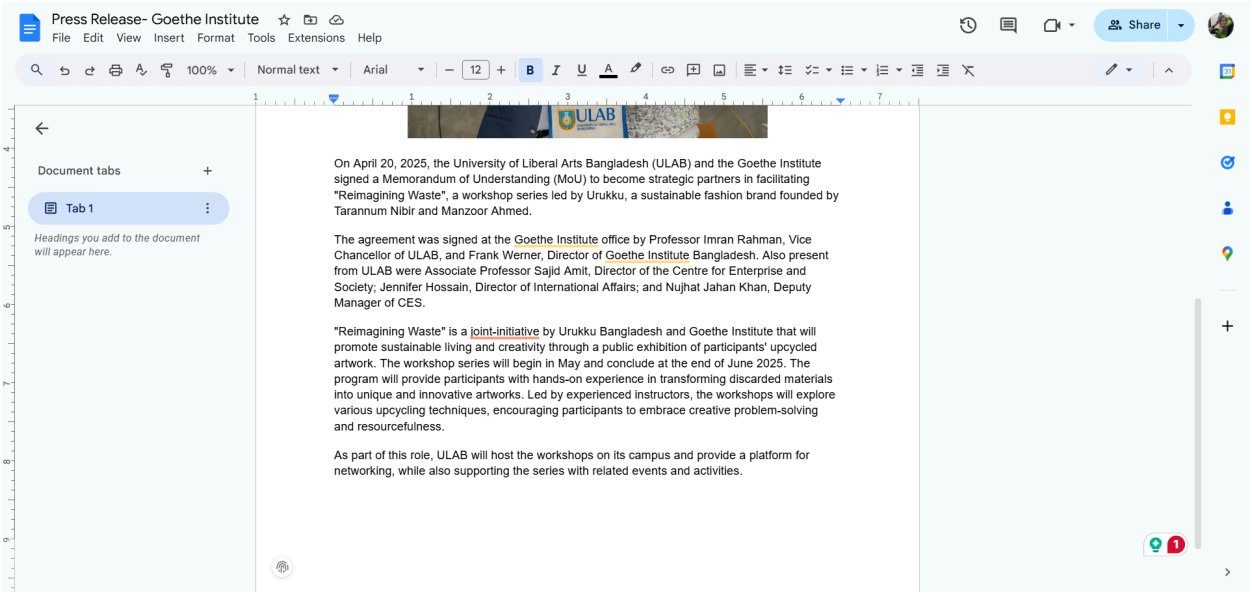


Image 1.5: Edited Version of the Press Release

Published Press Release Link: [ULAB signs MoU for conducting workshop series with Goethe Institute and Urukku]



Image 1.6: Published Press Release on Dhaka Tribune

The agreement was signed at the Goethe Institute office by Professor Imran Rahman, vice chancellor of ULAB, and Frank Werner, director of Goethe Institute Bangladesh.



Also present from ULAB were Associate Professor Sajid Amit, director of the Centre for Enterprise and Society; Jennifer Hossain, director of International Affairs; and Nujhat Jahan Khan, deputy manager of CES.

"Reimagining Waste" is a joint-initiative by Urukku Bangladesh and Goethe Institute that will promote sustainable living and creativity through a public exhibition of participants' upcycled artwork.

The workshop series will begin in May and conclude at the end of June 2025.

The program will provide participants with hands-on experience in transforming discarded materials into unique and innovative artworks.

Led by experienced instructors, the workshops will explore various upcycling techniques, encouraging participants to embrace creative problem-solving and resourcefulness.

As part of this role, ULAB will host the workshops on its campus and provide a platform for networking, while also supporting the series with related events and activities.

Workshop | ULAB | Goethe Institut Bangladesh

Image 1.7: Published Press Release on Dhaka Tribune

1.3 Volunteering in the Closing Event



Image 1.8: Volunteering in the Closing Event at ULAB Permanent Campus

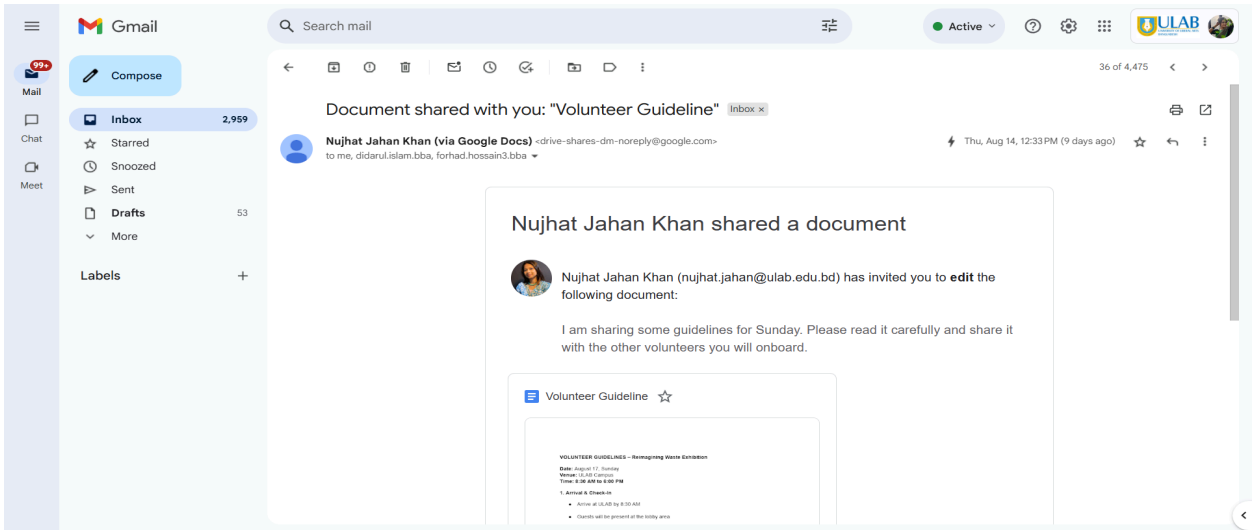


Image 1.9: Volunteer guidelines sent on email by Nujhat Jahan Khan, Deputy Manager, CES ULAB

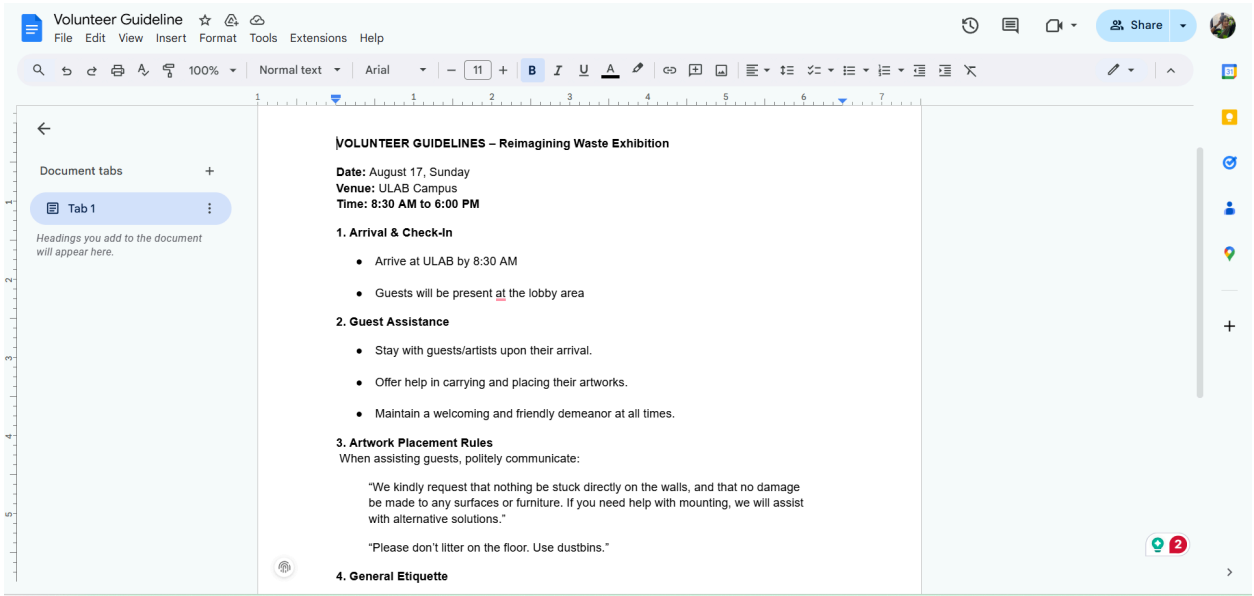


Image 1.10: Volunteer guidelines sent on email by Nujhat Jahan Khan, Deputy Manager, CES ULAB

Challenges:

There was a communication gap while writing the press release with my colleague, which led to misunderstandings about the content, and structure. Differences in our approaches made coordination difficult before finalizing the press release. Meeting and coordinating with the MSJ students was also challenging, as they were busy with their studies, and it took two to three days to align everyone for a meeting. During the closing session at ULAB, where I was volunteering, the weather was bad. As a result, our participants arrived late, they were expected to arrive at 8:30 AM but did not arrive until 11:00 AM. Additionally, the guests who were supposed to attend did not come. Because of this, the event started late, and we had to wait. Moreover, since the participants arrived late, showcasing their artwork became more challenging.

Mistakes:

I did not communicate effectively with my colleague and failed to request the necessary information for the press release, which led to miscommunication and a last-minute rush. During the exhibition, I attempted to handle too many small tasks on my own instead of delegating them to other volunteers.

Learnings:

1) I learned the importance of clear communication, especially giving proper instructions and following up consistently to avoid confusion among participants and team members.
2) I realized the value of teamwork and delegation, events run more smoothly when tasks are shared effectively, and it's important to trust others to handle their responsibilities.
3) This project also gave me professional exposure, providing real experience in communication, press release writing, and event management, which has boosted my confidence for future work.

Project 2

Project Name: Questionnaire and Press Release for Podcast on “ULAB CES hosts a podcast titled 'Political Leadership for Youth'

Project Date: 18 May, 2025 to 29 May, 2025

Project Brief: The July Uprising of 2024 delivered a seismic shift to the nation’s political establishment. With the ousting of the previous regime, the youth - many for the first time - are actively engaging with the political process, taking on roles in activism, reform efforts, and calls for greater accountability. This shift, however, highlights the importance of understanding the capacities, motivations, and challenges faced by youths stepping into political roles.

In this backdrop, CES is hosting a podcast with Dr. Rehnuma Karim, an activist, educator, and social thinker, to share her perspective on youth political leadership in Bangladesh. Dr. Karim is the Founder and President of Heroes for All Inc., a New York-based nonprofit committed to fostering leadership potential in young people through mentorship, programming, and civic engagement. She has been actively involved in initiatives related to democracy and youth political capacity building, both in Bangladesh and globally. Her leadership journey has also been profiled in "Leadership Two Words at a Time" by renowned author and leadership coach Bill Treasurer.

My Responsibilities and Task: For this podcast project, my primary responsibility was preparing the questionnaire for Dr. Rehnuma Karim. This required background research on her work, contributions to youth leadership, and the broader context of the July Uprising of 2024. I drafted thoughtful and relevant questions designed to encourage meaningful dialogue about youth political engagement and leadership in Bangladesh. In addition, I was tasked with writing a press release once the podcast concluded. This involved summarizing the key discussions, highlighting Dr. Karim’s insights, and presenting the event in a clear and engaging way for both internal and external audiences. These tasks allowed me to apply my research, writing, and communication skills in a professional context while contributing to a timely and impactful conversation.

2.1 Questionnaire

My Project:

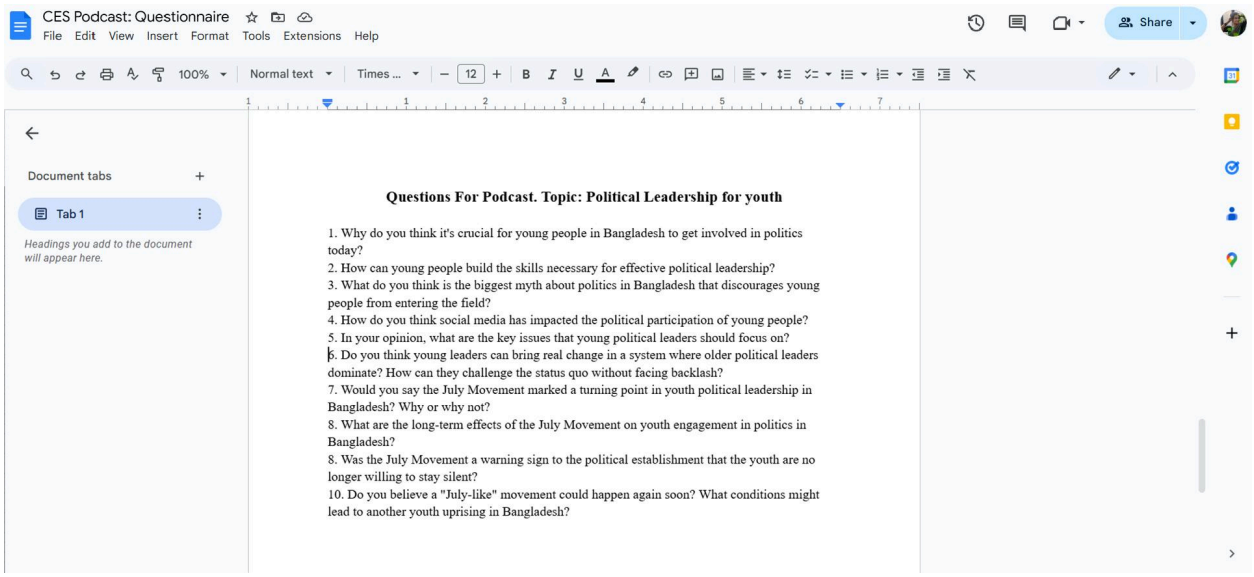


Image 2.1: Questionnaire for Podcast

Edited Version:

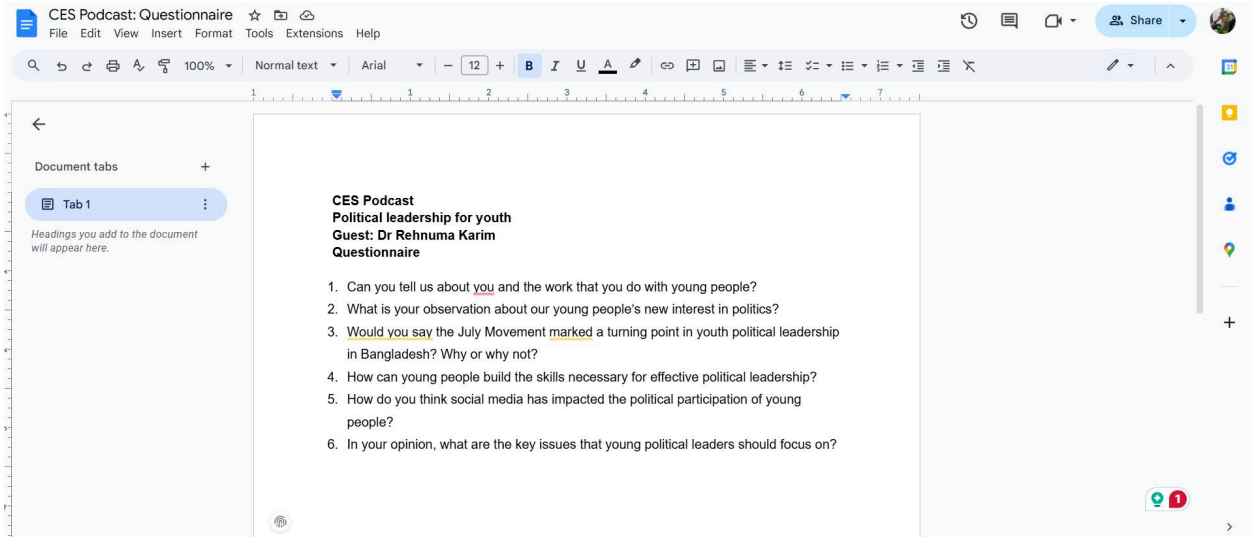


Image 2.2: Edited Questionnaire for Podcast



Image 2.3: Podcast Live Streaming at CES's Facebook Page

2.2 Press Release

My Project:

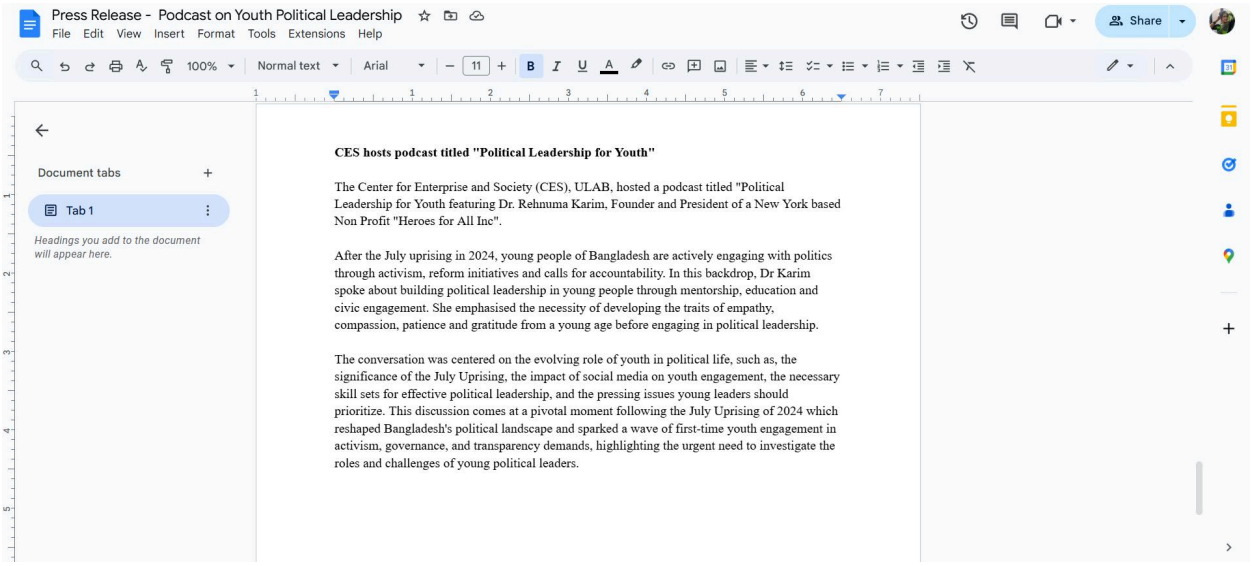


Image 2.4: My Version of the Podcast Press Release

Edited Press Release:

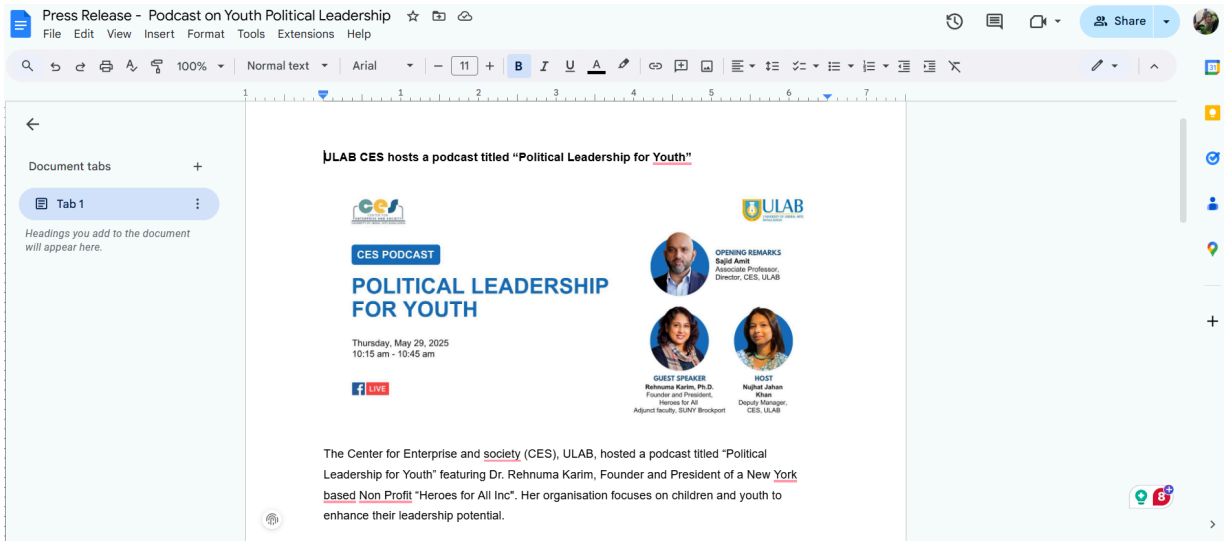


Image 2.5: Edited Version of the Podcast Press Release

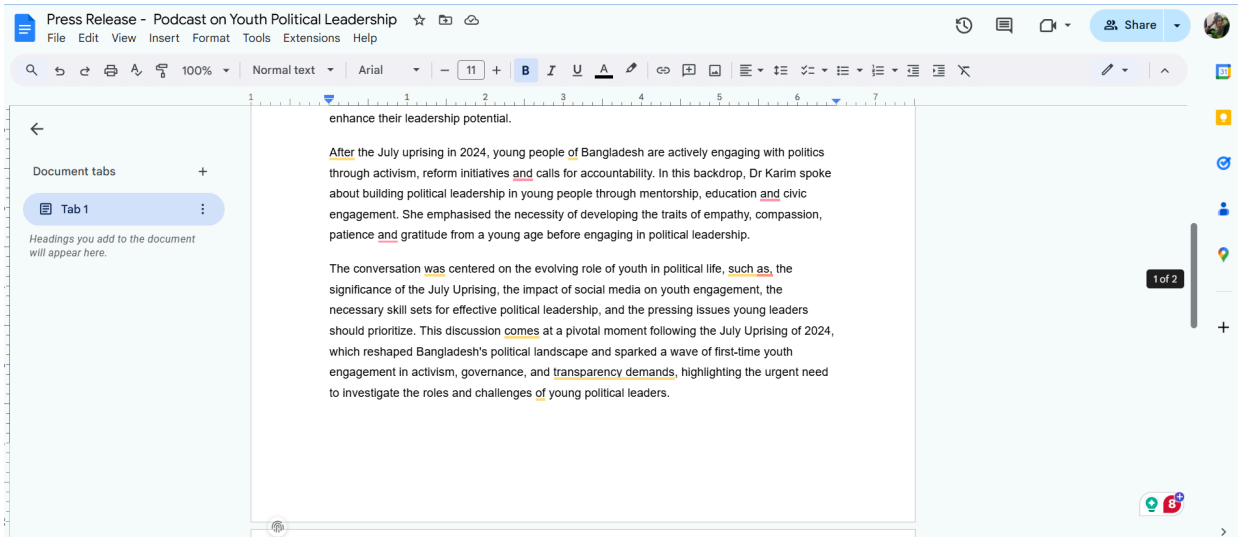


Image 2.6: Edited Version of the Podcast Press Release

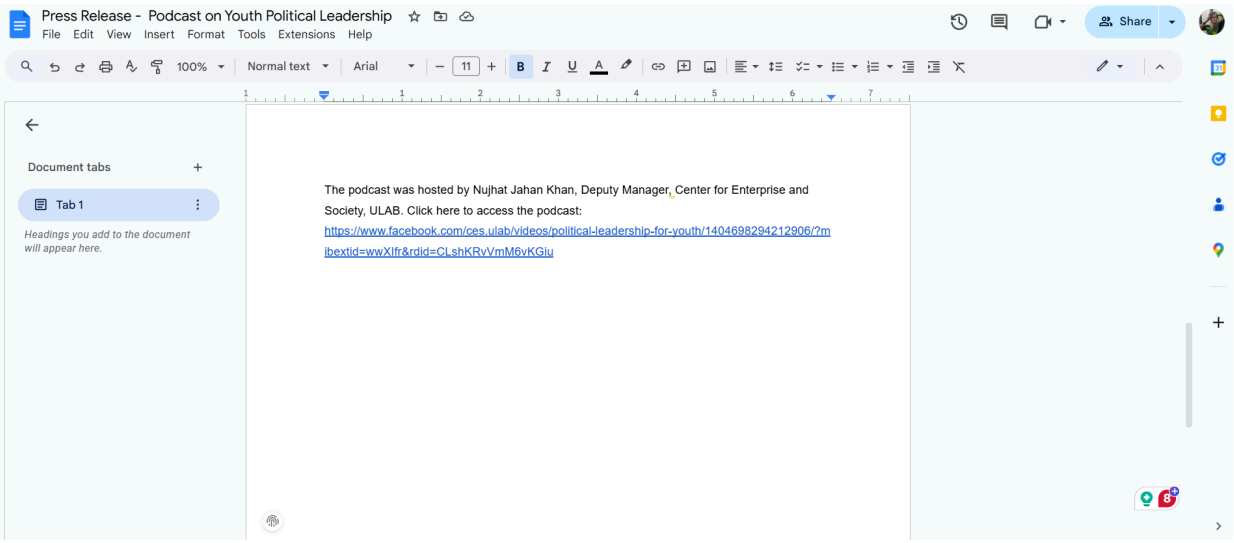


Image 2.7: Edited Version of the Podcast Press Release

Published Press Release Link: [ULAB CES hosts a podcast titled 'Political Leadership for Youth'](#)

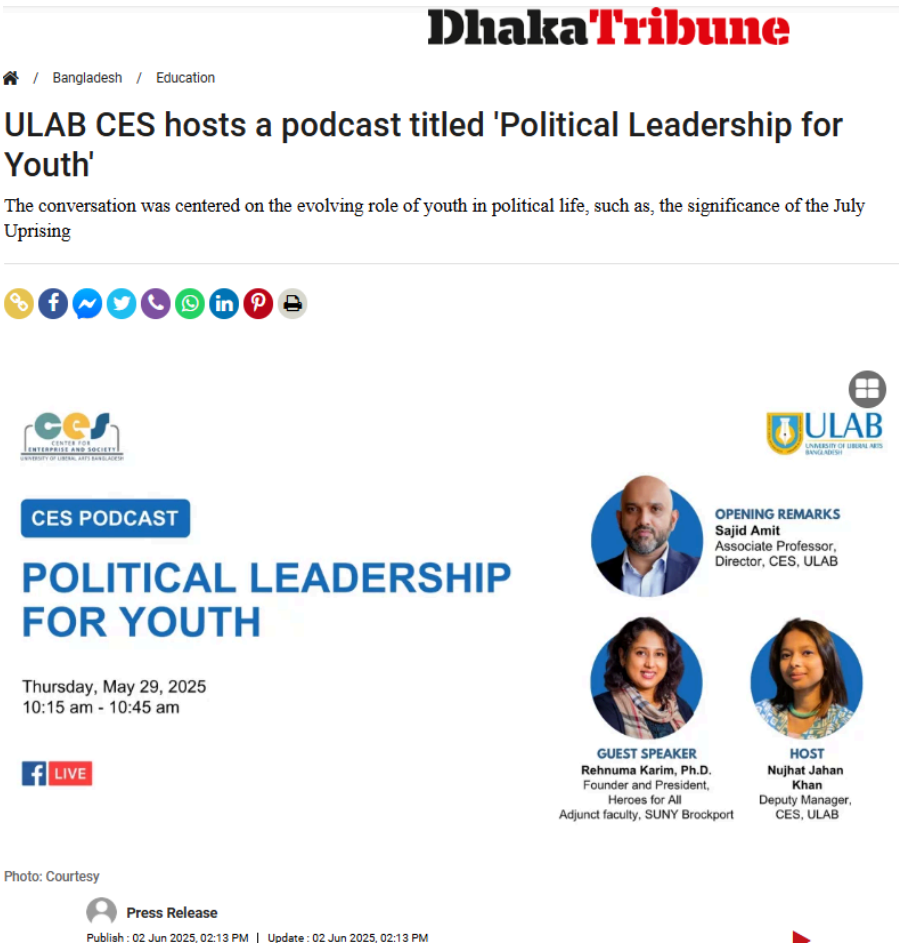
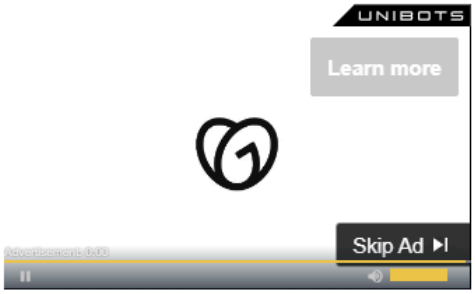


Image 2.8: Published Podcast Press Release

The Center for Enterprise and society (CES), ULAB, hosted a podcast titled "Political Leadership for Youth" featuring Dr Rehnuma Karim, founder and president of a New York based Non Profit "Heroes for All Inc".



Her organisation focuses on children and youth to enhance their leadership potential.



After the July uprising in 2024, young people of Bangladesh are actively engaging with politics through activism, reform initiatives and calls for accountability.

In this backdrop, Dr Karim spoke about building political leadership in young people through mentorship, education and civic engagement. She emphasised the necessity of developing the traits of empathy, compassion, patience and gratitude from a young age before engaging in political leadership.

The conversation was centered on the evolving role of youth in political life, such as, the significance of the July Uprising, the impact of social media on youth engagement, the necessary skill sets for effective political leadership, and the pressing issues young leaders should prioritize.

This discussion comes at a pivotal moment following the July Uprising of 2024, which reshaped Bangladesh's political landscape and sparked a wave of first-time youth engagement in activism, governance, and transparency demands, highlighting the urgent need to investigate the roles and challenges of young political leaders.

The podcast was hosted by Nujhat Jahan Khan, deputy manager, Center for Enterprise and Society, ULAB.

Image 2.9: Published Podcast Press Release

Challenges:
Designing questions that were both respectful and insightful was tricky, as they had to balance between being critical, engaging, and suitable for a podcast format. Summarizing a complex conversation into a short, engaging press release was challenging, especially when deciding which points were most important to highlight.

Mistakes:
At first, some of the questions I drafted were too detailed which could have made the conversation lengthy and time consuming for a podcast. One of the key mistakes I made during this project was in drafting the press release. My initial version was not formatted.

Learnings:

1) I learned the importance of designing questions that are clear, open-ended, and conversational, as this encourages engaging and meaningful dialogue.
2) I realized that writing press releases requires balancing professionalism with accessibility so that both experts and general readers can understand the content.
3) I discovered the value of time management by starting drafts early and allowing enough time for revisions, which leads to a stronger final output and reduces stress.

Project 3

Project Name: Module designing for Democracy Curriculum

Project Date: 30 May, 2025 to 2 June, 2025

Project Brief: This project explores the principles and challenges of democracy with a focus on Bangladesh and South Asia. It traces democratic thought from ancient Greece to modern philosophers, highlights Bangladesh's shift from earlier peaceful power transfers to recent electoral autocracy, and examines the role of students in democratic movements worldwide, including the 2024 Quota Reform protests. It also analyzes the sources and limits of governmental power, showing how unchecked authority, seen in cases like Nazi Germany and Myanmar, threatens democracy. Finally, it emphasizes the importance of a neutral bureaucracy, noting that merit-based, transparent systems, such as in the UK and US, are vital for democratic stability and public trust.

My Responsibilities and Task: My responsibilities for this project involved creating slides for Modules 1, 2, 7, and 8. Using information available online, I researched each theme and topic thoroughly, identifying key points and relevant examples to include. I synthesized complex information into concise, clear, and visually organized slides that would be easy for the audience to understand. In addition to content creation, I focused on designing slides that were engaging, using visuals, formatting, and layout to enhance comprehension. I also ensured that the information was accurate, properly referenced, and aligned with the learning objectives of each module. This task strengthened my skills in research, content organization, and visual communication, while also improving my ability to present complex topics in an accessible and structured manner.

3.1 Slides

My Project:



Image 3.1: Making Slides for Module 1 (Introduction to Democracy) in Canva



Image 3.2: Module 1 (Introduction to Democracy)

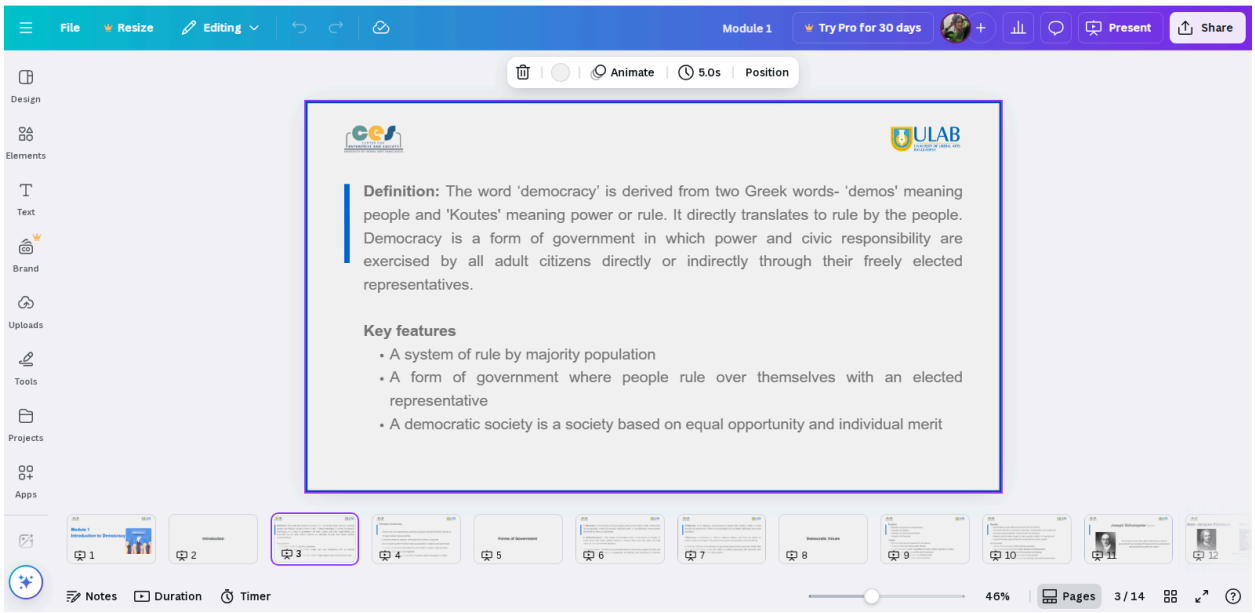


Image 3.3: Making Slides for Module 1 (Introduction to Democracy) in Canva

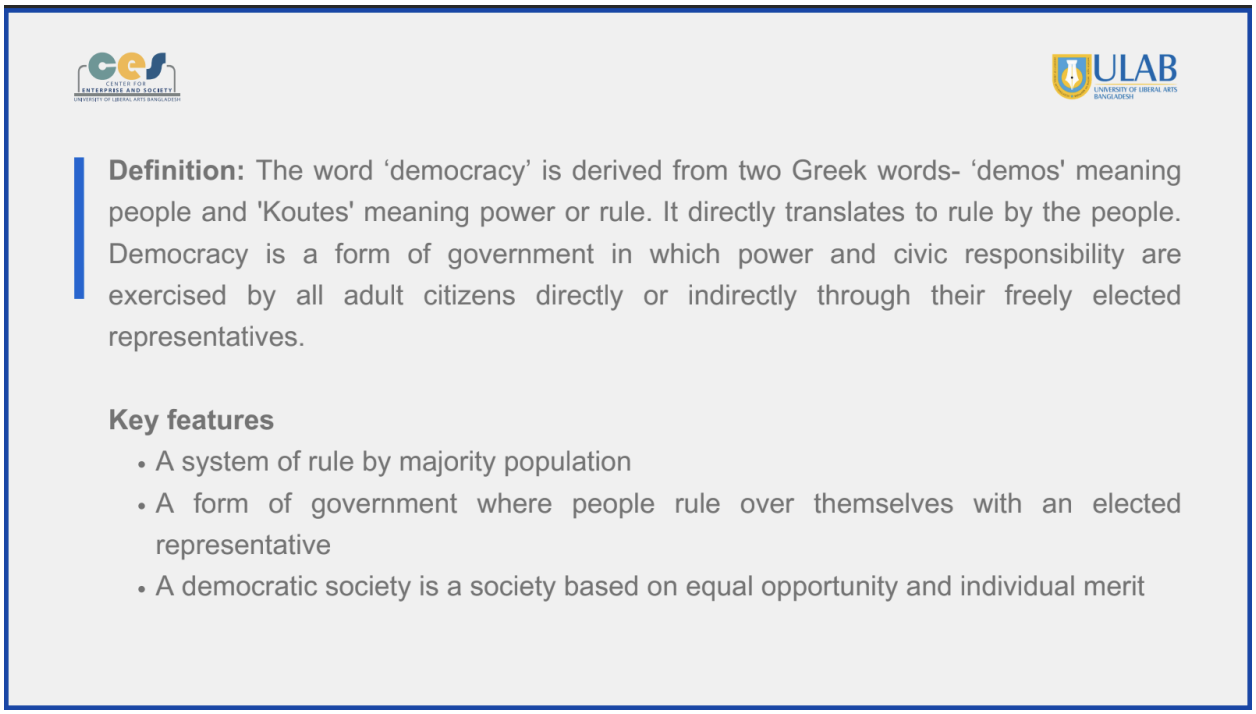


Image 3.4: Module 1 (Introduction to Democracy)



Image 3.5: Making Slides for Module 2 (Student Participation in Democracy)



Image 3.6: Module 2 (Student Participation in Democracy)

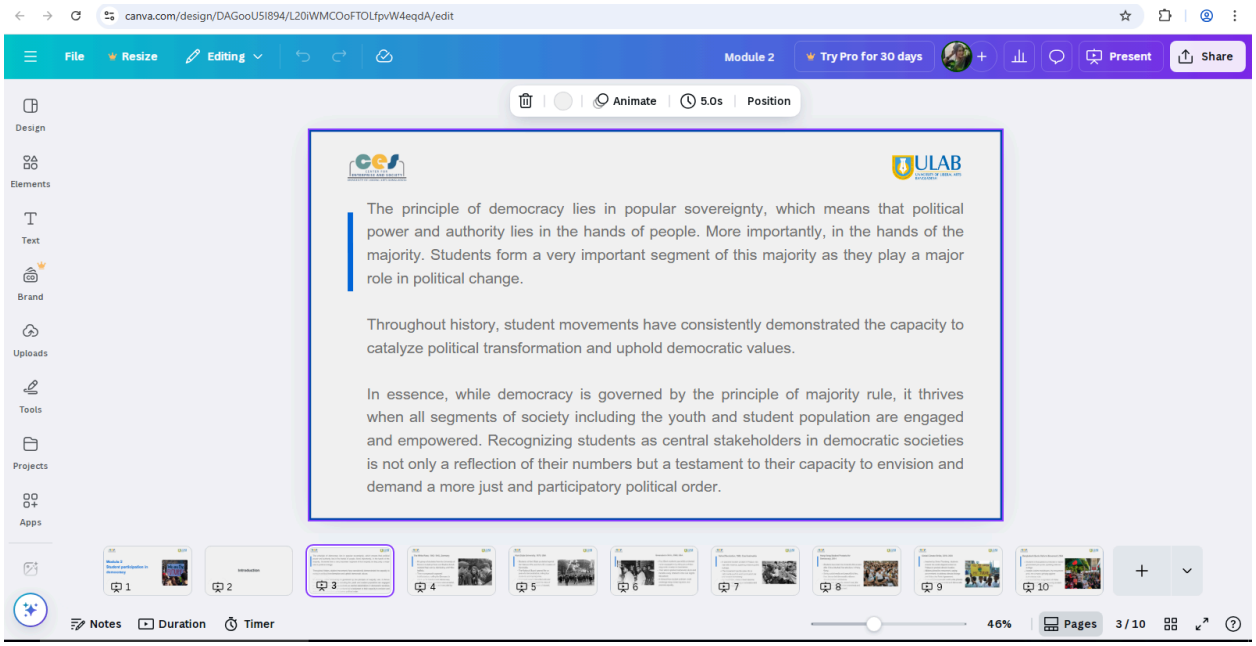


Image 3.7: Making Slides for Module 2 (Student Participation in Democracy)

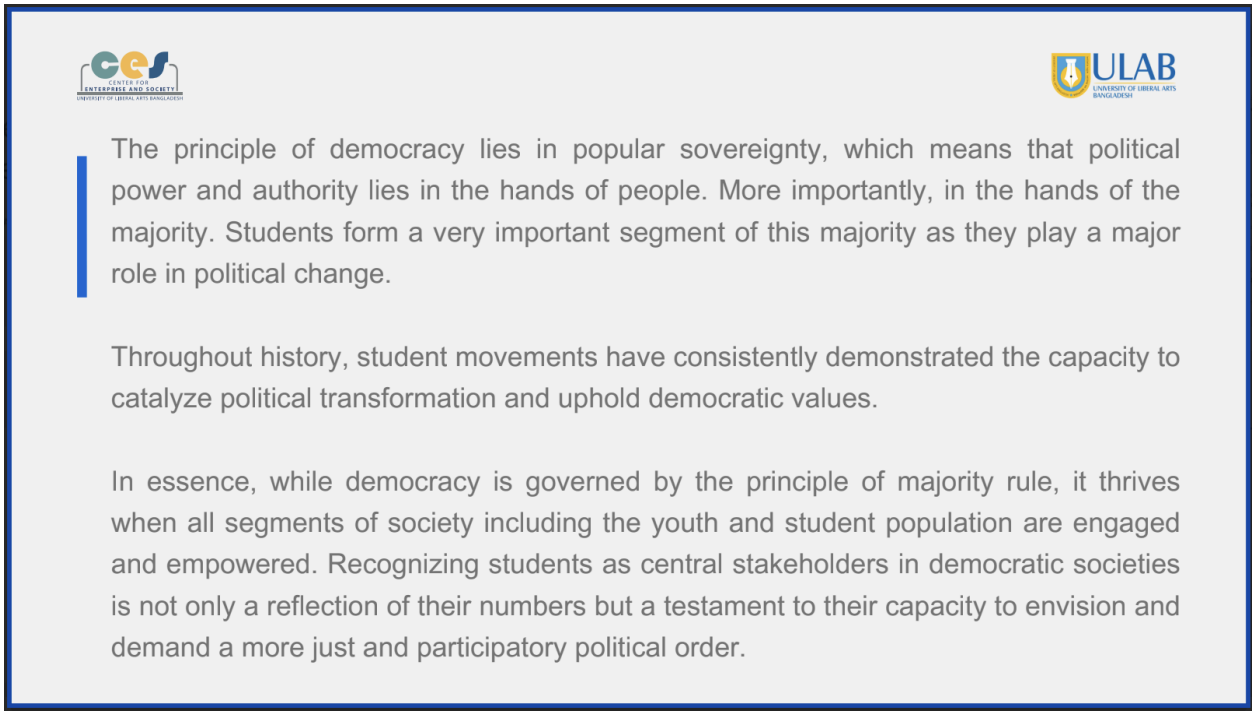


Image 3.8: Module 2 (Student Participation in Democracy)

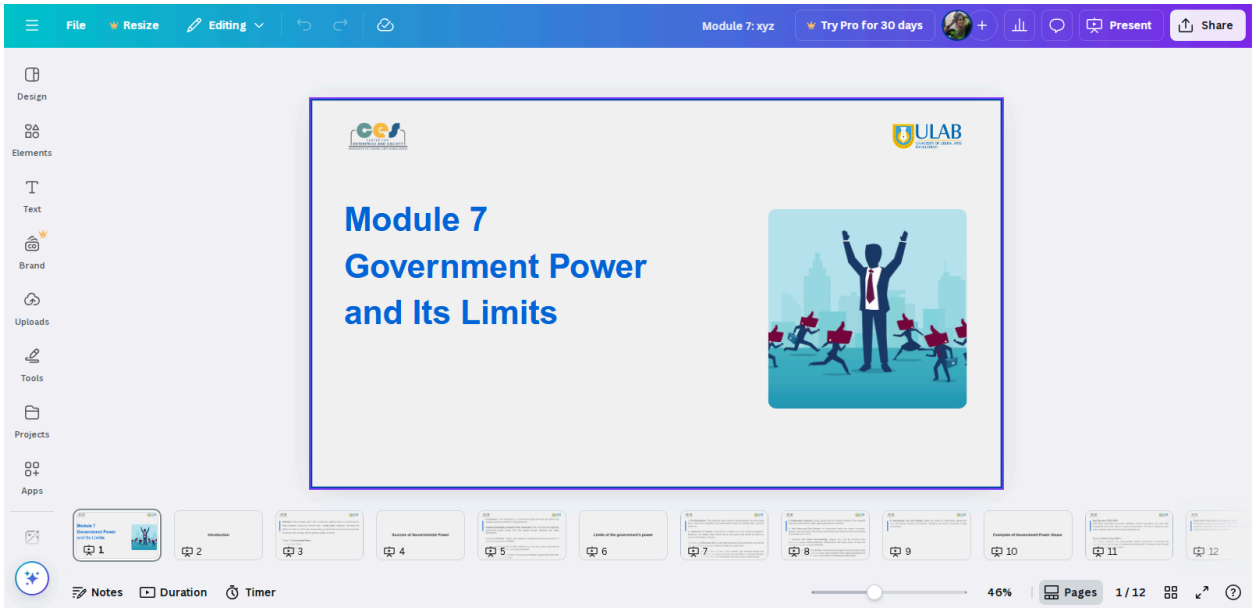


Image 3.9: Making Slides for Module 7 (Government Power and Its Limits)



Image 3.10: Module 7 (Government Power and Its Limits)

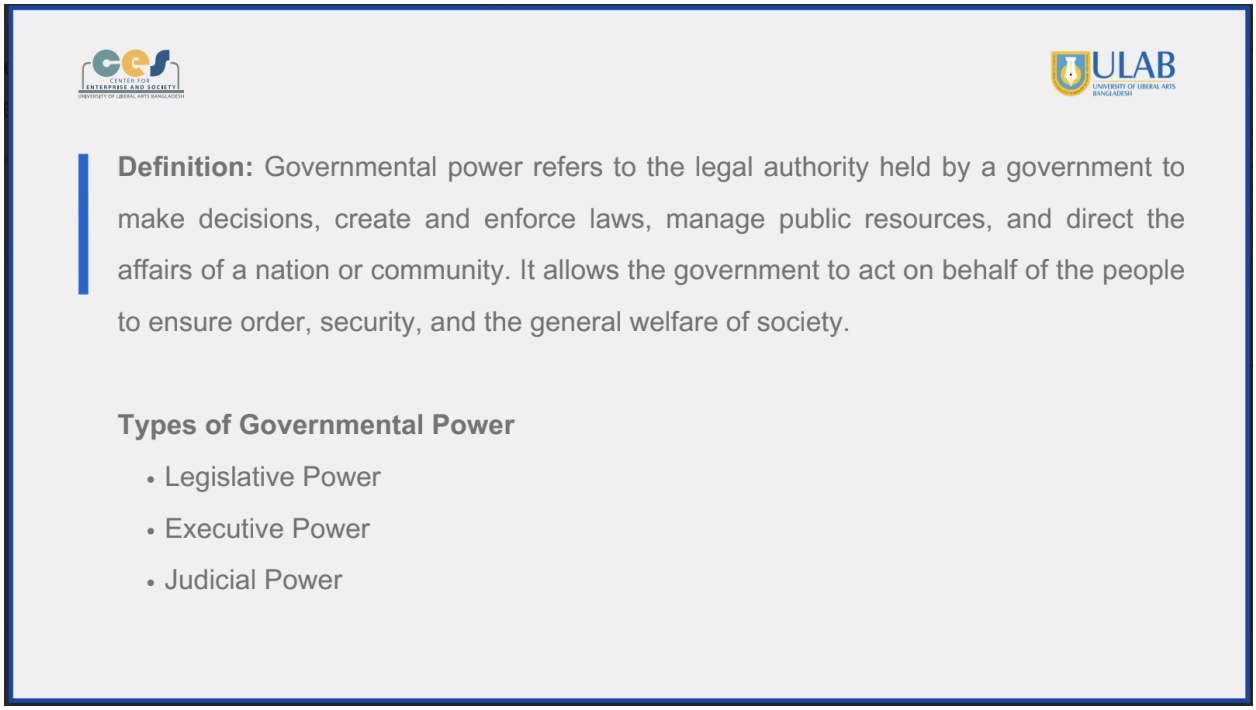


Image 3.11: Module 7 (Government Power and Its Limits))



Image 3.12: Making Slides for Module 8 (Non Partisan Bureaucracy)

Module 8
Non Partisan Bureaucracy



Image 3.13: Module 8 (Non Partisan Bureaucracy)

Definition: A nonpartisan bureaucracy is a system of government administration where public officials carry out their duties without political bias or influence. The core principles of a nonpartisan bureaucracy include neutrality, professionalism, continuity, and legal accountability. a nonpartisan bureaucracy acts as the backbone of a functioning democracy, ensuring that governance remains consistent, fair, and accountable to all citizens.

Key features:

- Neutrality
- Professionalism
- Continuity
- Accountability to Law

Image 3.14: Module 8 (Non Partisan Bureaucracy)

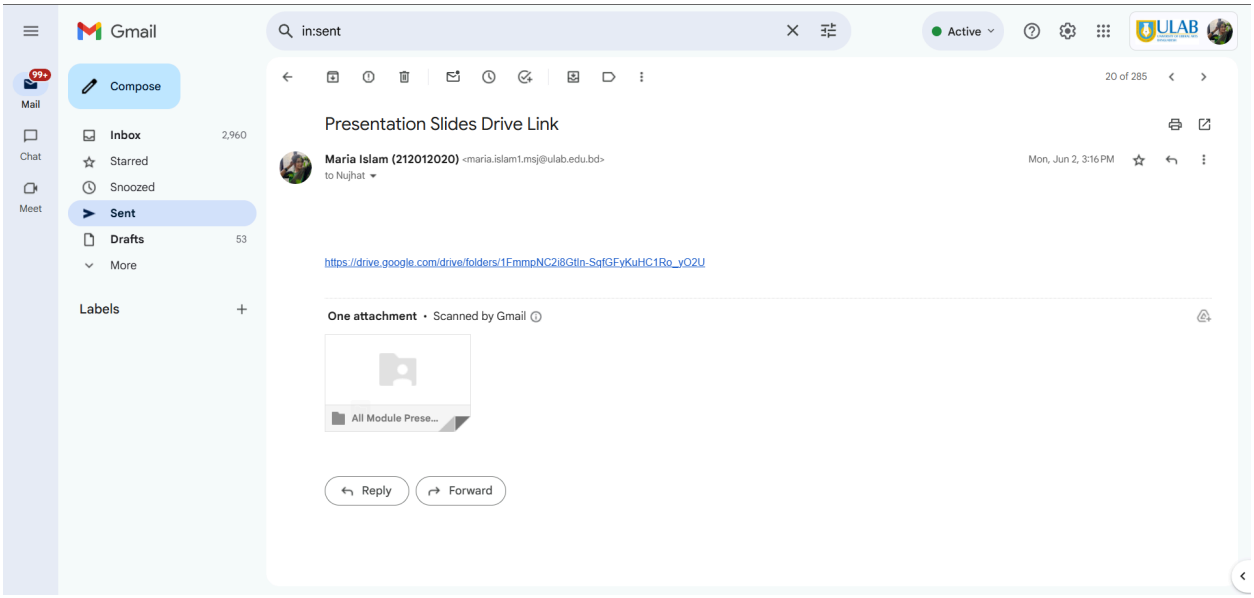


Image 3.15: Mailing the slides to Nujhat Jahan Khan, Deputy Manager, CES

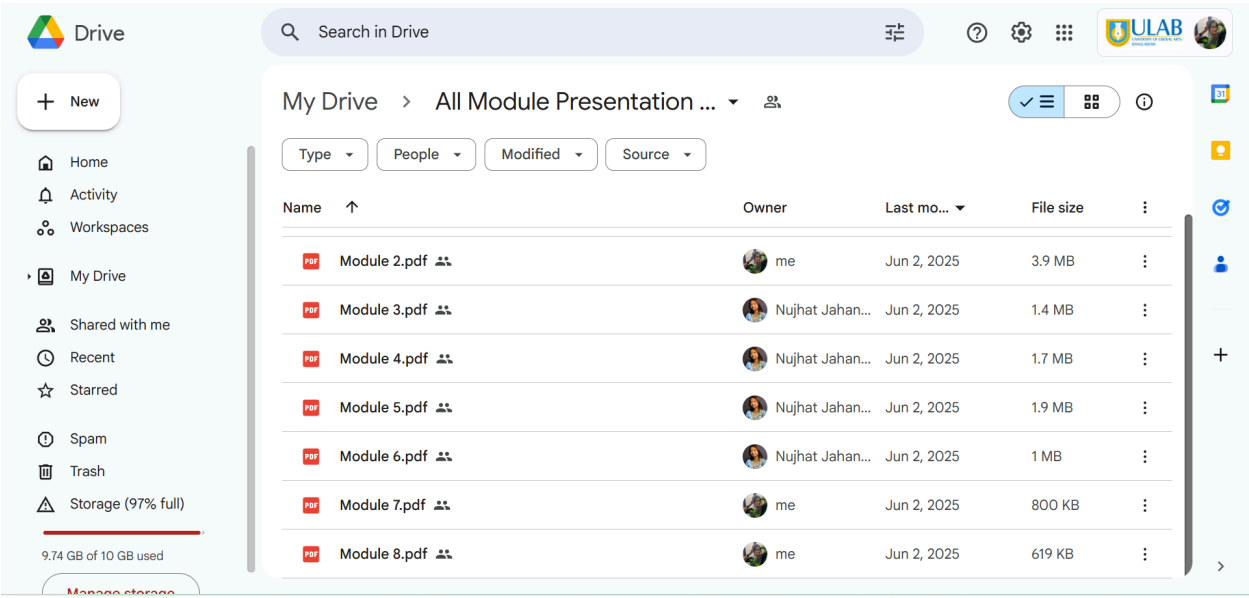


Image 3.16: Drive Link containing all the slides

Challenges:
The main challenge was researching diverse topics for multiple modules and ensuring that the information was accurate and relevant. Synthesizing complex ideas into clear, digestible content for slides required careful selection of key points. Another challenge was creating slides that were visually appealing yet concise, so that the audience could easily grasp the material without feeling overwhelmed.

Mistakes:
One mistake I made was occasionally including too much detail on a single slide, which made it cluttered and harder to follow. I also underestimated the time needed to review and revise the slides after gathering information, causing slight delays in completing all modules.

Learnings:

1) I learned to prioritize key information and simplify complex ideas for clarity.
2) I gained experience in designing slides that balance text, visuals, and layout effectively.
3) I recognized the importance of planning time for revisions and quality checks.
4) I improved my ability to research efficiently and organize information for educational purposes.
5) I became more confident in presenting topics in a structured, professional, and engaging way.

Project 4

Project Name: Series Workshop on Democracy Curriculum

Project Date: 1 July, 2025 to 15 July, 2025

Project Brief: The “Series Workshop on Democracy Curriculum” focused on educating students about the importance of freedom of speech and media in a democratic society. The module emphasized how freedom of expression underpins democracy, public accountability, and human rights while also exploring challenges such as censorship, surveillance, and political interference. Drawing on classical theories, modern democratic perspectives, and practical examples from Netra News and the Digital Security Act, the workshop aimed to foster critical understanding among students. The sessions were designed to encourage active participation, critical debate, and student reflection on democracy and media freedom.

My Responsibilities and Task: For this project, my primary responsibilities revolved around both preparation and execution of the workshop. I was tasked with designing the workshop questionnaire, where I carefully ensured that the questions reflected the theoretical concepts of democracy, freedom of expression, and media freedom while remaining accessible and engaging for student discussion. Alongside this, I took the responsibility of arranging the workshop for ULAB MSJ students, which required coordinating schedules, preparing necessary materials, and maintaining clear communication between students and facilitators to ensure everything ran smoothly. During the workshop itself, I also supported facilitation by encouraging active participation and engagement from students. These combined tasks allowed me to contribute meaningfully to the academic flow of the workshop while also acting as a bridge between the course module and its practical execution.

4.1 Workshop Questionnaire

My Project:

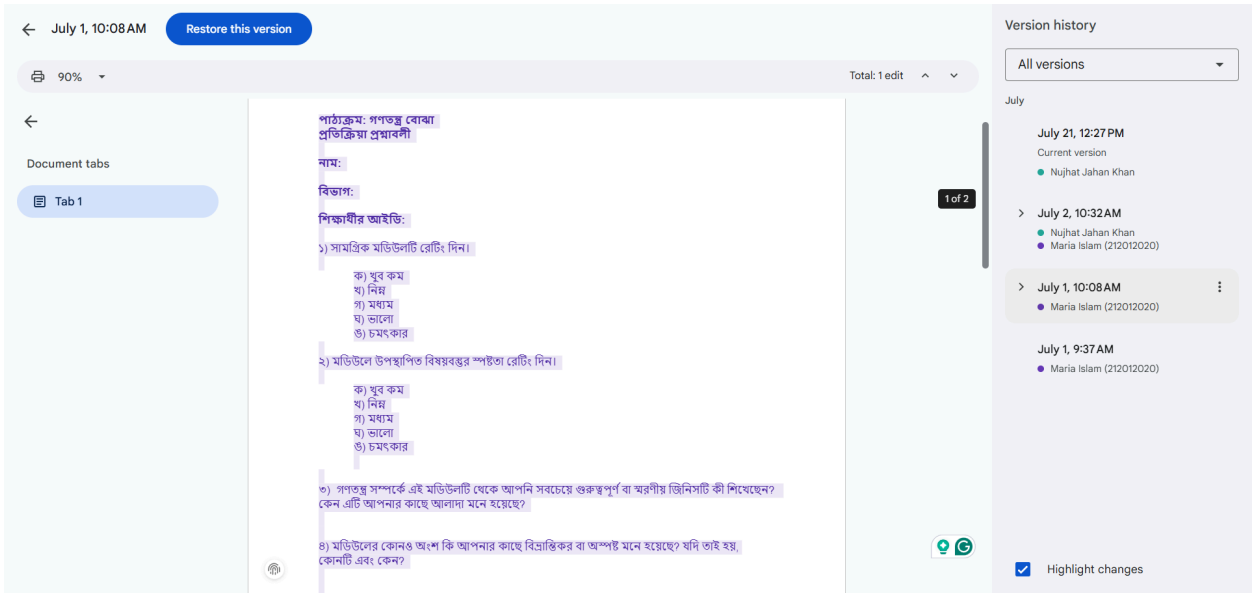


Image 4.1: Workshop Questionnaire

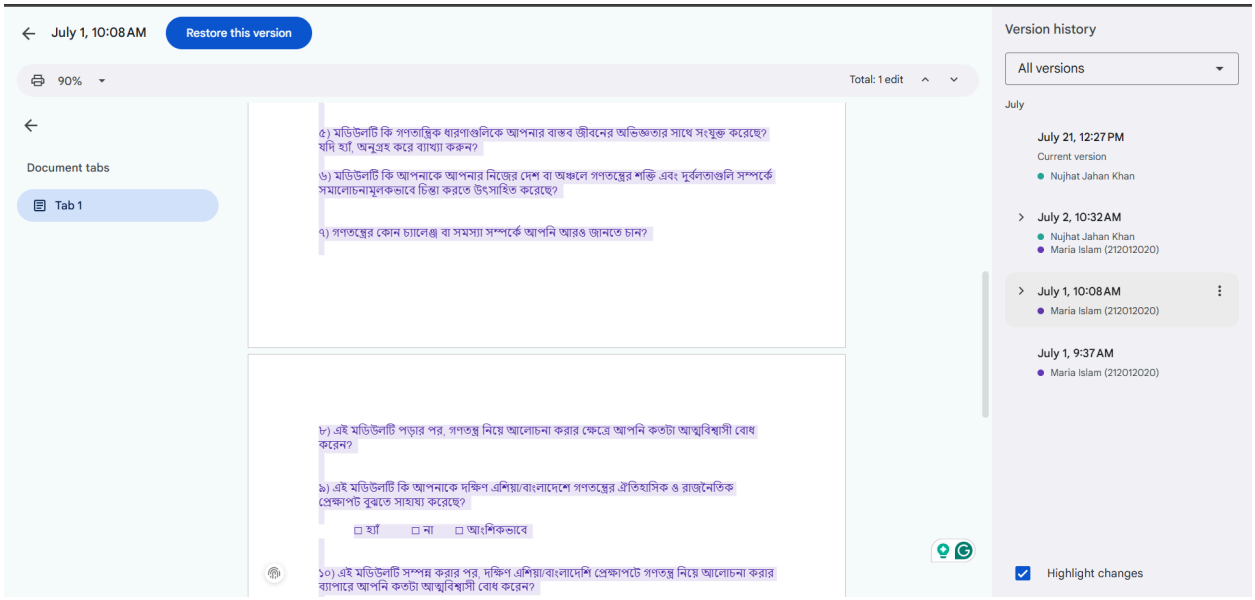


Image 4.2: Workshop Questionnaire

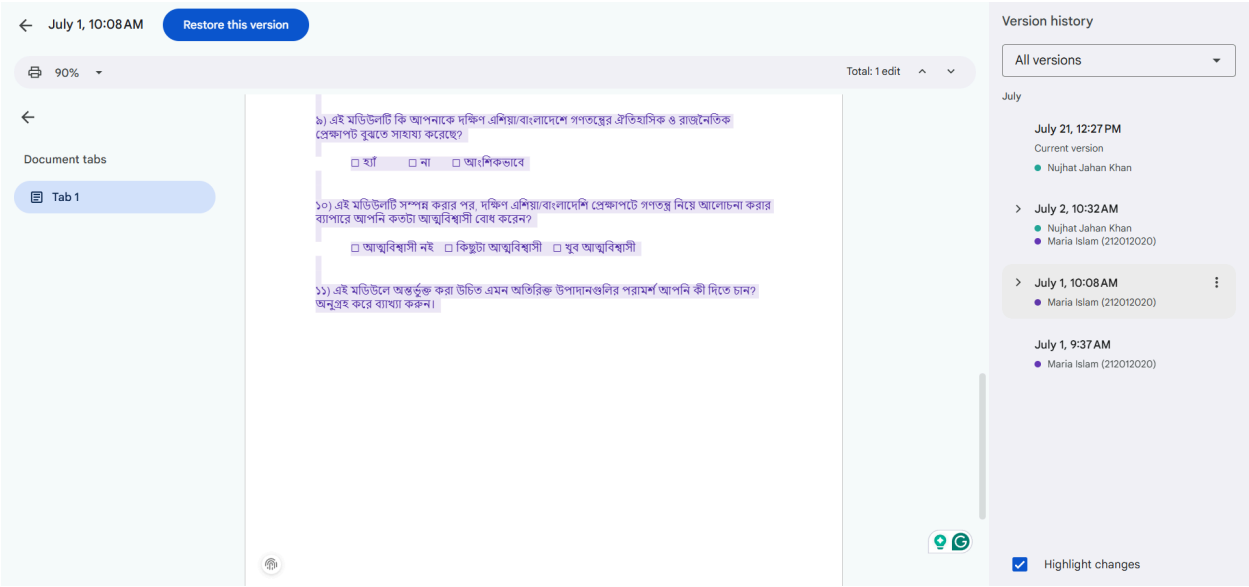


Image 4.3:Workshop Questionnaire

Edited Version:

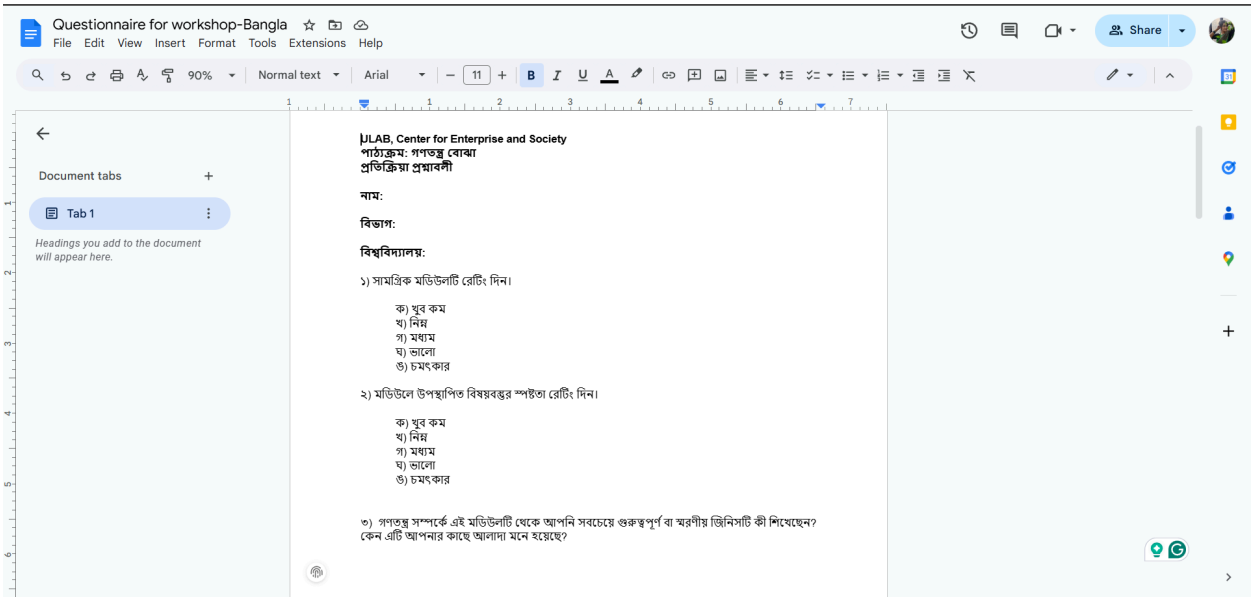


Image 4.4:Edited Workshop Questionnaire

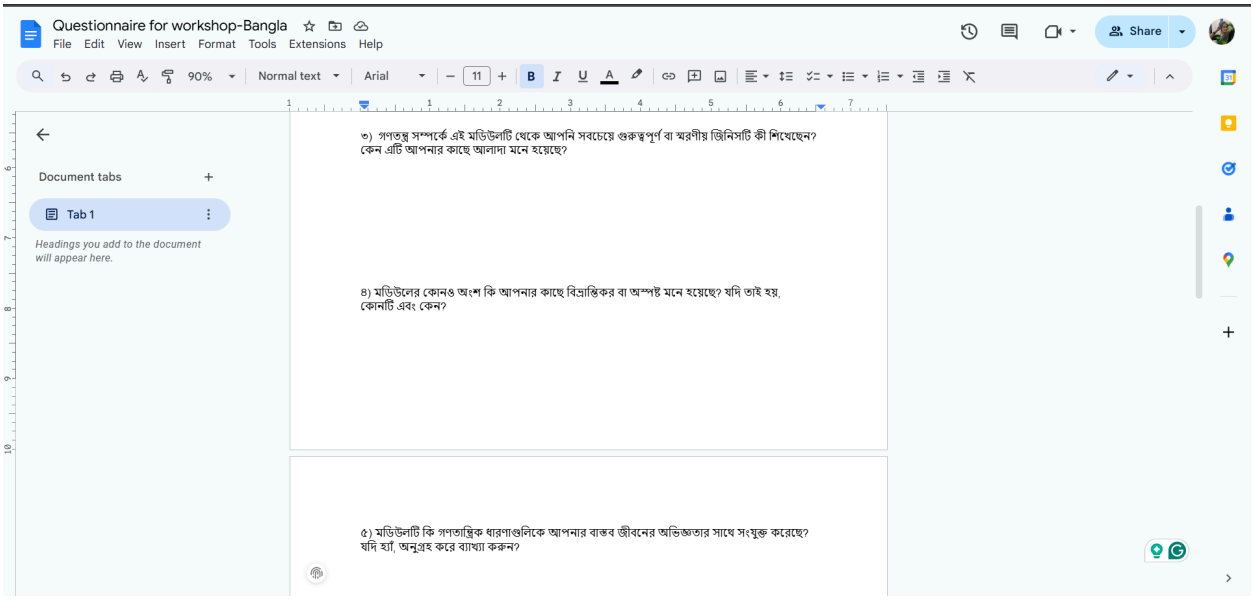


Image 4.5: Edited Workshop Questionnaire

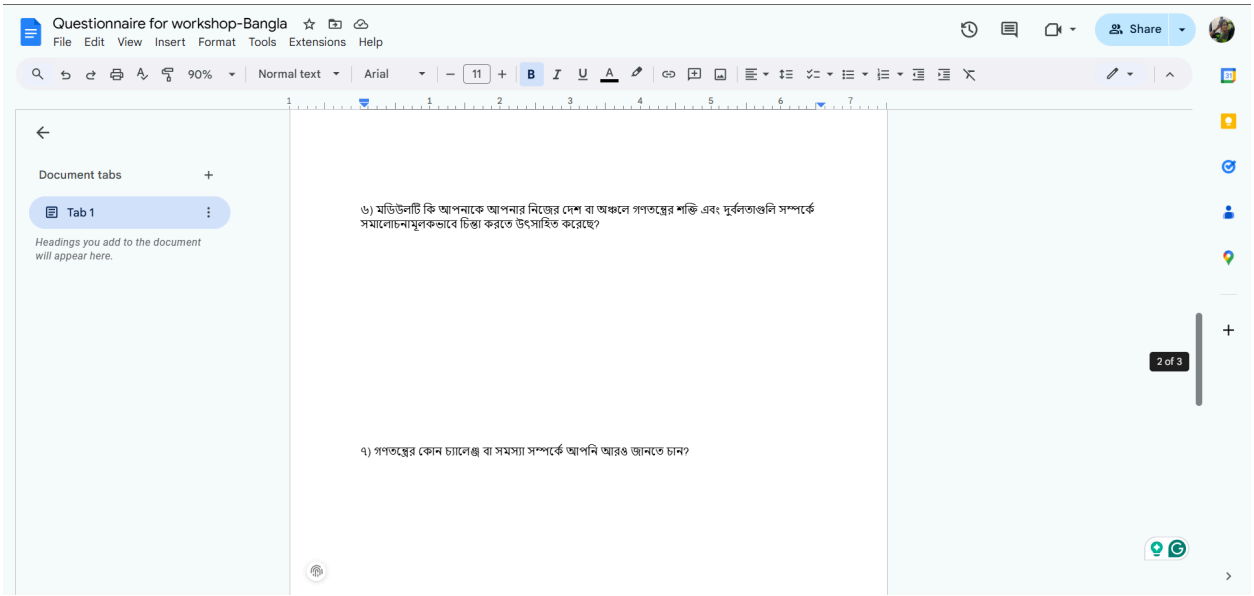


Image 4.6: Edited Workshop Questionnaire

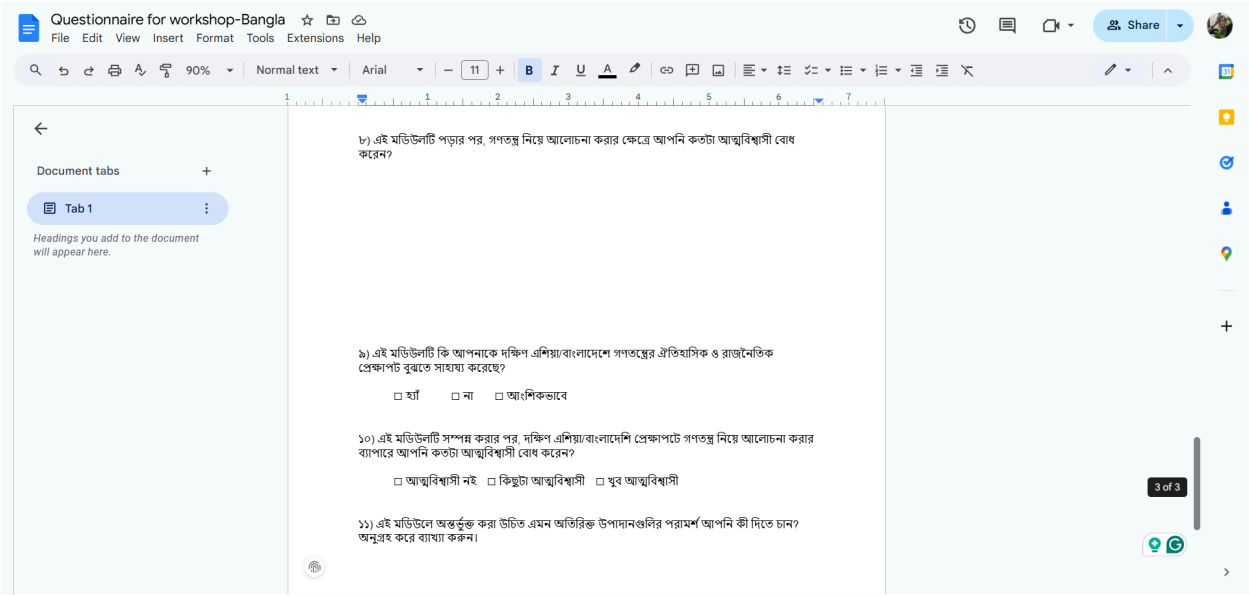


Image 4.7: Edited Workshop Questionnaire

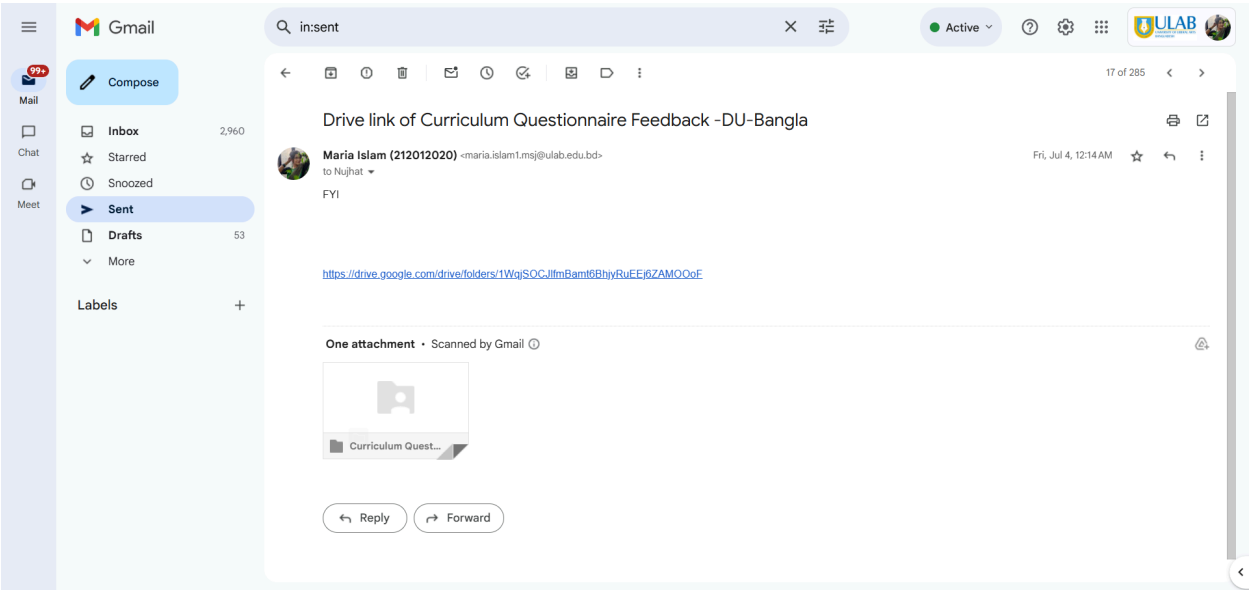


Image 4.8: Emailed Workshop Questionnaire

4.2 Workshop Arrangement for MSJ Students of ULAB

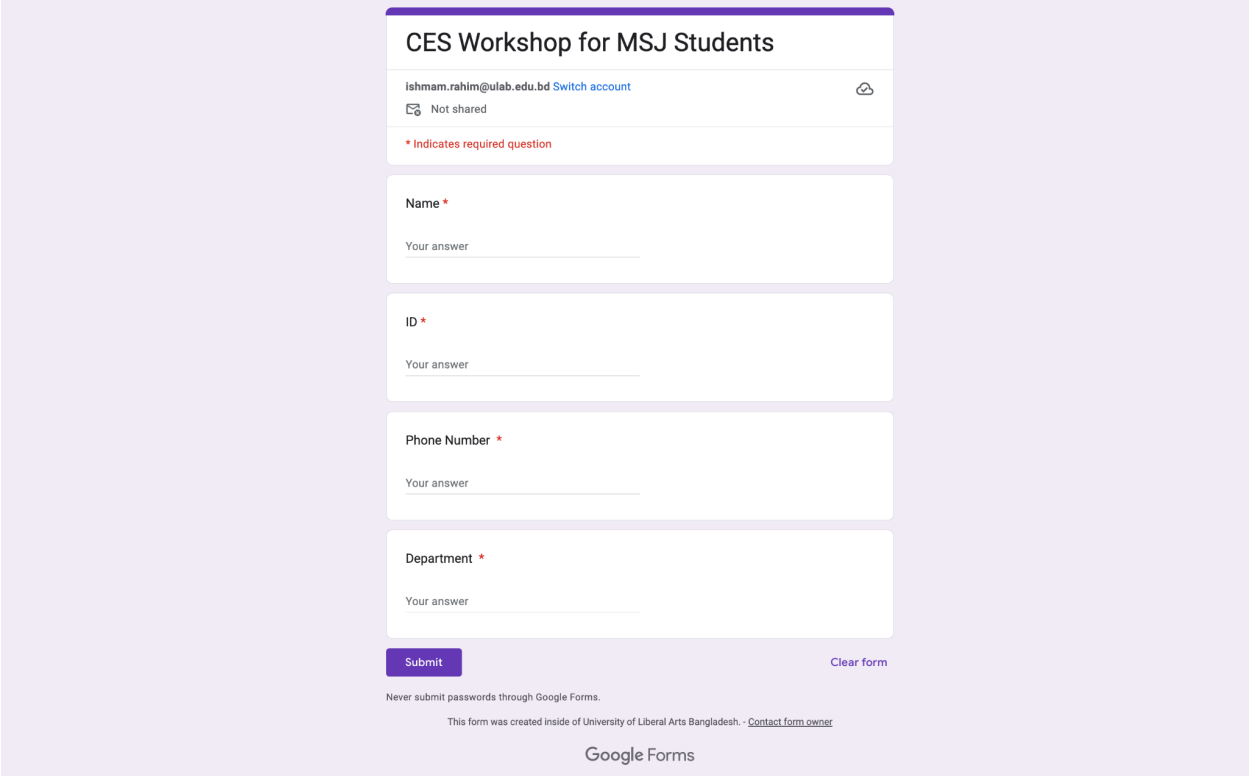


Image 4.9: Google Form for Registration

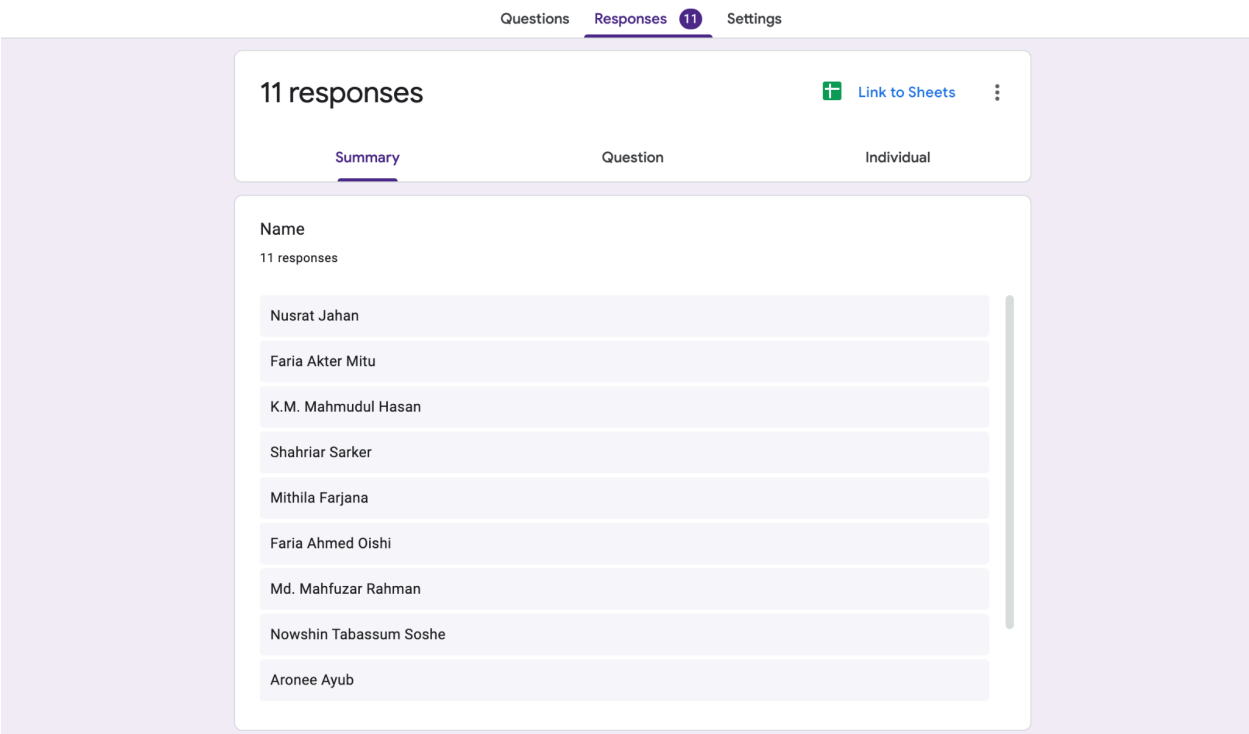


Image 4.10: Responses from the Registered Students

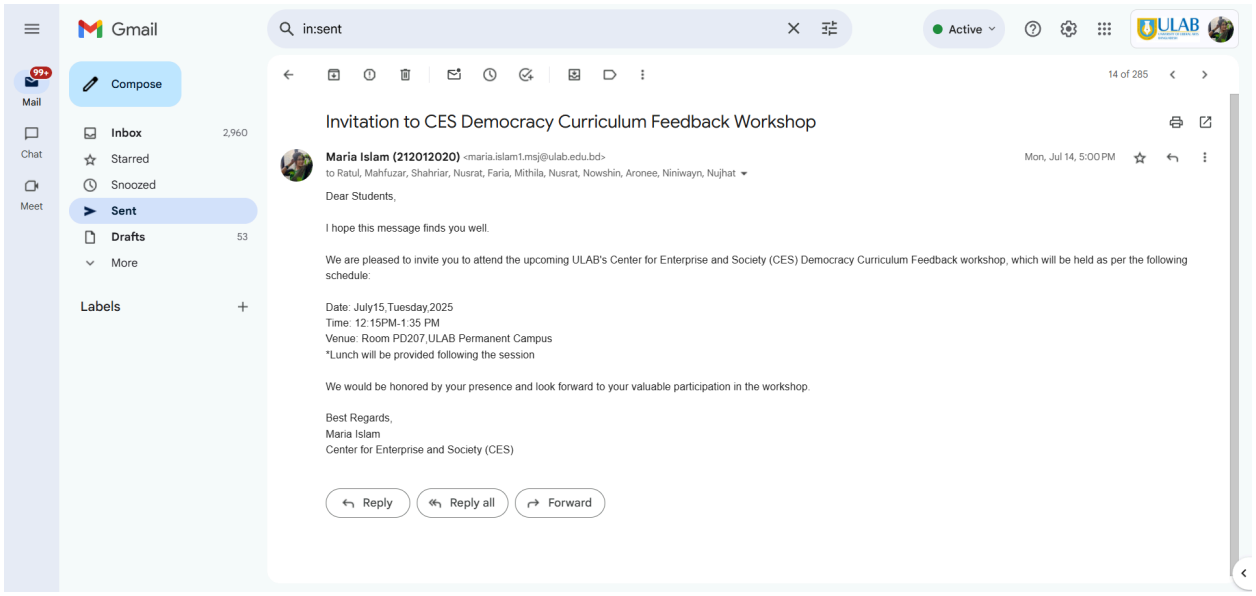


Image 4.11: Invitation for the Registered Students



Image 4.12: Picture of the Workshop



Image 4.13: Group Photo at the end of the Workshop

Workshop Facebook Post: [Workshop for MSJ, ULAB]

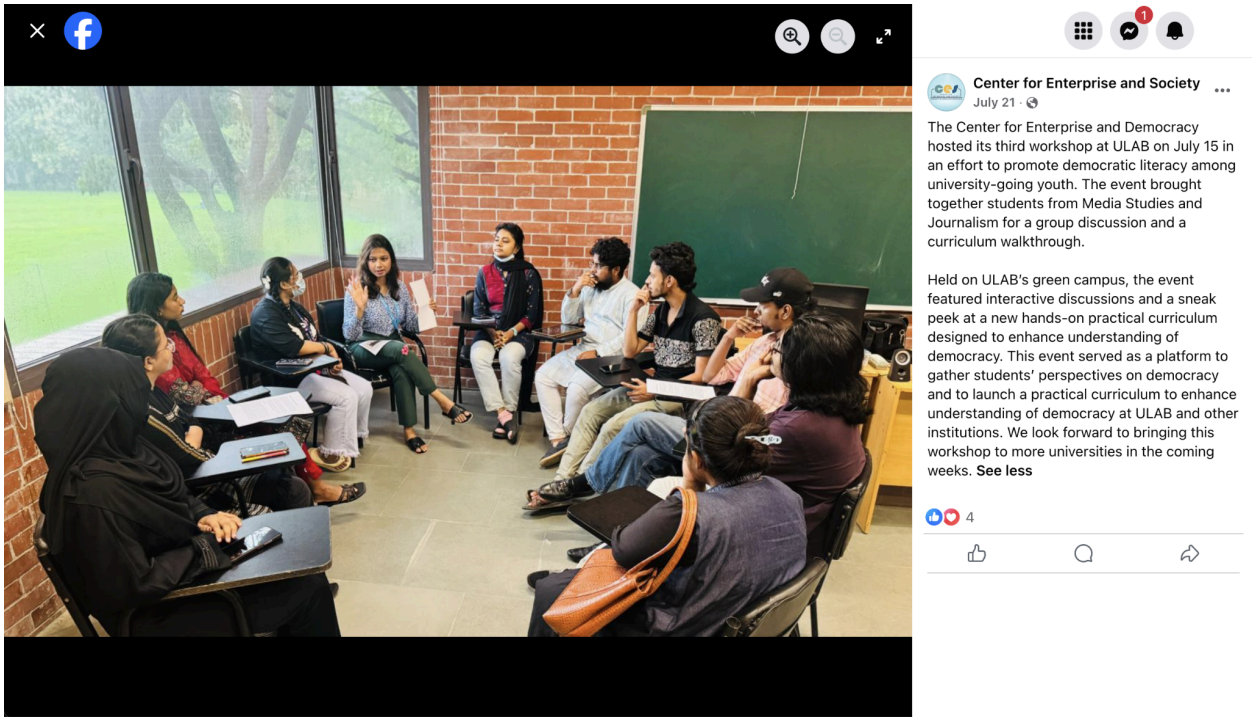


Image 4.14: Post from CES Facebook Page

Challenges:
I faced several challenges while organizing the workshop. Coordinating with MSJ students proved difficult due to their busy academic schedules, and it took time and effort to align everyone. Designing the questionnaire also required careful balancing, ensuring that the questions were intellectually stimulating without being overwhelming.

Mistakes:
One mistake I recognized was underestimating the time needed to align participants. This led to some delays in scheduling and preparation.

Learnings:
1) How to coordinate with students, arrange sessions, and handle unforeseen delays.
2) Framing questions that are both thought-provoking and easy to engage with.
3) Learning how to motivate participants and ensure clarity while organizing.
4) Finding quick alternatives when schedules or plans did not align.

Project 5

Project Name: Poster and Press Release for Podcast on “Political Expression in the Age of Facebook and TikTok”

Project Date: 27 June, 2025 to 5 July, 2025

Project Brief: The Center for Enterprise and Society (CES) at ULAB organized a podcast titled “Political Expression in the Age of Facebook and TikTok.” The event explored how new media platforms are transforming political dialogue, particularly among the younger generation. With the rise of social media, political participation has taken on new forms, through hashtags, viral content, and short-form videos that reshape how citizens voice their opinions and mobilize movements. The podcast aimed to shed light on these shifts, their impact on democratic engagement, and the challenges and opportunities that come with digital political expression.

My Responsibilities and Task: For this project, I was responsible for preparing the press release and designing the promotional poster. Writing the press release required me to study the themes of the podcast, highlight the key objectives, and communicate its significance to both media outlets and the public in a clear and accessible manner. The goal was to generate interest and ensure broad visibility for the event. Additionally, I created the poster using Canva, applying design skills to capture attention while effectively presenting essential details such as the topic, speakers, and schedule. Together, these tasks strengthened my ability to communicate complex ideas to diverse audiences while also giving me hands-on experience in both media writing and visual communication.

5.1 Podcast Poster

My Project:

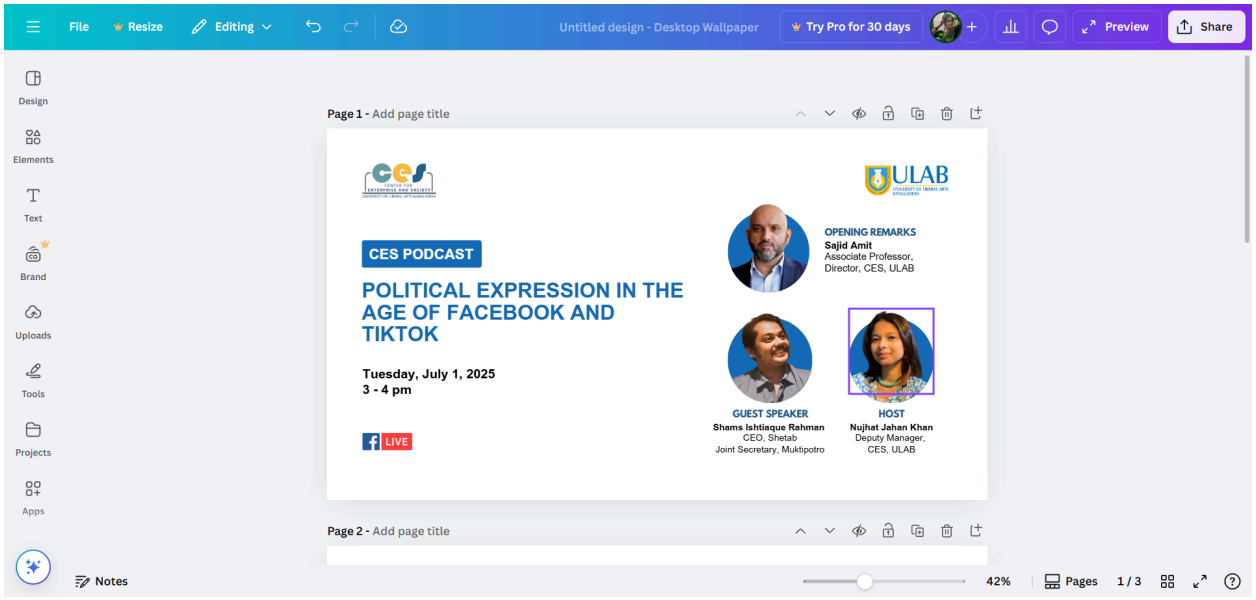


Image 5.1: Poster Designing in Canva

Published Poster Link: [Political Express In The Age of Facebook and TikTok]

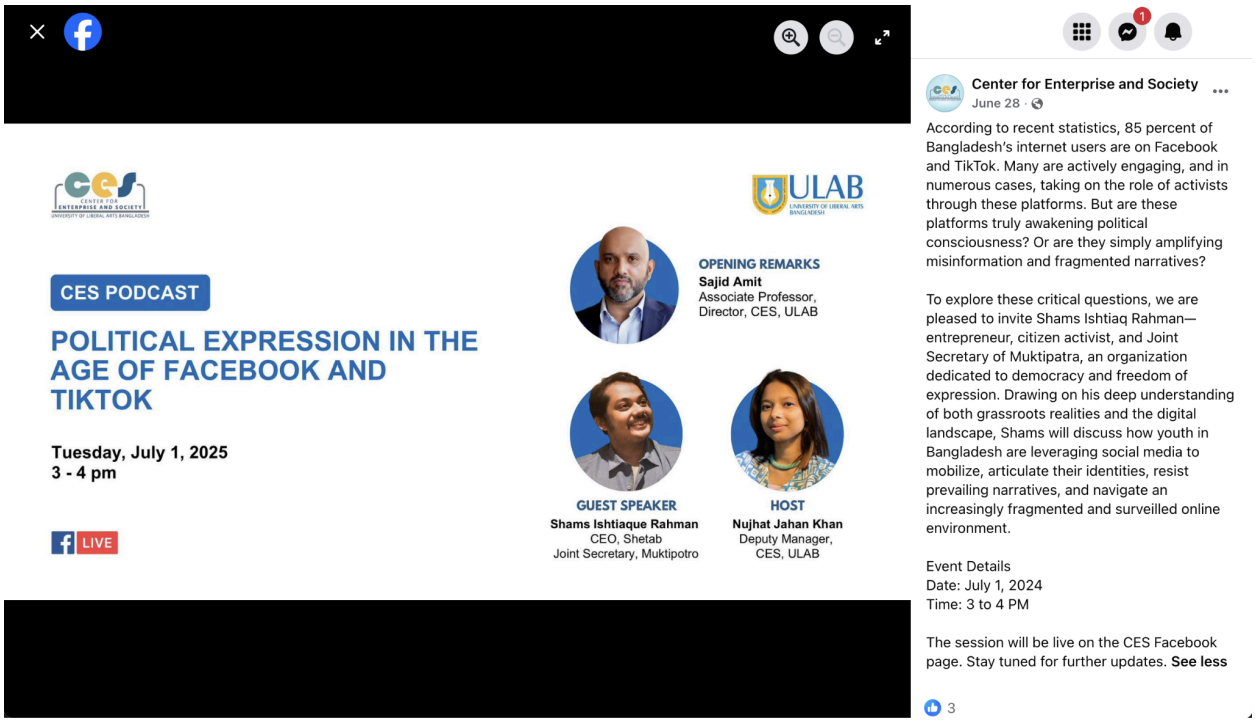


Image 5.2: Published Poster for Podcast

5.2 Podcast Press Release

My Project:

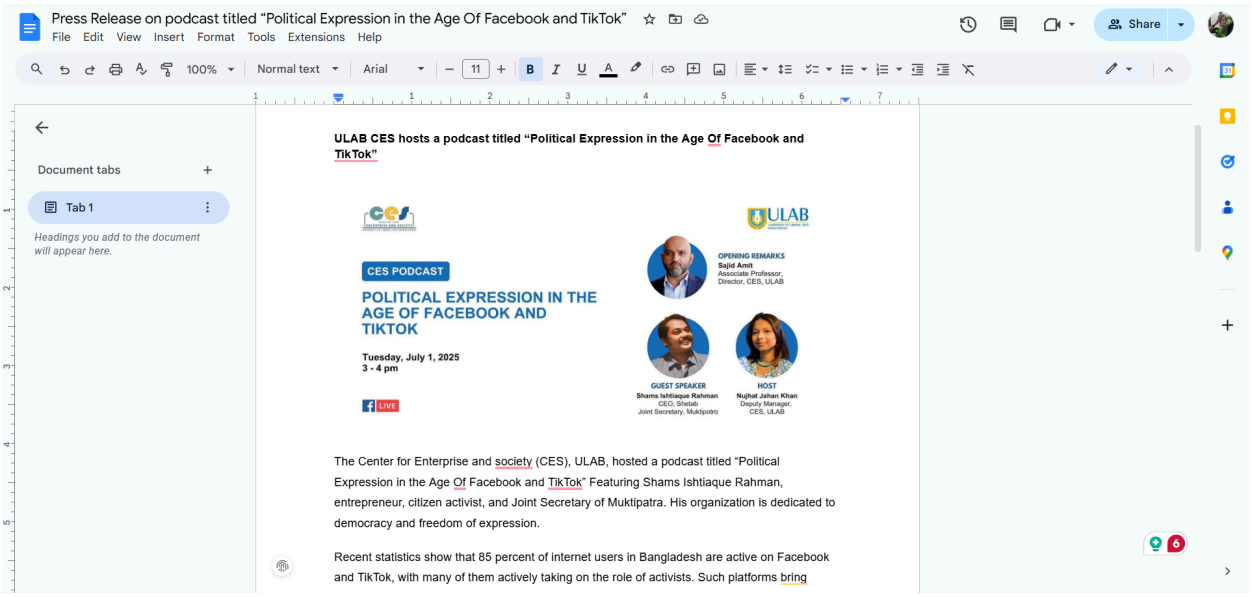


Image 5.3: My Version of Podcast Press Release

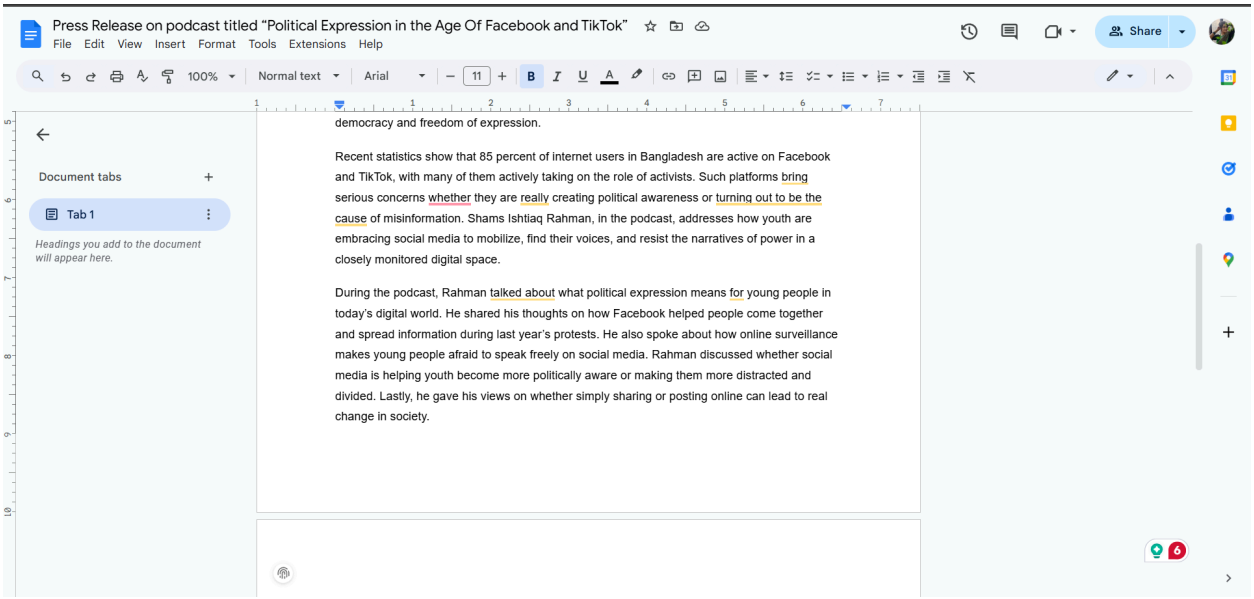


Image 5.4: My Version of Podcast Press Release

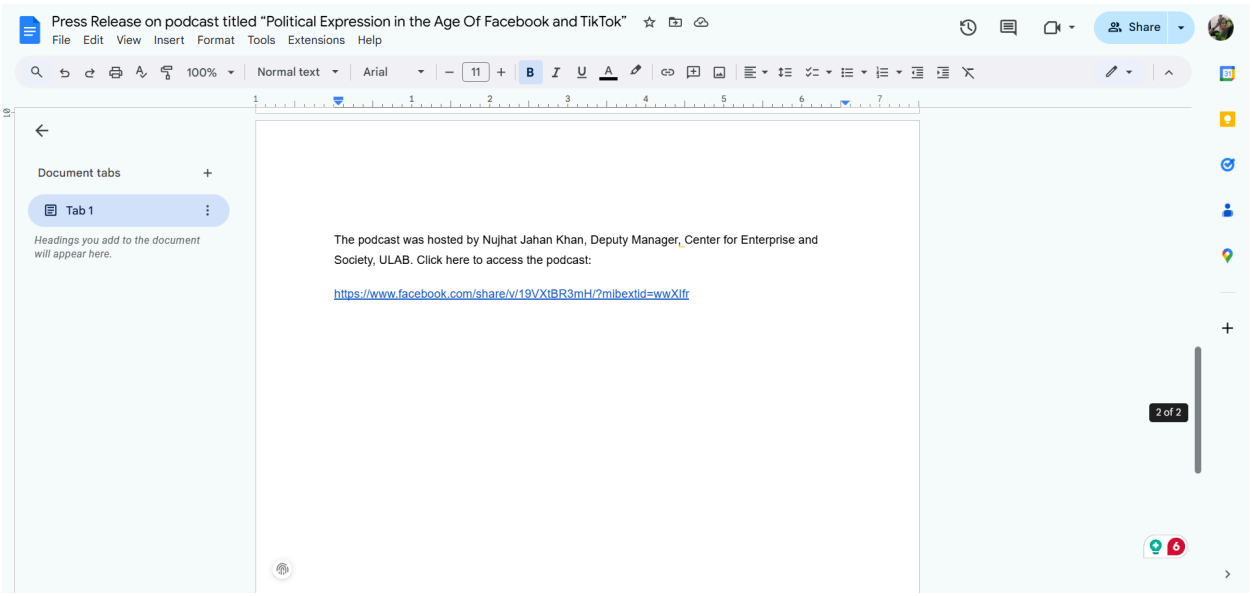


Image 5.5: My Version of Podcast Press Release

Published Press Release Link: [ULAB CES hosts 'Political Expression in the Age of Facebook and TikTok' podcast]

Sunday, August 24, 2025

Dhaka Tribune

E-PAPER NEWS BUSINESS WORLD SPORT OPINION SHOWTIME FINANCIAL D2

/ Bangladesh / Event

ULAB CES hosts 'Political Expression in the Age of Facebook and TikTok' podcast

Recent data shows 85% of Bangladeshi internet users are active on Facebook and TikTok



The Center for Enterprise and Society (CES) at ULAB hosts a podcast on the impact of social media on youth political engagement, featuring Shams Ishtiaque Rahman of Muktipatra, who discusses how platforms like Facebook and TikTok shape activism and freedom of expression on Monday, July 7, 2025. Photo: Courtesy

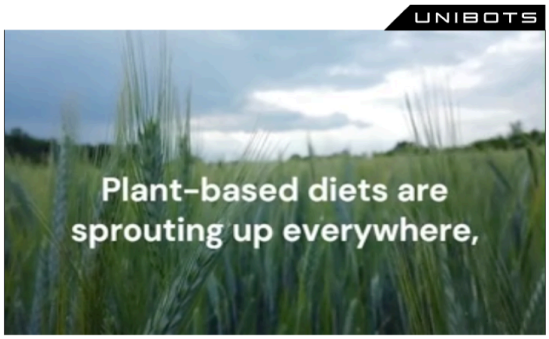
Press Release

Publish : 07 Jul 2025, 07:21 PM | Update : 07 Jul 2025, 07:21 PM

The Center for Enterprise and Society (CES), ULAB, hosted a podcast titled "Political Expression in the Age of Facebook and TikTok," featuring Shams Ishtiaque Rahman, entrepreneur, citizen activist,

Image 5.6: Published Press Release

and joint secretary of Muktipatra. This organization is dedicated to democracy and freedom of expression.



Recent statistics show that 85% of internet users in Bangladesh are active on Facebook and TikTok, with many of them actively taking on the role of activists, said a press released issued on Monday.



Such platforms bring serious concerns about whether they are really creating political awareness or turning out to be the cause of misinformation.

Shams Ishtiaque Rahman, in the podcast, addresses how youth are embracing social media to mobilize, find their voices, and resist the narratives of power in a closely monitored digital space.

During the podcast, Shams talked about what political expression means for young people in today's digital world.

He shared his thoughts on how Facebook helped people come together and spread information during last year's protests.

He also spoke about how online surveillance makes young people afraid to speak freely on social media.

Shams discussed whether social media is helping youth become more politically aware or making them more distracted and divided.

Lastly, he gave his views on whether simply sharing or posting online can lead to real change in society.

The podcast was hosted by Nujhat Jahan Khan, deputy manager, Center for Enterprise and Society, ULAB. Click here to access the podcast:

https://www.facebook.com/share/v/19VXtBR3mH/?mibextid=wwXIfr

Image 5.7: Published Press Release

Challenges:
The biggest challenge I encountered was not in creating the poster or writing the press release themselves, but in managing the process around them. While designing the poster was smooth, the approval stage took longer than expected since my colleagues were busy with other projects. For the press release, the challenge was making sure the content struck the right balance professional enough for media outlets while still simple and engaging for the public. This required me to carefully select what to highlight and how to phrase it so the message was clear and impactful.

Mistakes:
Although I have written several press releases before, I still made a few minor errors in this one. These mistakes reminded me that prior experience doesn't eliminate the need for thorough proofreading. Another mistake was underestimating the time needed for the poster approval process. I focused on finishing my part quickly but did not plan ahead for possible delays, which slowed down the overall workflow.

Learnings:
1) I learned that even small mistakes in press releases can affect credibility, so careful review and revision are always necessary.
2) I understood the importance of time management not just in my own tasks but also in anticipating delays that depend on others.
3) I became more confident in writing press releases, as repeated practice has made the process quicker and more structured for me.
4) I strengthened my design skills by creating a professional and visually appealing poster that communicated key event details effectively.
5) I realized how writing and design complement each other, strong content paired with strong visuals makes communication much more impactful.

Project 6

Project Name: Conducting Research for an Independent Research Project

Project Date: 20 July, 2025 to 6 August, 2025

Project Brief: This project focused on understanding youth perspectives on democracy in Bangladesh, with the goal of exploring how young people perceive democratic knowledge, participation, and key democratic components. Data was collected through surveys that asked respondents about their knowledge of democracy, their educational and social backgrounds, and their opinions on fundamental aspects such as freedom of speech, equal rights, citizen participation, and an independent judiciary.

My Responsibilities and Task: As part of this project, my primary responsibilities were centered around adding and analyzing the survey data. I helped clean the raw dataset, ensuring accuracy and consistency across variables such as age, gender, and responses. I then contributed organizing across different demographic groups, making the results more insightful and structured.

6.1 Data Collection

My Project:

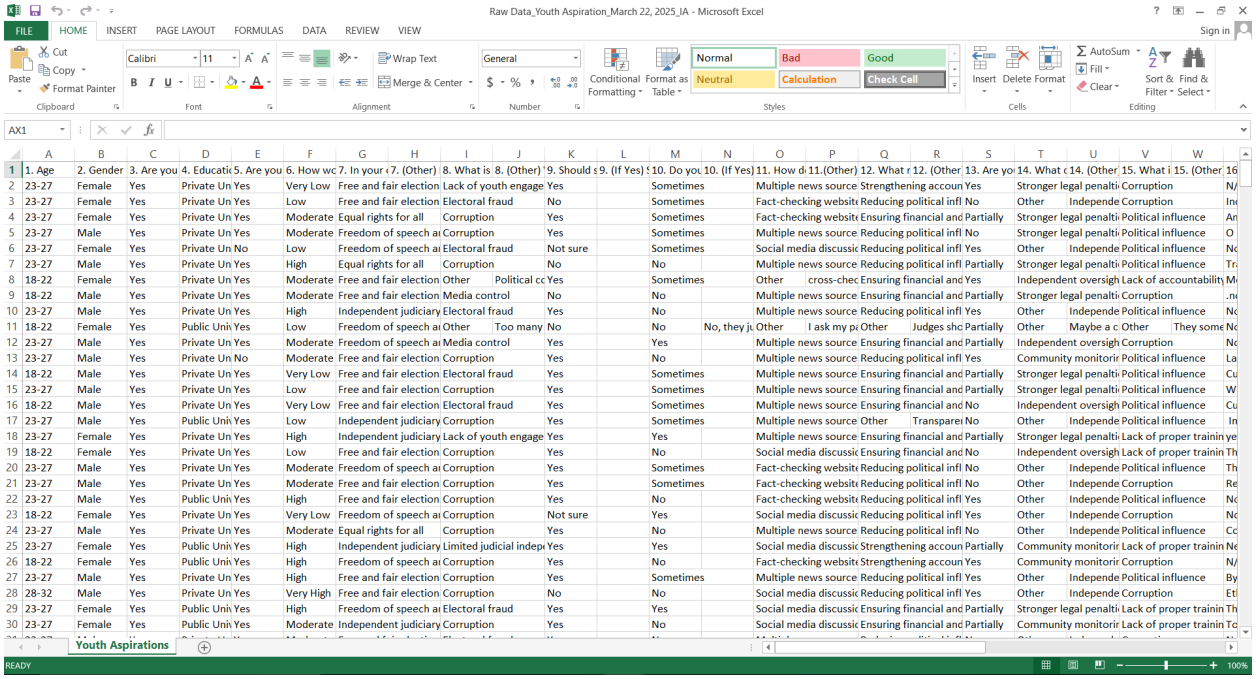


Image 6.1: Data Collection on Youth Aspiration

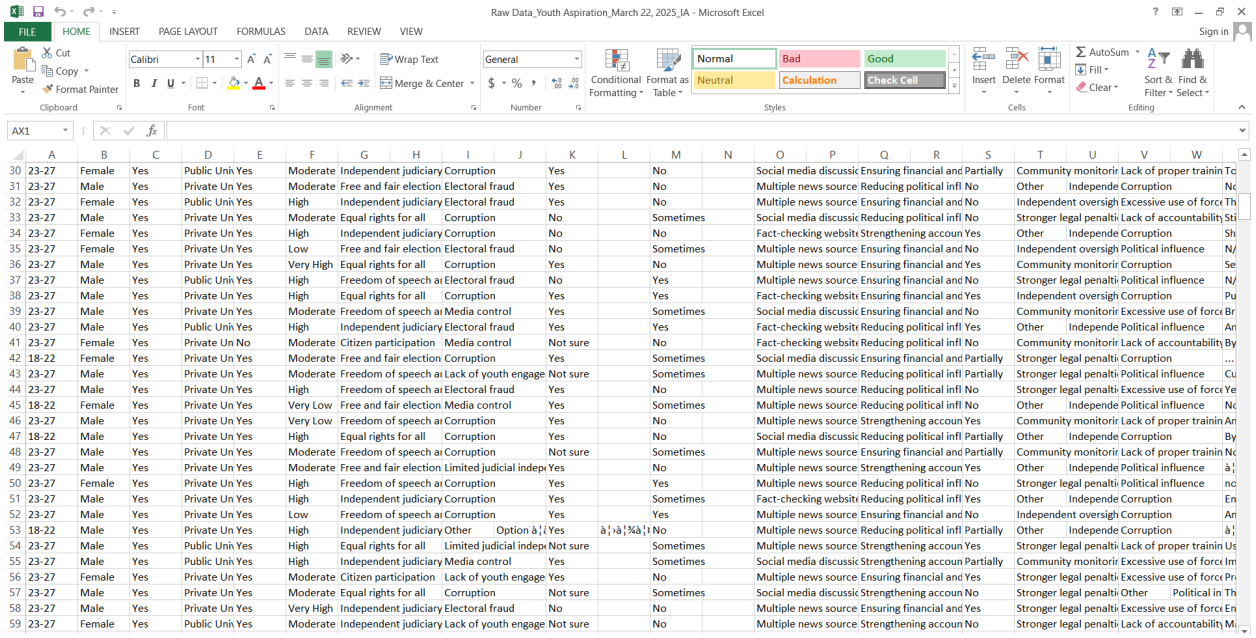
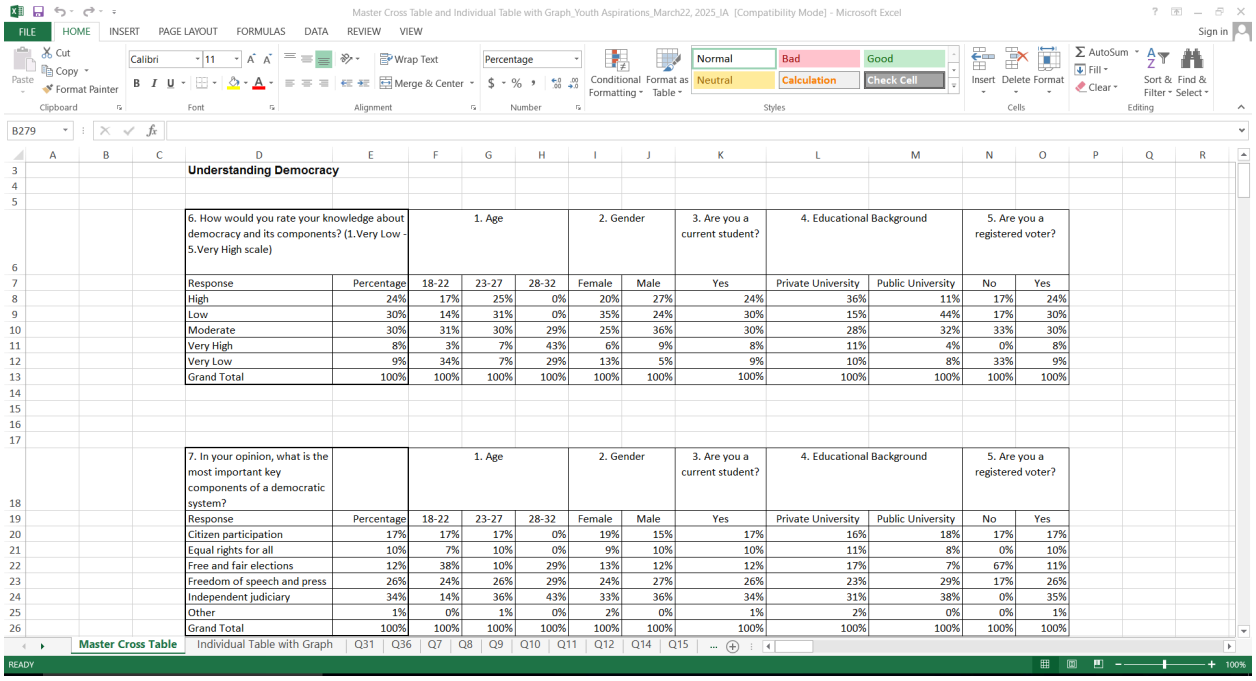


Image 6.2: Data Collection on Youth Aspiration

6.2 Data Analysis

My Project:



Understanding Democracy

6. How would you rate your knowledge about democracy and its components? (1.Very Low - 5.Very High scale)		1. Age			2. Gender		3. Are you a current student?	4. Educational Background		5. Are you a registered voter?	
Response	Percentage	18-22	23-27	28-32	Female	Male	Yes	Private University	Public University	No	Yes
High	24%	17%	25%	0%	20%	27%	24%	36%	11%	17%	24%
Low	30%	14%	31%	0%	35%	24%	30%	15%	44%	17%	30%
Moderate	30%	31%	30%	29%	25%	36%	30%	28%	32%	33%	30%
Very High	8%	3%	7%	43%	6%	9%	8%	11%	4%	0%	8%
Very Low	9%	34%	7%	29%	13%	5%	9%	10%	8%	33%	9%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

7. In your opinion, what is the most important key components of a democratic system?		1. Age			2. Gender		3. Are you a current student?	4. Educational Background		5. Are you a registered voter?	
Response	Percentage	18-22	23-27	28-32	Female	Male	Yes	Private University	Public University	No	Yes
Citizen participation	17%	17%	17%	0%	19%	15%	17%	16%	18%	17%	17%
Equal rights for all	10%	7%	10%	0%	9%	10%	10%	11%	8%	0%	10%
Free and fair elections	12%	38%	10%	29%	13%	12%	12%	17%	7%	67%	11%
Freedom of speech and press	26%	24%	26%	29%	24%	27%	26%	23%	29%	17%	26%
Independent judiciary	34%	14%	36%	43%	33%	36%	34%	31%	38%	0%	35%
Other	1%	0%	1%	0%	2%	0%	1%	2%	0%	0%	1%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Image 6.3: Data Analysis on Youth Aspiration

Challenges:
This was my first time inputting and analyzing data, and I had no prior experience with it. That made things really confusing at first. I wasn't sure if I was doing things the right way or following the proper steps. Because of that, I had to ask my senior colleagues for help many times, which was sometimes a bit stressful. Learning everything from scratch was definitely challenging, but it also helped me understand the process better and taught me how to handle tasks I had never done before.

Mistakes:
Since I was new to this, I made a lot of mistakes along the way. I often doubted if I was analyzing the data correctly, which led to repeated corrections. I also relied on my senior colleagues quite a lot to make sure I wasn't messing things up. While these mistakes were frustrating at the time, they were important lessons. They taught me the value of double-checking my work, asking for help when needed, and learning from my errors.

Learnings:
1) Strengthened my skills in data management.
2) Enhanced my ability in critical analysis.
3) Gained experience in translating raw data into meaningful insights.

Project 7

Project Name: Press Release on CES Research

Project Date: 23 May, 2025

Project Brief: Researchers from the University of Liberal Arts Bangladesh (ULAB) contributed to a study recently published in the peer-reviewed journal Business Strategy & Development. The study is titled "Bridging Business Strategy and Educational Development: Private Sector Engagement and Value Creation Framework for Sustainable E‐Learning Models in Emerging Markets". The paper, hosted on Wiley Online Library, presents an innovative framework emphasizing the critical role of private sector engagement in building sustainable digital learning systems in developing countries. It explores how aligning business strategies with long-term educational development goals can enhance the effectiveness of e-learning initiatives.

My Responsibilities and Task: For this project, my primary responsibility was to draft the press release that announced ULAB researchers' contribution to the international publication. I highlighted the role of ULAB scholars, the importance of the findings, and the broader implications for Bangladesh's academic reputation. I also ensured the press release aligned with journalistic standards, making it engaging for media outlets while maintaining accuracy. This task allowed me to strengthen my skills in research communication, writing for diverse audiences, and bridging the gap between academia and the public sphere.

7.1 Press Release

My Project:

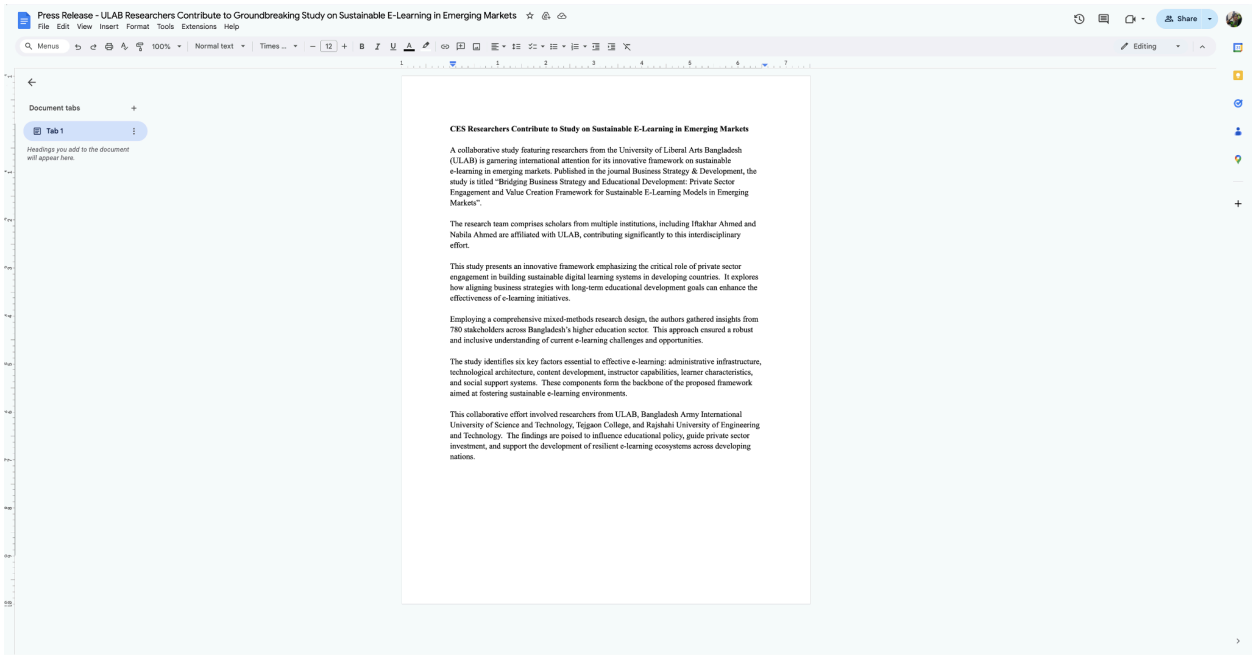


Image 7.1: My Version of the Press Release

Edited Version:

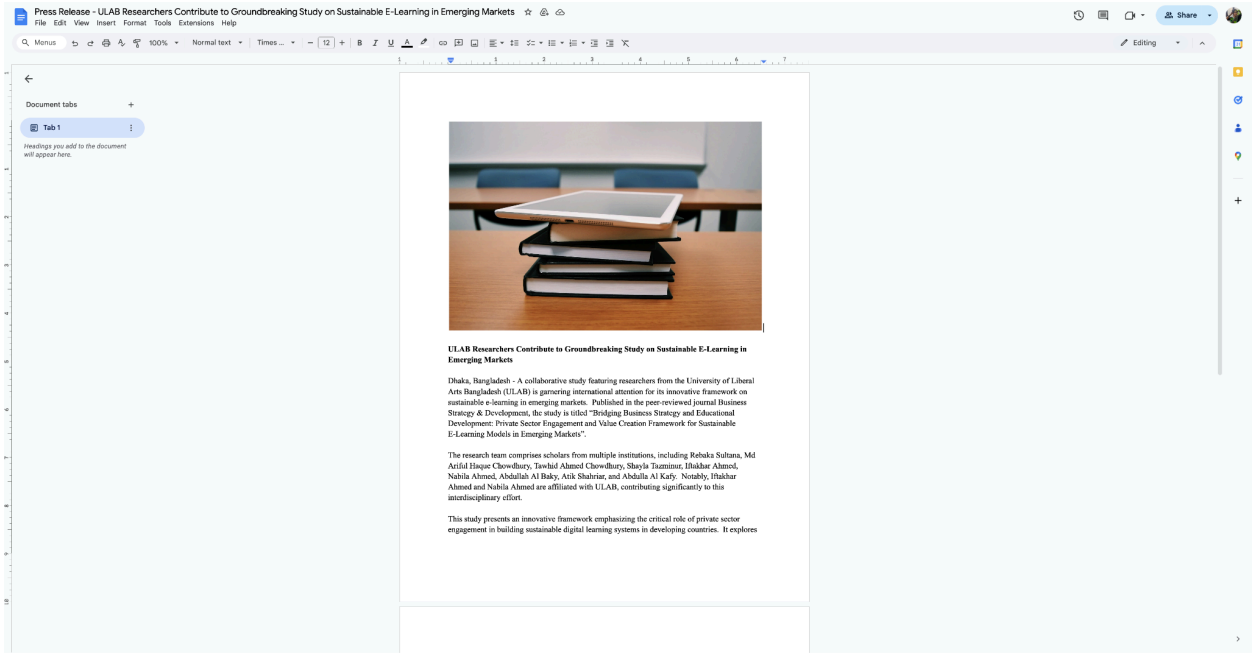


Image 7.2: Edited Version of the Press Release

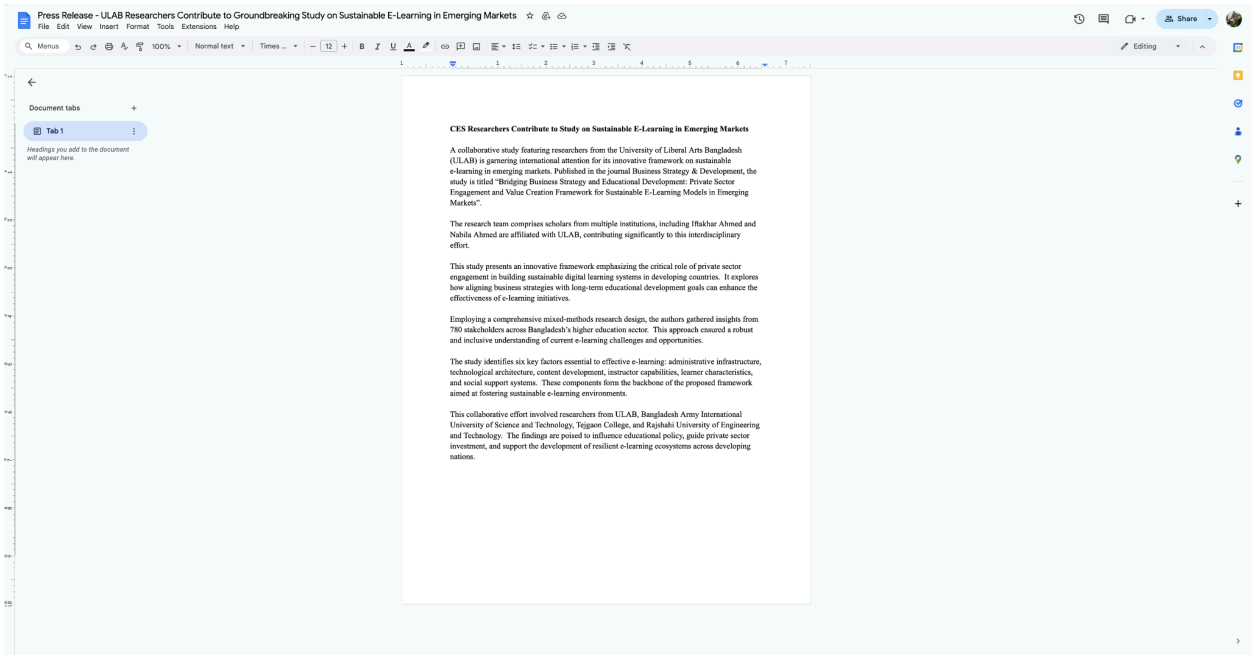


Image 7.3: Edited Version of the Press Release

Published Press Release Link: [ULAB researchers contribute to groundbreaking study on sustainable e-learning in emerging markets]

Sunday, August 24, 2025

Dhaka Tribune

E-PAPER NEWS BUSINESS WORLD SPORT OPINION SHOWTIME FINANCIAL D2

Bangladesh / Education

ULAB researchers contribute to groundbreaking study on sustainable e-learning in emerging markets

The study examines how linking business strategies with long-term education goals can improve e-learning effectiveness



Representational image of e-learning. Photo: Pixabay

Press Release

Publish : 25 May 2025, 09:28 PM | Update : 25 May 2025, 09:28 PM

A collaborative study featuring researchers from the University of Liberal Arts Bangladesh (ULAB) is garnering international attention for its innovative framework on sustainable e-learning in

Image 7.4: Published Press Release

Published in the peer-reviewed journal Business Strategy & Development, the study is titled "Bridging Business Strategy and Educational Development: Private Sector Engagement and Value Creation Framework for Sustainable E-Learning Models in Emerging Markets".



The research team comprises scholars from multiple institutions, including Rebaka Sultana, Md Ariful Haque Chowdhury, Tawhid Ahmed Chowdhury, Shayla Tazminur, Iftakhar Ahmed, Nabila Ahmed, Abdullah Al Baky, Atik Shahriar, and Abdulla Al Kafy.

Notably, Iftakhar Ahmed and Nabila Ahmed are affiliated with ULAB, contributing significantly to this interdisciplinary effort.

This study presents an innovative framework emphasizing the critical role of private sector engagement in building sustainable digital learning systems in developing countries.

It explores how aligning business strategies with long-term educational development goals can enhance the effectiveness of e-learning initiatives.

The press release said: "Employing a comprehensive mixed-methods research design, the authors gathered insights from 780 stakeholders across Bangladesh's higher education sector. This approach ensured a robust and inclusive understanding of current e-learning challenges and opportunities."

It added: "The study identifies six key factors essential to effective e-learning: administrative infrastructure, technological architecture, content development, instructor capabilities, learner characteristics, and social support systems."

It further said: "These components form the backbone of the proposed framework aimed at fostering sustainable e-learning environments."

This collaborative effort involved researchers from ULAB, Bangladesh Army International University of Science and Technology, Tejgaon College, and Rajshahi University of Engineering and Technology.

The findings are poised to influence educational policy, guide private sector investment, and support the development of resilient e-learning ecosystems across developing nations.

RUET | Research | The University of Liberal Arts Bangladesh (ULAB)

Image 7.5: Published Press Release

Challenges:
One of the main challenges I faced was coordinating with different people to collect accurate and timely information for the press release. Since everyone had their own schedules and priorities, it often took longer than expected to align and finalize details. Another challenge was simplifying complex research findings in a way that remained true to the academic content but was also engaging for a wider audience. This balancing act between accuracy and readability required extra effort.

Mistakes:
Looking back, one of my mistakes was not asking for the necessary information early enough, which caused delays in the writing process. I also tried to handle too many tasks by myself instead of involving others, which created unnecessary stress and slowed my progress. In addition, I did not leave enough time for revisions, which meant some parts of the press release had to be rushed at the last minute.

Learnings:
1) I learned the importance of proactive communication and asking for necessary information early to avoid delays.
2) I understood the value of delegation and teamwork, realizing that sharing responsibilities leads to smoother execution.
3) I developed the skill of writing for diverse audiences, balancing academic accuracy with accessibility.
4) I recognized the significance of time management, especially starting drafts earlier and allowing space for feedback and revisions.
5) I became more confident in bridging the gap between academic work and public communication through press release writing.

Project 8

Project Name: ULAB Student Entrepreneur Video

Project Date: 28 May, 2025 to (Yet to Publish)

Project Brief: During my internship at CES, I was assigned where I worked on creating a video documentary that focused on entrepreneurship. This project marked the beginning of a planned series of videos and social media reels for CES's Facebook platform, aimed at highlighting and celebrating ULAB entrepreneurs. The purpose of the series was to showcase real stories and challenges faced by young entrepreneurs, offering inspiration and insight to students and aspiring innovators. My video served as the pilot episode of the series and featured an interview with one of ULAB's entrepreneurs. The format was documentary-style, combining interview footage with B-roll visuals to enhance storytelling. This project was an important opportunity for me to apply both creative and technical skills while contributing to a meaningful initiative. The video is set to be uploaded as a series from September till October.

My Responsibilities and Task: I was involved in nearly every stage of the video production process, from concept development to final editing. My first responsibility was to plan the structure of the video. I wrote the interview script, carefully crafting the main questions to ensure they would elicit thoughtful and inspiring responses from the featured entrepreneur. I also created a plan for B-roll footage that would visually support the narrative and add depth to the storytelling. In addition to creative planning, I managed logistics such as coordinating the shooting schedule, locating a suitable place to film, and communicating with the entrepreneur to finalize details. On the day of the shoot, I directed the overall flow of the interview while collaborating with a colleague who handled cinematography. Once filming was complete, I took full ownership of post-production. This involved selecting the best takes, editing the footage, cleaning up audio, inserting B-roll, and polishing the final video for release. The entire process allowed me to work across multiple roles, including writer, coordinator, director, and editor.

8.1 Script
My Project:

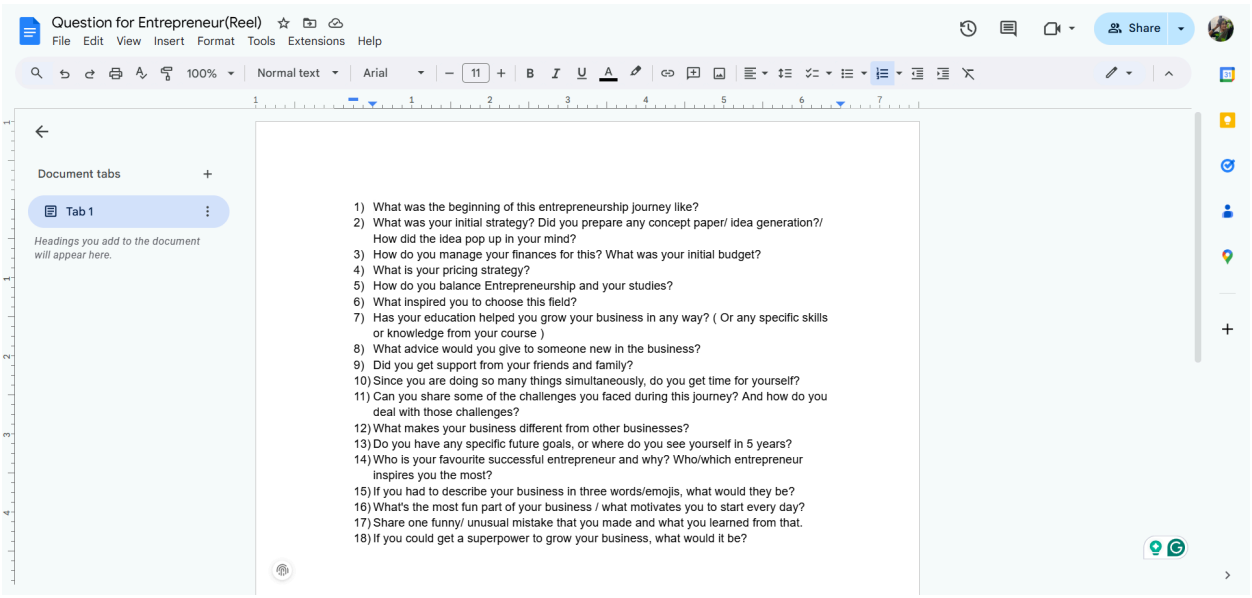


Image 8.1: Draft Questionnaire for the Video

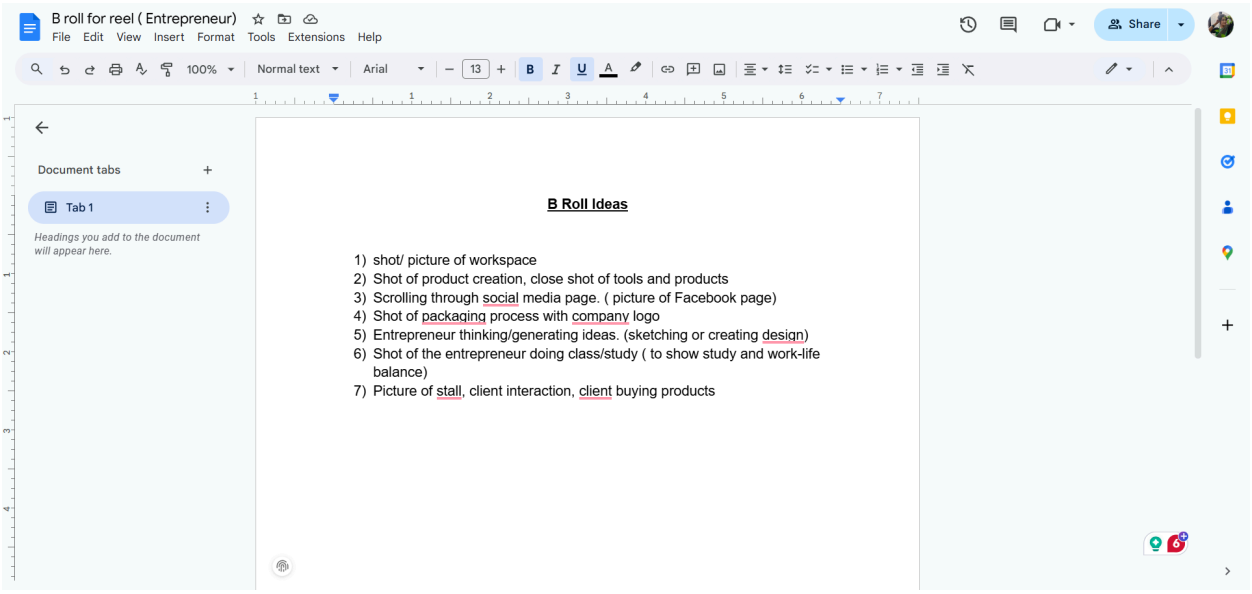


Image 8.2: Draft B Roll Ideas for the Video

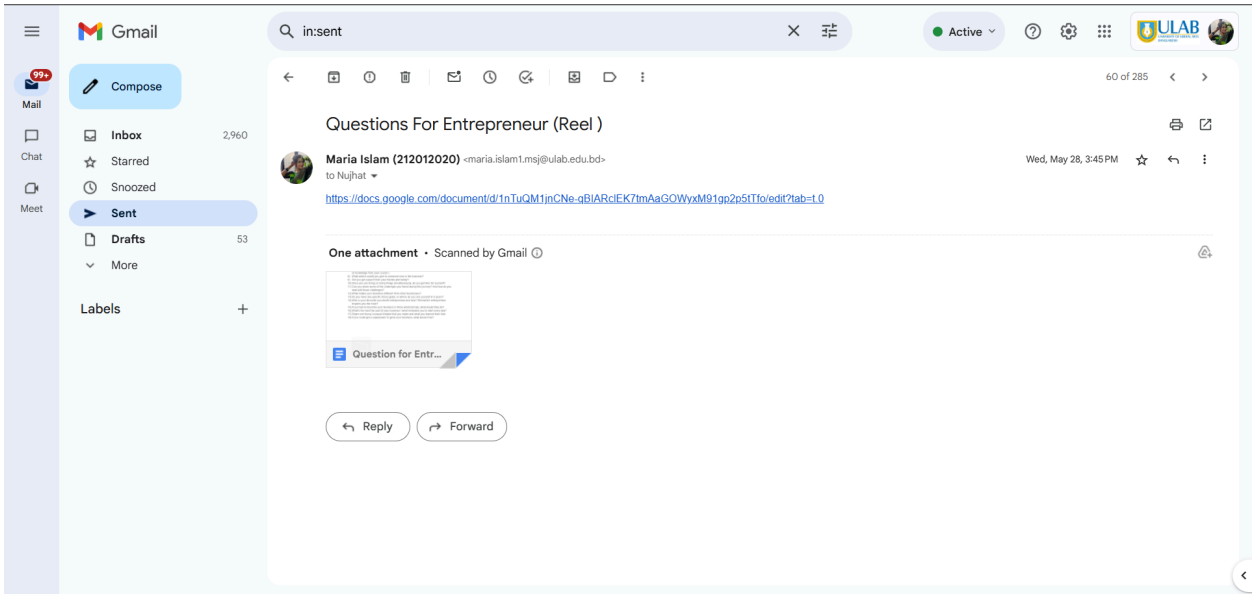


Image 8.3: Emailed Questionnaire

Edited Version:

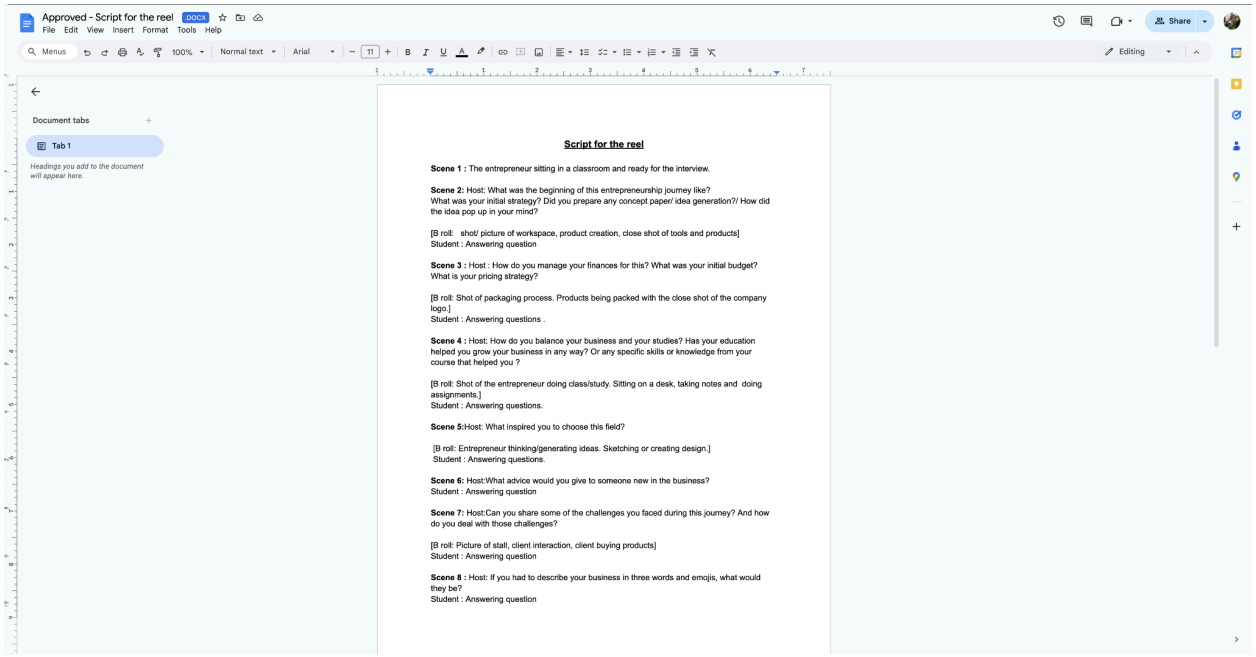


Image 8.4: Final Questionnaire for the Video

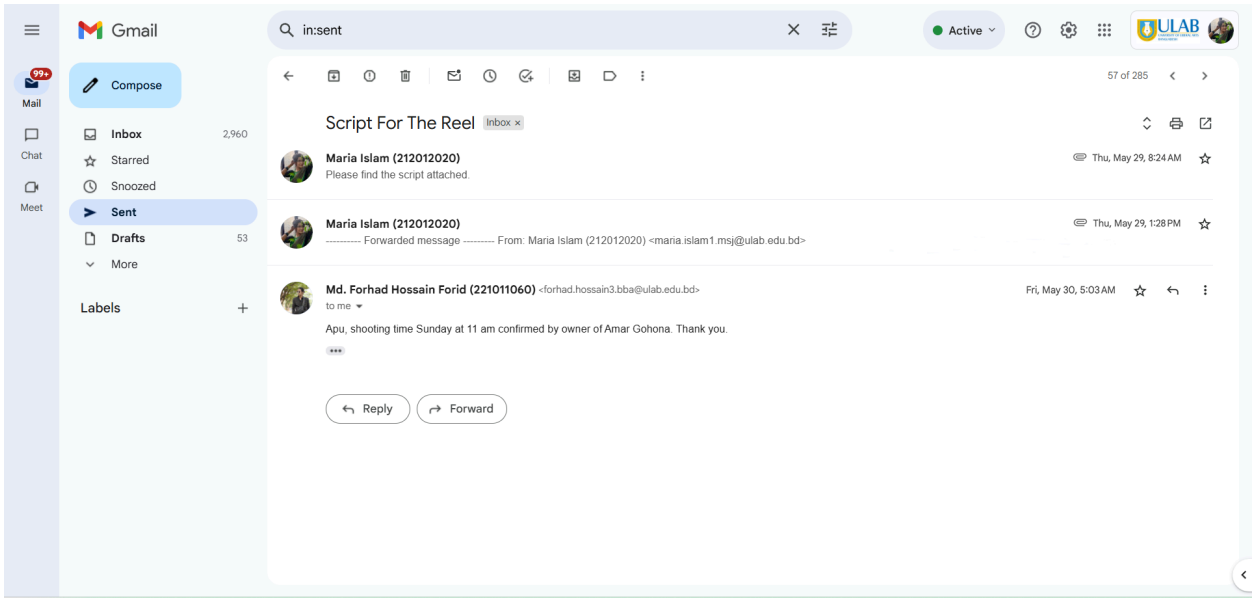


Image 8.5: Confirmation of the Date from the Guest

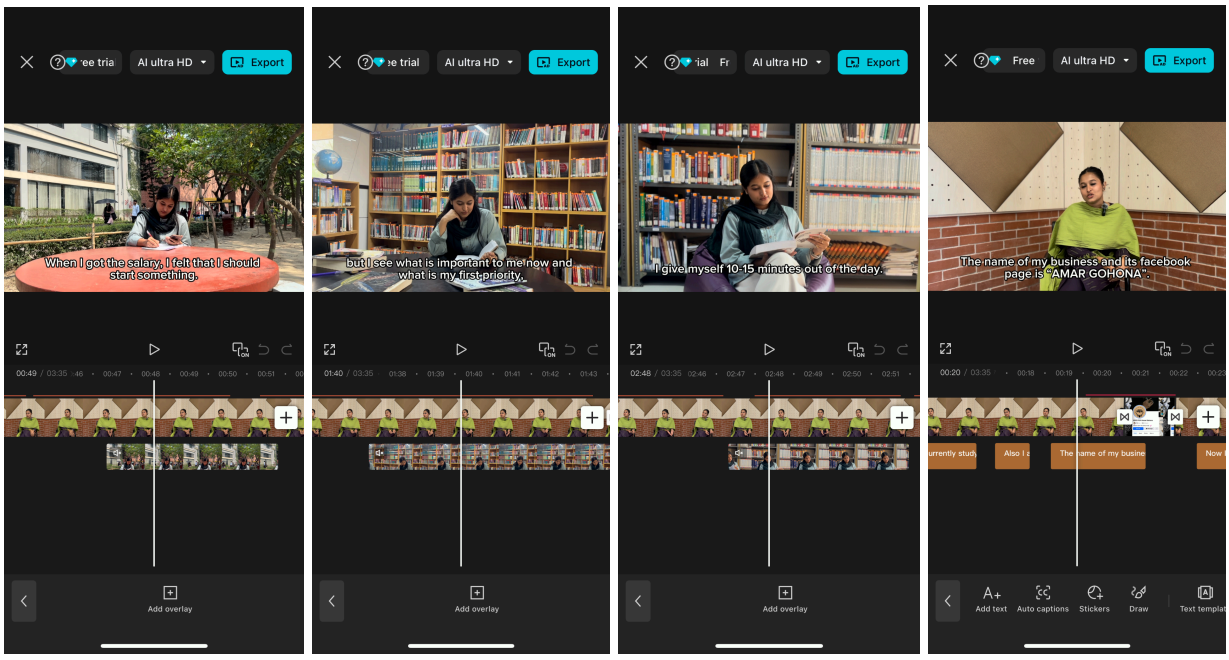


Image 8.6: Editing the Video in CapCut

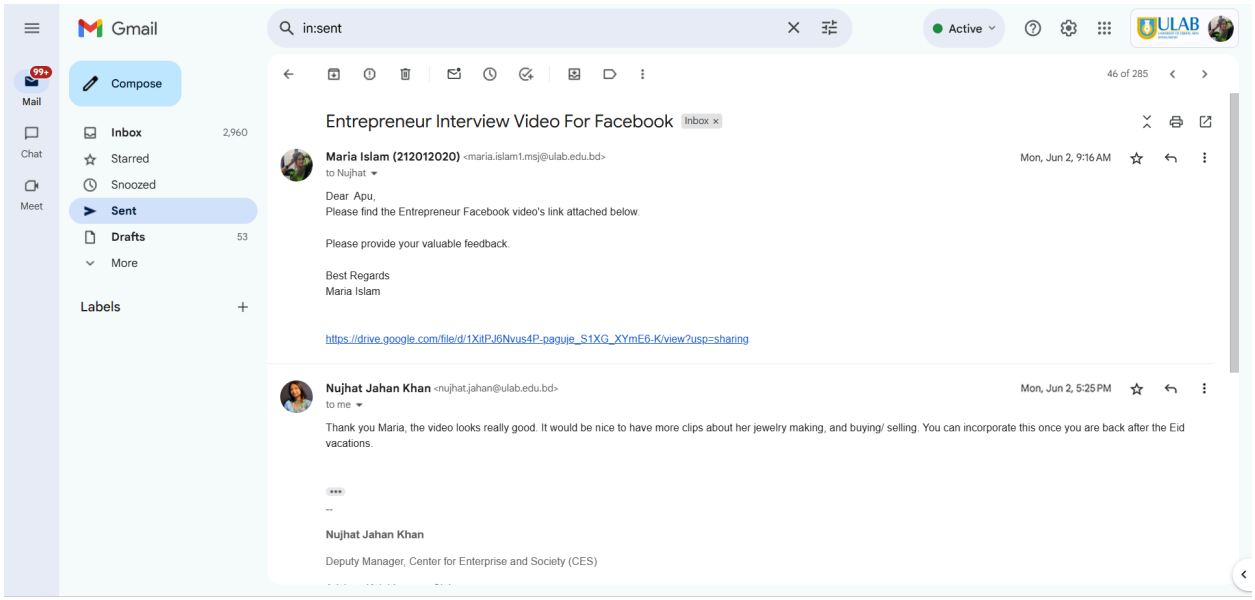


Image 8.7: Email of the Edited Video and Reply from the CES's Deputy Manager

Challenges:
One major challenge was scheduling; it was difficult to align the availability of the entrepreneur, myself, and my colleague who handled the filming. This required a lot of back-and-forth communication and flexibility. Time management was another issue, especially when balancing this project with other internship responsibilities. The editing phase took significantly longer than I anticipated, adding pressure to meet internal deadlines. Additionally, the limited resources available to us such as minimal filming equipment and a small production team meant I had to be resourceful and adapt quickly when unexpected issues arose. Lastly, since this was the first episode in a new series, I felt a strong sense of responsibility to set the tone and quality for future videos, which added extra pressure throughout the process.

Mistakes:
During the project, I made a few mistakes that ended up teaching me a lot. At first, I didn't plan for enough B-roll footage, which made the video feel a bit plain. Later, I added more supporting visuals to make the story more engaging. I also chose to shoot the interview indoors, which didn't have great lighting or a very interesting background. Looking back, filming in a brighter, more lively spot would have made the video look better. Another thing I missed was adding statistics or data to support the story. Even though the personal story was strong, including some facts or numbers would have made the message more informative and convincing.

Learnings:
1) I gained hands-on experience in planning and producing a short-form documentary, and I came to appreciate the importance of thorough pre-production planning.
2) I also learned how valuable it is to collaborate effectively. Working with my colleague on cinematography taught me how to communicate my vision clearly while respecting the input and expertise of others.
3) On the technical side, I improved my editing skills significantly, especially in selecting footage, enhancing audio, and maintaining visual consistency.

Internship Outcome

During my Internship as a Communication Intern at the Centre for Enterprise and Society (CES), University of Liberal Arts Bangladesh (ULAB), I had the opportunity to apply my academic knowledge of Public Relations (PR) in a real-world setting. This experience allowed me to understand how PR functions within an organization and how strategic communication plays a critical role in building and maintaining institutional reputation.

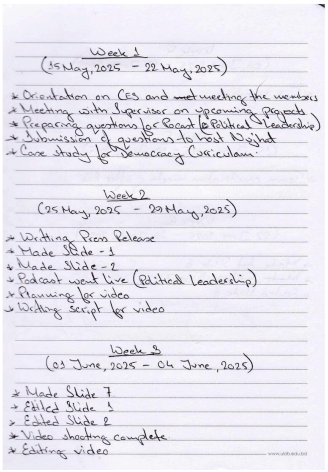
One of the most valuable outcomes of this internship was gaining hands-on experience in crafting communication materials for diverse audiences. I was actively involved in developing content for social media, preparing press releases, assisting with internal and external communication strategies, and supporting event promotions. These tasks enhanced my writing, editing, and visual communication skills, which are essential for any PR professional.

As a PR major, my coursework directly supported my contributions at CES. Concepts such as media relations, branding, stakeholder engagement, and crisis communication helped me approach each task with a clear strategy and purpose. The internship not only validated my academic learning but also deepened my understanding of how theoretical models are applied in practical communication efforts.

Additionally, working under the guidance of experienced professionals at CES helped me strengthen my teamwork, adaptability, and time management skills. I learned to work within deadlines, manage multiple communication channels, and coordinate effectively with both internal staff and external partners.

Overall, this internship was a transformative experience that bridged the gap between classroom learning and professional application. It has not only sharpened my PR competencies but also prepared me for future roles in communication, media, and public relations.

THE WORKPLACE LOG



Week 1
(15 May, 2025 - 22 May, 2025)

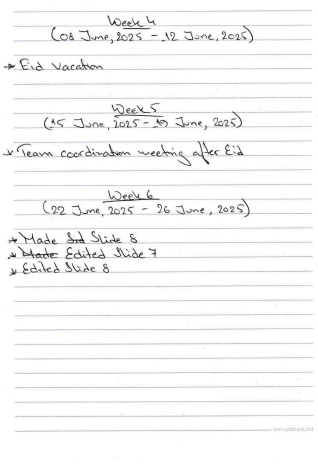
- Orientation on CES and ~~met~~ meeting the mentors
- Meeting with Supervisor on upcoming Projects
- Preparing questions for Podcast (Ethical Leadership)
- Submission of questions to Host Nijhut
- Case study for Democracy Curriculum

Week 2
(25 May, 2025 - 29 May, 2025)

- Writing Press Release
- Made Slide - 1
- Made Slide - 2
- Podcast went live (Ethical Leadership)
- Planning for video
- Writing script for video

Week 3
(01 June, 2025 - 04 June, 2025)

- Made Slide 7
- Edited Slide 1
- Edited Slide 2
- Video shooting complete
- Editing video



Week 4
(08 June, 2025 - 12 June, 2025)

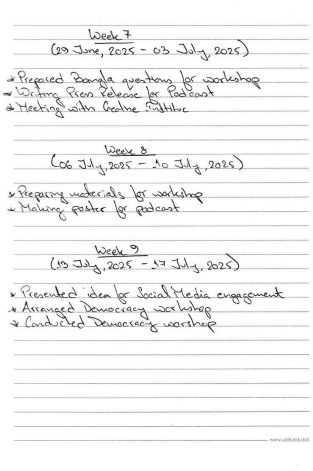
- Eid Vacation

Week 5
(15 June, 2025 - 19 June, 2025)

- Team coordination meeting after Eid

Week 6
(22 June, 2025 - 26 June, 2025)

- Made ~~3rd~~ Slide 8
- ~~Made~~ Edited Slide 7
- Edited Slide 8



Week 7
(29 June, 2025 - 03 July, 2025)

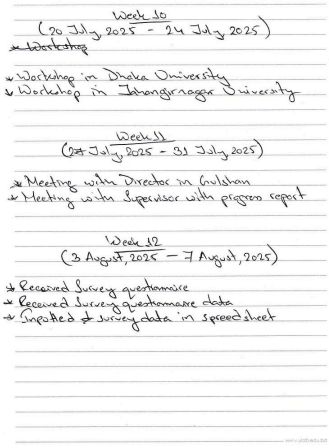
- Prepared Bangla questions for workshop
- Writing Press Release for Podcast
- Meeting with Beatne Sylhare

Week 8
(06 July, 2025 - 10 July, 2025)

- Preparing materials for workshop
- Making poster for podcast

Week 9
(13 July, 2025 - 17 July, 2025)

- Presented idea for Social Media engagement
- Arranged Democracy workshop
- Conducted Democracy workshop



Week 10
(20 July 2025 - 24 July 2025)

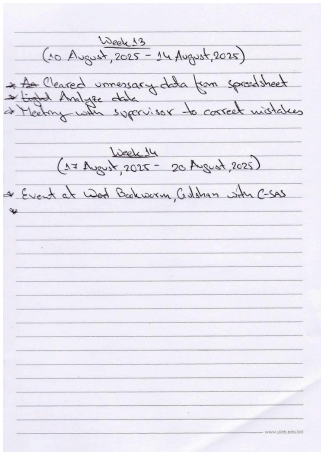
- ~~Workshop~~
- Workshop in Dhaka University
- Workshop in Jahangirnagar University

Week 11
(~~27~~ July 2025 - 31 July 2025)

- Meeting with Director in Civilians
- Meeting with Supervisor with progress report

Week 12
(3 August, 2025 - 7 August, 2025)

- Received Survey questionnaire
- Received Survey questionnaire data
- Imported ~~#~~ survey data in spreed sheet



Week 13
(10 August, 2025 - 14 August, 2025)

- ~~An~~ Cleared unnecessary data from spreadsheet
- ~~Started~~ Analyse data
- Meeting with supervisor to correct mistakes

Week 14
(17 August, 2025 - 20 August, 2025)

- Event at Bed Bachaerm, Gulshan with C-SAS

MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: Maria Islam
University ID: 212012020

Name of the Institute/Organization:	Center for Enterprise and Society (CES)
Corporate Office Address:	House Name: Nondon Kanon, House No# 84, Road No# 7/A, Satmosjid Road, Dhanmondi, Dhaka Division, Bangladesh
Email: ces@ulab.edu.bd	Web: https://ces.ulab.edu.bd/

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

2. Was your internship paid? If yes, how much?
   Yes, 5000 taka only.

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

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

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

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

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

NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
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	4
NO	CRITERIA (Academic learning impact)	5
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	**What is your average score from this test?**	4.44

5. General Comments

No Comments

Signature of Intern

PROFESSIONAL COMPETENCIES

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

1) Writing and Communication
2) Content Development
3) Maintaining Transparency and Professionalism
4) Meeting Deadlines
5) Attention to Details
6) Media and Design Skills
7) Time Management
8) Adaptability
9) Working Under Pressure
10) Critical Thinking
11) Data Collection and Data Analysis
12) Willingness to Learn

Appendix



Image 9.1: Module 1 (Introduction to Democracy)

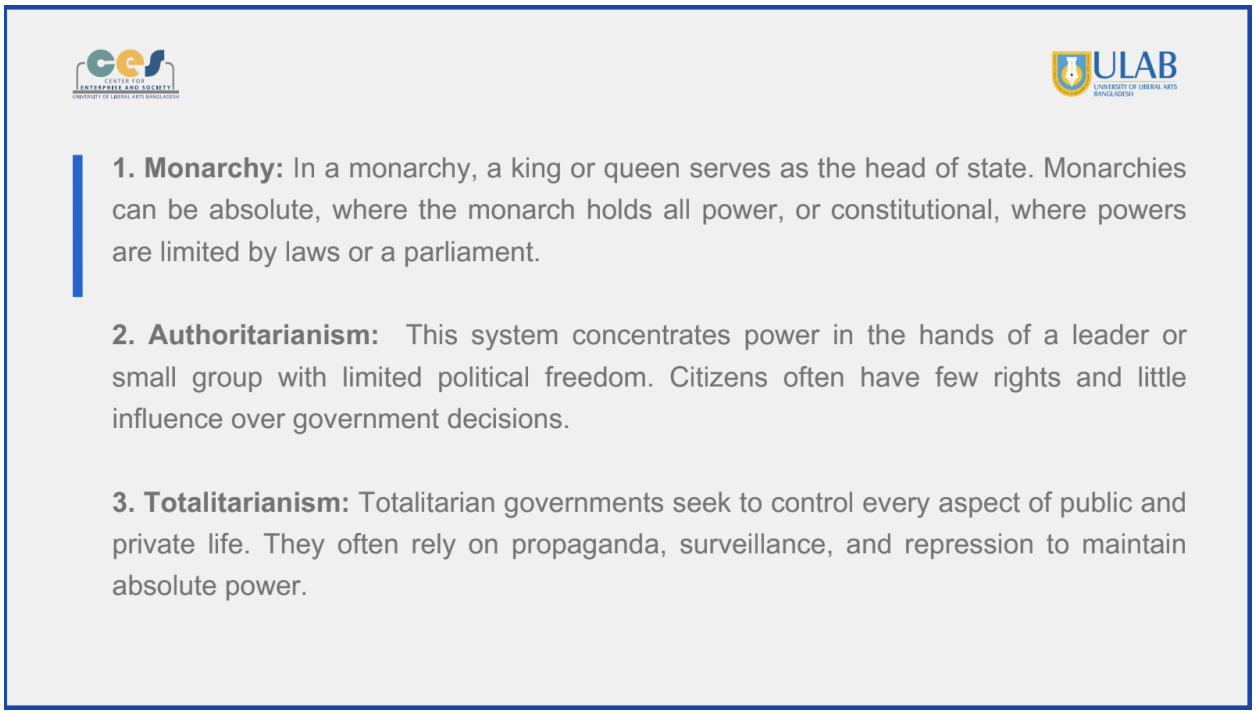


Image 9.2: Module 1 (Introduction to Democracy)

Freedom

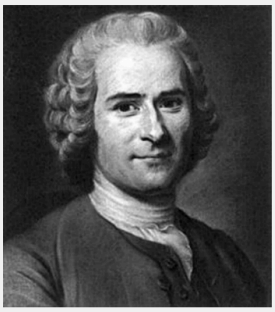
- Freedom of speech and expression
- Freedom of religion
- Freedom to vote and participate
- Freedom of the press

Justice

- Ensures fairness and equality for all citizens
- Protects individual rights under the law
- Treats everyone equally, regardless of caste, religion, gender, or status
- Punishes wrongdoing and defends the innocent
- Promotes social, economic, an political justice
- Supports a fair legal system and rule of law

Image 9.3: Module 1 (Introduction to Democracy)

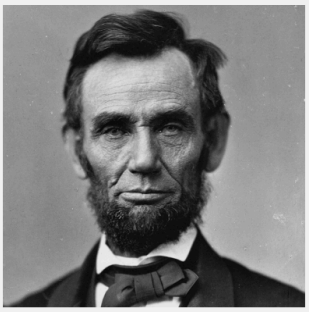
Jean- Jacques Rousseau



"Man is born free,
and everywhere he is in chains".

(1712-1778)

Abraham Lincoln



"Government of the people, by the people
and for the people"

(1809-1865)

Image 9.4: Module 1 (Introduction to Democracy)

4. Neutrality and Impartiality

- Bureaucrats implement policies fairly, without political bias or favoritism.
- Their neutrality protects democratic institutions and ensures equal treatment for all citizens.

5. Public Service Delivery

- Bureaucrats design and manage essential services like healthcare, education, and sanitation.
- Quality service delivery builds public trust and reflects the effectiveness of democratic governance.

6. Accountability and Rule of Law

- Bureaucrats are held accountable through legal, institutional, and ethical frameworks.
- Transparency and oversight ensure responsible use of power and resources.

Image 9.5: Module 8 (Non Partisan Bureaucracy)

United Kingdom Civil Service

- UK civil servants are recruited through competitive, merit-based examinations.
- The civil service remains politically neutral, regardless of the ruling party.
- Civil servants offer objective, expert advice to ministers without partisan influence.
- The Civil Service Code enforces ethical standards like integrity, impartiality, and honesty.

Image 9.6: Module 8 (Non Partisan Bureaucracy)

Supporting Working Mothers: A Path To Equality and Well-being

ADDRESSING THE LACK OF MATERNITY LEAVE AND CHILDCARE SUPPORT

2025 AUGUST 13

Image 9.7: Slide on Supporting Working Mothers: APath ToEquality and Well-being

Understanding the SDGs

SDG 3 Good health and well being

SDG 5 Gender equality

SDG 8 Decent work and economic growth

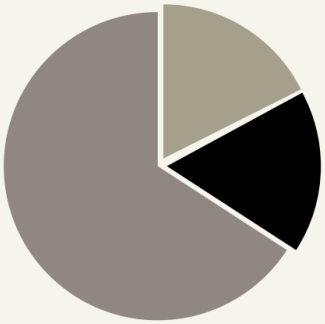
SDG 10 Reduced Inequalities



These goals promote health, equality, inclusive workplaces, and protection for vulnerable groups including working mothers.

Image 9.8: Slide on Supporting Working Mothers: APath ToEquality and Well-being

Example Stats



Over 60% of women globally lack proper maternity protection (ILO)

Childcare costs consume 30–50% of household income in many cities

Case Example: A local woman had to quit her job after giving birth due to a lack of paid leave and no childcare options. She's now struggling financially.

4

Image 9.9: Slide on Supporting Working Mothers: APath ToEquality and Well-being

Workplace-Level Solutions	Tech-Based Add-ons
Flexible Work Arrangements Remote/hybrid work, flexible hours	AI-Powered Scheduling Tools Smart calendar tools that respect parenting hours
Parental Leave Policies-Paid maternity/paternity leave, gradual return programs	Childcare Management Apps Platforms like Kinside, Bright Horizons
Lactation Rooms & Support Private, clean spaces with flexible schedules	Digital Parental Support Platforms Maven Clinic, Ovia Health, Peanut
Mental Health & Wellness Support EAPs, parental support groups, therapy	Online Learning Resources Parenting and wellness courses via Udemy, Coursera

8

Image 9.10: Slide on Supporting Working Mothers: APath ToEquality and Well-being



Image 9.11: CES team meeting the Vice-Chancellor of University of Liberal Arts Bangladesh at CES Meeting Room



Image 9.12: CES team discussion during a Book Talk on "Bangladesh's Economy: Present and Future" at The Bookworm Bangladesh



Image 9.13: Listening to the discussion of Dr. Selim Jahan the author of "Bangladesh's Economy: Present and Future" during a Book Talk on at The Bookworm Bangladesh



Image 9.14: Volunteering in the Closing Event at ULAB Permanent Campus



Image 9.15: Volunteering in the Closing Event at ULAB Permanent Campus



Image 9.16: Cultural Program in the Closing Event at ULAB Permanent Campus



Image 9.17: Presenting ideas for Social Media Engagement and Monetization of the YouTube Channel



Image 9.18: Presenting ideas for Social Media Engagement and Monetization of the YouTube Channel

THE END