



Department of Media Studies and Journalism

INTERNSHIP REPORT

Submitted by:

Nahian Quader Kaori

ID: 191012065

Term: Summer 2022

Course Code: MSJ11498

Host Organization: Shahjalal Islami Bank Limited (SJIBL)



Date of Submission: 9th September 2022

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STUDENT DETAILS

Name	Nahian Quader Kaori
ID	191012065
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Bachelor of Business Administration
Career Objectives	An enthusiastic and dedicated person with an optimistic attitude towards working. Aspire to work in an organization, where I can sharpen my skills with hands-on experience and provide a significant contribution towards the growth of the organization.

INTERNSHIP DETAILS

Host Organization	Shahjalal Islami Bank Limited Plot # 4 , Block #CWN (C) , Gulshan Avenue, Dhaka - 1212 , Bangladesh
My Working Section	Public Relations Department
Supervisor	Md. Alamgir Hossan, Officer
Designation	Intern
Start Date	June 22, 2022
End Date	August 31, 2022
Hours Per Week	40+
Total Working Period	Approximately 10 Weeks

ACKNOWLEDGEMENTS

At first, I would like to thank my parents for being my support system, always believing in me and helping me to fulfil my dreams and being the fundamental pillar in my life to make me the person that I have become today. Also I would like to thank ULAB, its honourable faculties and my peers for making my four year university life journey so fruitful and unforgettable.

I would like to express my heartfelt gratitude to my internship advisor, Assistant Professor, Dr. Habib Mohammad Ali, for serving as an inspiration and always being available whenever I encountered difficulties or had questions about the internship. Also I would like to thank our internship coordinator, Muhammad Aminuzzaman, for guiding us and keeping us informed about the internship procedures.

I consider myself lucky as I had the opportunity to do my internship at Shahjalal Islami Bank Limited (SJIBL), Corporate Head Office, which is one of the well-reputed banks in Bangladesh. I had wonderful time learning about bank PR from my seniors and professionals during my 3 months internship period at SJIBL. This internship experience was essential for both my personal and professional development.

It was my great pleasure to complete my internship under the guidance of Md. Alamgir Hossan, Officer at Public Relations Department at Corporate Head Office of Shahjalal Islami Bank Limited (SJIBL). I want to extend my heartfelt thanks to him for acknowledging my potentials, constantly supporting me and willingly helping me out when I had face some difficulty doing assigned tasks. I would like to express my sincere appreciation towards Md. Shamsuddoha, EVP & Head of Public Relations Department of SJIBL for giving me the opportunity to do my internship there. Lastly, I would like to express my special gratitude to all the employees of SJIBL's PR department for being helpful and supportive in the completion of my internship.

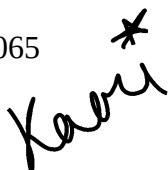
PLAGIARISM DECLARATION

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: Nahian Quader Kaori

ULAB ID: 191012065

Signature _____



INTERNSHIP REPORT APPROVAL FORM

Student Name: Nahian Quader Kaori ID No: 191012065
Major: Public Relations Year: 2022
Local Phone: +8801748822760 Email: nahian.quader.msaj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: Shahjalal Islami Bank Limited

Area of work: Public Relations Department

Semester (Tick one): ☐ Spring 2022 ☒ Summer 2022 ☐ Fall 2022

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: Habib Mohammad Ali Title: Assistant Professor

E-mail: habib.mohammad@ulab.edu.bd Phone: _____

INTRODUCTION

I used to work in the media as a child actress when I was younger, so I've always been interested in learning about it. In order to make my curiosity a reality, I decided to enrol in the MSJ program at ULAB. All my life, I have been a Science student, so at first it was a little difficult for me to pursue MSJ, but my interest in media enabled me to feel a part of the MSJ community. While studying in the MSJ department, I got to learn about Public Relations and got very interested in it and chose to do my major in Public Relations and thought of building my career in it. When I was looking for an organisation to do my internship, I saw many internship offers but it didn't intrigue me as it was not directly from PR department. Then I found out there is opening for PR intern position at Shahjalal Islami Bank Limited, Corporate Head office so I applied for it and got called for an interview. I got accepted for the position of PR intern after my interview as they were impressed by the works I have done at PR4U- ULAB's campus-based apprenticeship program. This internship opportunity in the PR department of Shahjalal Islami Bank Limited helped me to gain a vast knowledge of bank PR and also let me had first-hand experience on bank PR.

My internship period was approximately three months and I did my level best to execute all the assigned tasks properly. My primary work was to do clippings of the SJIBL related news, finance and economic related news. Also I had to do a lot of tasks like creating guest lists, writing invitations and agreement letters and press releases. I also had to do meetings with my supervisor for planning the Eid food basket and making the food basket's item list. Also I got the opportunity to write captions for the posts of SJIBL's Facebook page. Although I joined as a PR intern, I got to work with accounts and finance department and do billings and budgets of advertisements and make delegation billing, and make EC memos so I had an overall work experience of banking during my internship period. One of the toughest jobs was to make delegation billing but with the guidance of my supervisor I was able to do it. For me, the last three months had been a life-changing experience. It made realize that academic learning differs greatly from practical learning. It was an interesting and beneficial

experience for me. This internship also helped me to improve my management skills and communication skills and made me do things which I didn't know I was capable of. My internship report reflects all of my projects and experience I had during my internship period.

EXPECTATIONS/OBJECTIVES

Before joining the internship, I was hoping to get something related to my field and also wanted to learn more about PR to improve my PR skills. When I joined the PR internship, my expectation was to have an experience of the corporate world and have an understanding of how it works. As a PR student, I wanted to gain knowledge on how bank PR worked and this internship in SJIBL helped me learn that. The first thought that came to my mind when I joined the internship was that I would get to work with PR professionals closely and learn from them directly which made me very excited.

The following listed below were my expectations:

- To have a better understanding of the corporate world
- To have a good relationship with internal and external clients
- To have better management skills
- To build the ability to work under pressure and meet deadlines
- To get accustomed with a professional environment

HOST ORGANIZATION

Shahjalal Islami Bank Limited (SJIBL)



Shahjalal Islami Bank Limited (SJIBL) website:

<https://sjiblbld.com/>

Introduction:

Shahjalal Islami Bank Limited (SJIBL) is one of the leading progressive Shariah-based private commercial bank with 132 branches on 10th May 2001 under the Bank Companies Act, 1991. SJIBL having its network all over the country with cutting-edge technology that offers customers entirely online services is comprised of a team of highly motivated employees that are dedicated to advancing banking excellence.

Their missions are:

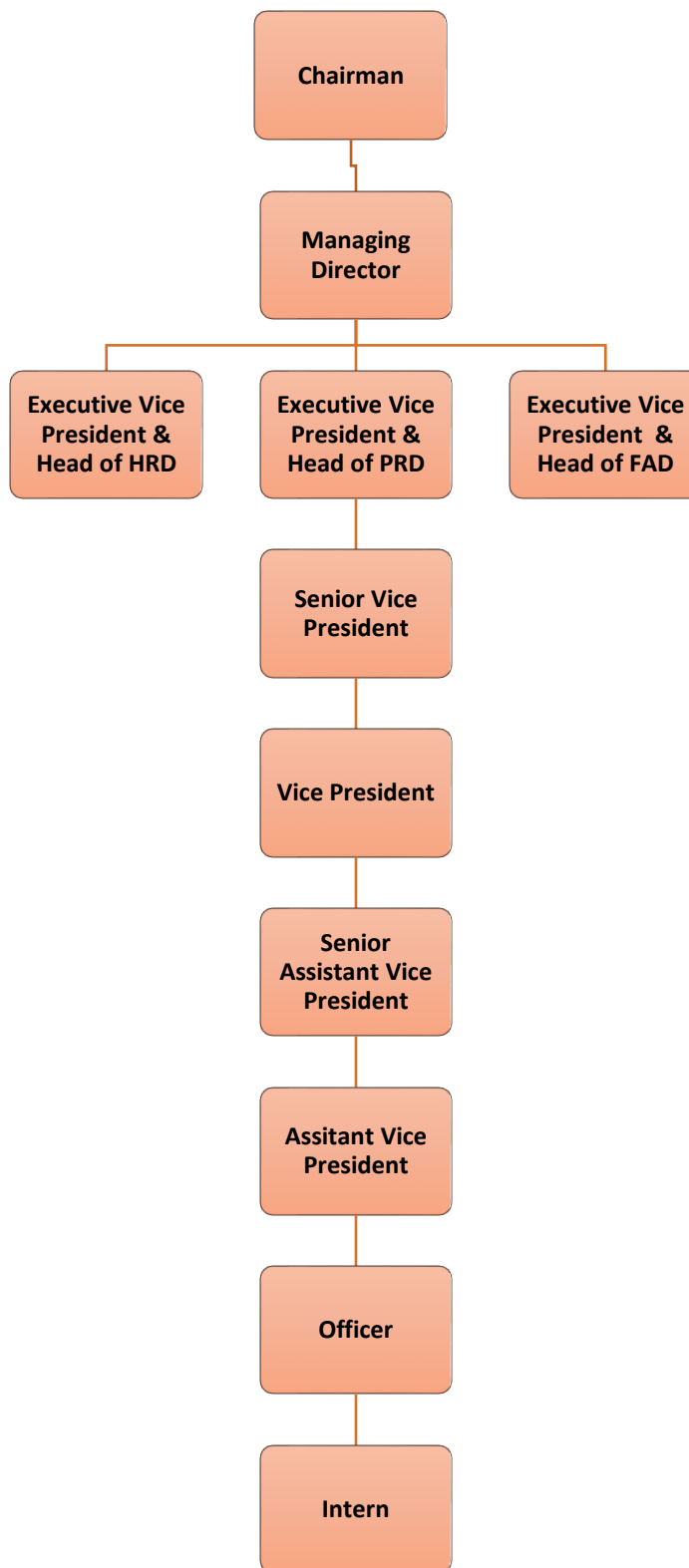
- Providing uncompromised customer care and services
- Establishing strong integrity standards
- Creative banking that is inclusive
- Value that is sustainable for all stakeholders
- To meet challenges and pursue excellence, systems are updated and specialists are continually developed

- For quick and accurate customer service, system automation and digitalization employ cutting-edge technologies with full proof security
- Development of Human Resources based on Morality and Ethics

Services:

- Green Banking
- School Banking
- SME Banking
- Online Banking
- SJIBL Deposit Schemes
- SJIBL Investment Schemes
- Account Services
- SJIBL Cards
- Foreign Exchange

ORGANOGRAM OF SHAHJALAL ISLAMI BANK LIMITED



TASK AS AN INTERN

I joined at SJIBL's PR department as PR intern. When I first joined as a PR intern, I thought I would be only asked to write meeting minutes for the bank's meetings but I got the opportunity to do a lot of tasks related to bank PR instead. My primary work was to do clippings of SJIBL news, economic and finance related news. Then my supervisor introduced me to billing and budgeting and billing delegations for advertisements. I was given the opportunity to write captions for SJIBL's Facebook posts as I already had experience of writing captions of social media posts. Also I had to write press releases and draft different types of documents such as agreement letters, invitation letters, EC memos, guest lists and emails. All the challenging tasks I completed during my internship made me realize my capabilities and my potentials.

Below I have mentioned the tasks I did during my internship:

- Arranging clippings of SJIBL news, finance and economic related news
- Preparing different types budget of advertisements
- Preparing billing of advertisements
- Making billing delegations
- Creating EC memos
- Preparing guest lists for events
- Drafting various documents for official purposes
- Writing press releases
- Writing captions for posts

PROJECT DETAILS

PROJECT 1

Project Title:

Preparing caption for Padma Setu advertisement post by SJIBL and budget and billing of Padma Setu advertisement publication.

Project Brief:

For the opening of the Padma Setu, SJIBL published their advertisement about the opening of Padma Setu congratulating the Prime Minister, Sheikh Hasina, in the advertisement. So for that a poster was made to be posted on SJIBL's Facebook page with caption. Also for the publication of SJIBL's Padma Setu advertisement on newspaper, budget and billing had to be prepared.

My Responsibilities:

I had to come up with a caption for SJIBL's Facebook post about "Padma Setu" in Bangla. Also I got the opportunity to give suggestions during the poster making and I suggested to choose a picture of the Prime Minister's attire where she is wearing blue & white as it goes with the SJIBL's logo which is blue and white as well. I had to prepare a budget for the advertisement in newspapers that the advertisement can be published in. I had to prepare billing for the payment of the publishing the advertisement in different newspaper.

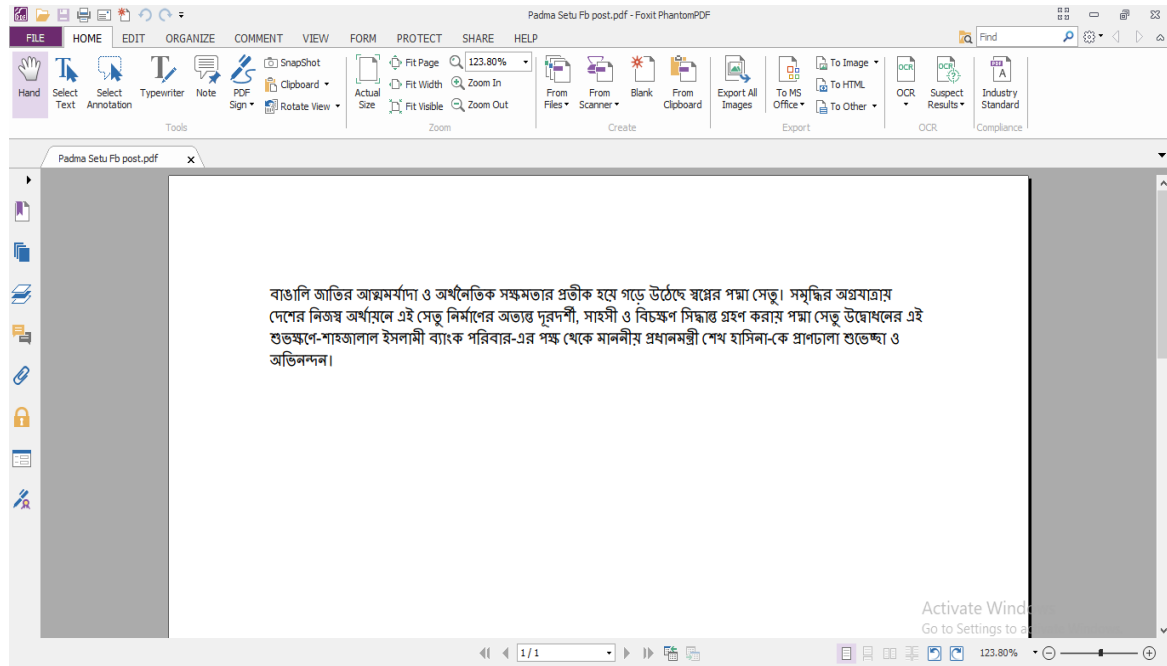


Image 1.1: Caption in Bangla for “Padma Setu” Facebook post of SJIBL



Image 1.2: Picture of “Padma Setu” post from SJIBL’s Facebook page

Budget For Padma Setu Advertisement Publication on Newspapers By SJIBL:

Newspaper	Page	Size	Amount (Tk.)
Daily Star	Front Page	8 column 8 inch	90000
Kaler Kantho	Last Page	8 column 8 inch	70000
Prothom Alo	Front Page	8 column 8 inch	90000
Daily Manabzamin	Last Page	3 column 8 inch	10000
The Business Standard	Middle	6 column 6 inch	60000
Total Amount			320000
Vat after Tax (15%)			48000
Total Amount with Tax			368000

Image 1.3: Budget of “Padma Setu” Advertisement by SJIBL

Billing for Padma Setu ad by SJIBL

Office note|

Topic: Shahjalal Islami bank's advertisement publication for the occasion of inauguration of Padma Setu in “The Daily Manabzamin” bill clearance 11500 taka.

Newspaper & publication date	Placement of advertisement	Column	Inch	Total column/ inch	Each Column/ Inch (Amount)	Total amount	Commission %	Total Commission	Payment Amount
The Daily Manabzamin	Last page	3	8	24	Decided	10000	-	-	10000
								Total	10000
								(+15% VAT	1500
								Total payment with VAT	11500

The bill can be provided under Managing Director's power of "Financial Delegation Power of Revenue Expenditure B-14 (a)."

Payment Order: Under “The Daily Manabzamin”

Image 1.4: Billing of “Padma Setu” Advertisement by SJIBL

Challenges:

I had to write the caption in Bangla which was pretty challenging for me as my Bangla is not that good as I was born in Japan and went to an English Medium School. With the help of my supervisor and suggestions I wrote the caption of SJIBL's "Padma Setu" post in Bangla. This was my first time preparing billing so I chose wrong billing delegation at first but my supervisor reviewed it and gave me correction. I made some errors while preparing the budget but it was easier than writing the caption and preparing the billing.

Mistakes:

- Wrong choice of Bangla words
- Spelling mistakes in Bangla
- Made error in choosing billing delegation
- Made errors in Microsoft Excel while making budget

Learning:

- Learnt how to be proficient in using Microsoft Word
- Learnt how to choose right billing delegation
- Learnt how to write good captions in Bangla
- Learnt how to prepare budget

PROJECT 2

Project Title:

Making budget and billing delegation of SJIBL's "Foreign Exchange Branch Relocation" advertisement

Project Brief:

SJIBL's Foreign Exchange Branch has been relocated so for that SJIBL had to publish advertisement in newspapers for their clients to know. For the publication of advertisement in many renowned newspapers, we had to make budget to see the total amount of money that would be needed. Also billing delegation had to be prepared for the amount to be paid to the newspapers.

My Responsibilities:

I had to prepare a budget for advertisement publication in newspapers that the bank wants their advertisement to be published in. From the budget, my seniors chose in which newspapers the advertisement would be published. I also gave suggestion in the poster making and we thought of making two posters one for English newspapers and the other for Bangla newspapers. I prepared billing delegation for the amount of money to be paid to the newspapers and the billing delegation of each newspaper was different from each other as the billing amount was not same.

Budget for SJIBL Foreign Exchange Branch Relocation Advertisement Publication on Newspapers By SJIBL:

Newspaper	Page	Size (Column/Inch)	Amount (Tk.)
Prothom Alo	Front	8 column 8 inch	90000
Kalerkantho	Front	8 column 8 inch	90000
Bangladesh Pratidin	Last	8 column 8 inch	50000
Daily Manabzamin	Last	6 column 6 inch	10000
Daily Star	Middle	8 column 8 inch	70000
The Business Standard	Middle	8 column 8 inch	60000
Total Amount			370000
Vat After Tax (15%)			55500
Total Amount With Tax			425500

Image 2.1: Budget of “Relocation of Foreign Exchange Branch” advertisement by SJIBL

Billing for ad of “Relocation of Foreign Exchange Branch” by SJIBL

Office note:
Topic: **Shahjalal Islami Bank’s** advertisement publication for “Relocation of Foreign Exchange Branch” in “The Business Standard” bill clearance 69000 taka.

Newspaper	Placement of advertisement	Column	Inch	Total column/ inch	Each Column/ Inch (Amount)	Total amount	Commission %	Amount After Commission	Payment Amount
The Business Standard	Middle page	4	10	40	Decided	60000	-	-	60000
								Total	60000
								(+15% VAT	9000
								Total payment with VAT	69000

In the last 08-06-2022, in 831th meeting of dependent community the billing of “Relocation of Foreign Exchange Branch” ad publication has been discussed and payment of 69,000 taka has approved under “Financial Delegation Power of Revenue Expenditure B-14 (b).”

Payment Order: Under “The Business Standard”

Image 2.2: Billing of “Relocation of Foreign Exchange Branch” advertisement by SJIBL using billing delegation B-14 (b)

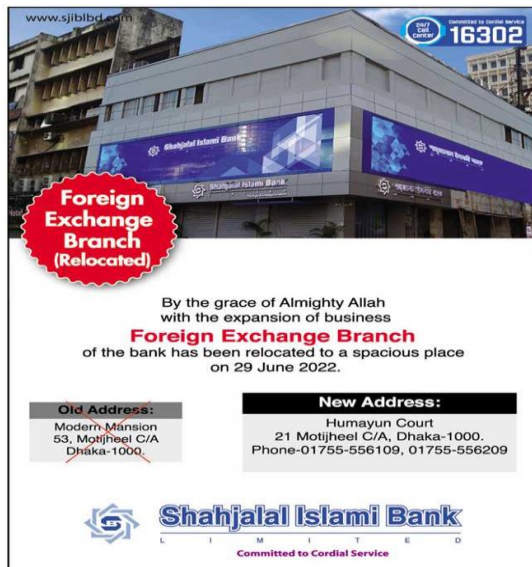


Image 2.3: “Relocation of Foreign Exchange Branch” poster by SJIBL for advertisement in English newspapers

Bill Kalerkantho - Microsoft Word (Product Activation Failed)

Billing for ad of “Relocation of Foreign Exchange Branch” by SJIBL

Office note:

Topic: Shahjalal Islami Bank’s advertisement publication for “Relocation of Foreign Exchange Branch” in “Daily Manabzamin” bill clearance 11500 taka.

Newspaper	Placement of advertisement	Column	Inch	Total column/ inch	Each Column/ Inch (Amount)	Total amount	Commission %	Total Commission	Payment Amount
Daily Manabzamin	Last page	6	6	36	Decided	10000	-	-	10000
								Total	10000
								(+)15% VAT	1500
								Total payment with VAT	11500

The bill can be provided under Managing Director’s power of “Financial Delegation Power of Revenue Expenditure B-14 (a).”

Payment Order: Under “The Daily Manabzamin”

Activate Windows
Go to Settings to activate Windows.

Page: 1 of 1 | Words: 98

Image 2.4: Billing of “Relocation of Foreign Exchange Branch” Advertisement by SJIBL using billing delegation B-14 (a)



Image 2.5: “Relocation of Foreign Exchange Branch” poster by SJIBL for advertisement in Bangla newspapers

Challenges:

It was my first time preparing budget in Microsoft Excel for advertisement publication so I made some errors while making the budget table. My supervisor reviewed it and changed some of the contents of the table. I had to make sure the budget is correct as depending on that it will be chosen which newspapers the advertisement will be published. I had to prepare different billing delegation as the amount of billings is not same for every newspaper. The billing delegation is very new to me so I made errors on it choosing the right delegation for the payment.

Mistakes:

- Used wrong equation in Microsoft Excel while making budget
- Error in the amount of money for newspaper advertisement
- Correction in budget format
- Used wrong billing delegation

Learning:

- Learnt how to be proficient in using Microsoft Excel
- Learnt billing delegation format
- Learnt about different types of billing delegations
- Learnt how to prepare budget

PROJECT 3

Project Title:

Preparing draft press release and news for SJIBL website for “Inauguration of SJIBL’s Foreign Exchange Branch” and writing message for the poster “Relocation of SJIBL’s foreign exchange branch” for SJIBL’s Facebook page

Project Brief:

For letting people know about “Inauguration of SJIBL’s Foreign Exchange Branch” SJIBL had to send press release to the media and publish news about the relocation on their own website. So press release had to be prepared so it can be published in newspapers and news websites. Also the news about their relocation had to be published on their own website so their clients who do online banking through their website can know about it. Also a post was uploaded on SJIBL’s Facebook page to let their clients know about their relocation.

My Responsibilities:

I had to write a draft press release on “Inauguration of SJIBL’s Foreign Exchange Branch” in English from the information my supervisor handed me about the event. Also I had to write news for SJIBL website on the same topic “Inauguration of SJIBL’s Foreign Exchange Branch.” Also I got the opportunity to choose the picture I want to be posted in the press release and news for the SJIBL website. I also had to come up with the message for the poster of “Relocation of SJIBL’s foreign exchange branch” for SJIBL’s Facebook page.

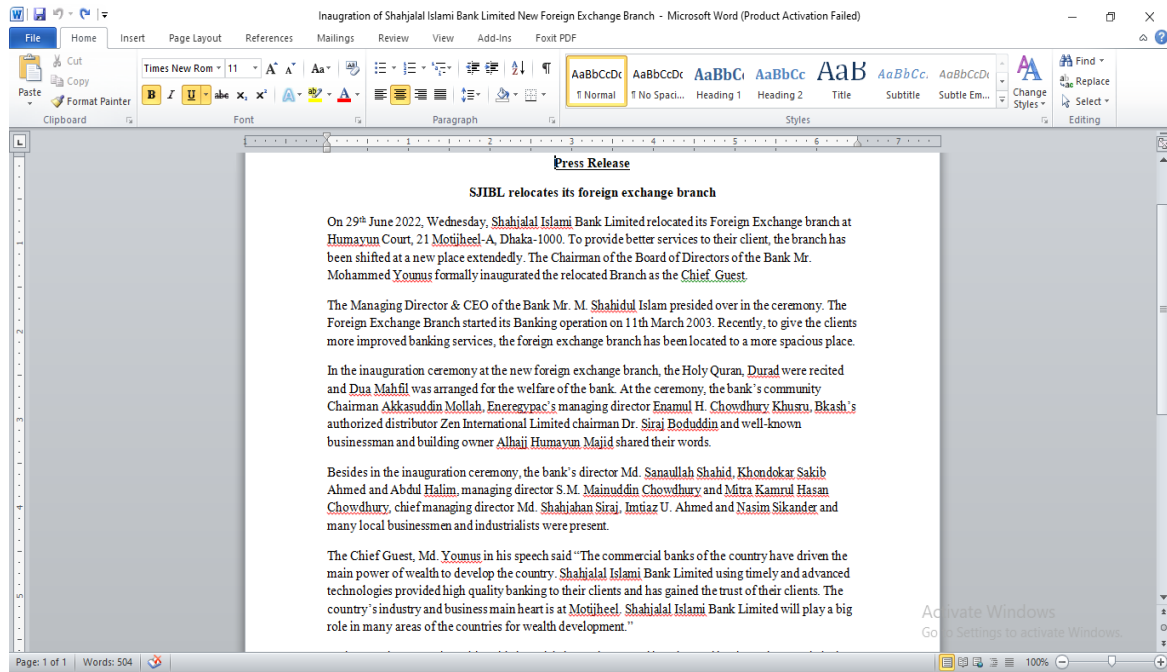


Image 3.1: Press Release on “SJIBL’s Relocation of Foreign Exchange Branch” in English

SJIBL Relocates Its Foreign Exchange Branch

Business - Times Report - June 30, 2022



Shahjalal Islami Bank Limited (SJIBL) has relocated its foreign exchange branch at Humayun Court, 21 Mitijheel C/A, Dhaka-1000, a press release said Thursday. Chairman of the Board of Directors of the Bank Mohammed Younus formally inaugurated the relocated Branch as Chief Guest. MD and CEO of the bank M. Shahidul Islam, Chairman of executive committee of the Bank Akkas Uddin Mollah, MD of Energypac Enamul H Chowdhury Khasru, authorized distributor of bKash and Chairman of Zen International Dr. Siraj Badruddin, directors Md. Sanaullah Shahid, Khandaker Shakib Ahmed and Abdul Halim, the AMD S. M. Mainuddin Chowdhury, Mian Quamrul Hasan Chowdhury, DMD (s) Md. Shahjahan Shiraj, Imtiaz U. Ahmed and Nasim Sekander were also present.



Sunday August 14 2022

HOME

TODAY'S PAPER

EPAPER

ECONOMY

BANKING & INSURANCE

MORE

Shahjalal Islami Bank Limited (SJIBL) relocated its Foreign Exchange branch at Humayun Court, 21 Mitijheel C/A, Dhaka, on Wednesday.

To provide better services for the clients, the branch has been shifted to a new place extendedly. The Chairman of the Board of Directors of the bank, Mohammed Younus, formally inaugurated the relocated branch as chief guest, according to a statement.



SJIBL Managing Director and CEO Shahidul Islam presided over the ceremony. The foreign exchange branch started its banking operation on March 11, 2003. The opening ceremony included reciting from the Holy Quran, Milad Mahfil and Doa and was held at the branch premises.

The SJIBL managing director and CEO said, "Our main goal is accelerating the country's economy." That is

why we want to easily deliver daily financial services and banking products to the country's ordinary people's doorsteps.

Image 3.2 & 3.3: Articles on different new websites from SJIBL's Press Release

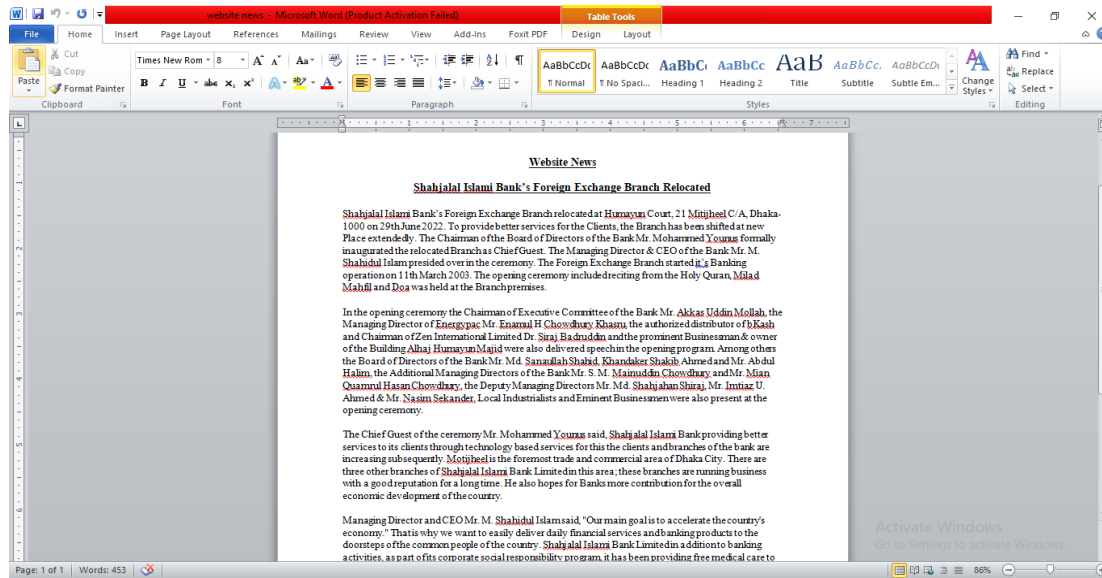


Image 3.4: News Article on “SJIBL’s Relocation of Foreign Exchange Branch” in English for SJIBL’s website



Image 3.5: Picture of the News Article on “SJIBL’s Relocation of Foreign Exchange Branch” on SJIBL’s website



Image 3.6: Relocation of Foreign Exchange Branch post on SJIBL’s Facebook page

Challenges:

While preparing the draft press release, I had to make sure I got all the names and designations of SJIBL high officials correct as it is important. To verify I got the information of the high officials, I search their names with designation online. Besides this, I even had to make sure I got their sayings correct as they gave it on the inauguration event as a speech. The news writing that I drafted for the website was pretty close to the press release but it had to be shorter than the press release so I had to put all the information briefly in it. For the message of the poster, I had to make sure it is informational but short so it catches the followers’ attention

Mistakes:

- Made errors in names and designation
- Wrong choice of words
- Errors in spacing and paragraph formatting
- Spelling and grammatical mistakes

Learning:

- Learnt how to write press release properly
- Learnt how to manage time properly while writing a press release
- Learnt the difference between writing a press release and news for website
- Learnt right choice of words while writing news
- Learnt how to write simple but informational message

PROJECT 4

Project Title:

Preparing Eid food basket item list, budget and agreement letter

Project Brief:

For the celebration on Eid-ul-Azha, SJIBL prepared food baskets to be given to their board of directors, high officials and other valued clients. So food basket item list had to be prepared and budget of the items had to be made. Also an agreement letter had to be made to give order to the supplier about the food baskets.

My Responsibilities:

I had to prepare a list of the items that will be provided in the food basket with their original price and prepare a budget for it. Also I had to draft an agreement letter that would be provided to the supplier for the order of the food baskets.

Items	Price (Taka)
Ghee 500 gm (Premium Sweets)	650
Milk Powder 500gm (Diploma)	380
Nescafe Gold 100gm	450
Green Tea (Twinings)	400
Elach 300gm	500
Darchini 300gm	500
Lobongo 300gm	500
Olive Oil 500mg (Remee)	560
Fox Candy 180g	250
Laccha Shemai 500gm (Premium Sweets)	800
Chinigura Rice 2kg (Pran)	300
Kabab Masala (Shan)	110
Total	5400
Grand Total	1726560

Total Items Ordered = 320 each

Image 4.1: Price list and budget of Eid food basket items

Ref: SJB/L/CHO/PRD/2022/610

The Managing Director
The Evident
52, Jaban Tower, Level-4, Gulshan Avenue Gulshan - 1, Dhaka - 1212

Subject: Work order for supplying Gift Hampers (Quantity 320 Baskets) on the occasion of Eid -Ul-Adha

Dear Sir,

With reference of your offer letter pp_OTWBD/2022/179 dated 14/06/2022, we are pleased to inform you that Management of the bank has accepted your offer for supplying 320 Gift Hampers (Basket) on the occasion of Eid-Ul-Adha -2022 for the valued clients of the Bank as per following terms and conditions:

Items	Quantity of Baskets	Unit Price	Total Amount (Excluding VAT & Tax)
1. Branded design basket	320 Baskets	@Tk. 5400	Tk. 17,28,000
2. Ghee 500gm (Premium Sweets)			
3. Milk Powder 500gm (Diploma)			
4. Nescafe gold 100gm			
5. Green tea (Twinings)			
6. Elach 300gm (Lobongo)			
7. Olive Oil 500ml (Remee)			
8. Fox Candy (Imported)			
9. Laccha Shemai 500gm (Premium Sweets)			
10. Chinigura Rice 2kg (Pran)			
11. Kabab Masala (Shan)			
Total Amount (Seventeen Lac Twenty Six Thousand Five Hundred Sixty Taka Only)			Tk. 17,28,560

01.	Commodities	Imported Food Items from premium sweets (As per
-----	-------------	---

02.	Place of Delivery	As per our requirements
03.	Delivery Time	Delivery will be started from 30 June 2022
04.	Mode of Payment	50 % advance payment of total amount will be paid as per supplier requirements, the rest amount will be paid after supplying all baskets successfully. The related VAT & Tax will be borne by the bank.
05.	Product Type	Fresh and recent product should be delivered
06.	Acceptance	The Duplicate copy of this Work Order duly signed and sealed by you to be returned to the undersigned as a token of your acceptance of the terms and conditions.

Your prompt action in this regard will be highly appreciated.

Thanking you,

MD. Shamussiddique
EVP & Head of PRD

Corporate Head Office,
Shahjalal (Islam) Bank Tower, Plot # 4, Block #CWN (C), Gulshan Avenue, Gulshan - 1212
Dhaka-1212
Phone: +88 02 22233457 (Hunting)
Fax: +88 02 22229
E-mail: info@sigibd.com
Website: www.sigibd.com
SWIFT: SJBBDL

Image 4.2: Agreement letter for the Eid food basket supplier



Image 4.3 & 4.4: Pictures of Eid food basket

Challenges:

After joining as a PR intern in SJIBL, I made several advertisements budget but this was different as I had prepared a budget for list of food items. To make the budget of the items of the food basket, I had to search the prices of the items online. In several websites, the price of the same item was showing different so I had to compare the price of the item between two to three websites to find the original price of the item. Also I had to make sure I chose the right amount of an item as choosing the wrong amount could lead to change in price of the item. I have never prepared an agreement letter so my supervisor guided me while making it. While preparing the draft agreement letter, I had to make sure the information I provided is clear and well explained as on the basis of the agreement letter the supplier will provide us the food baskets. I had to mention the quantity of baskets and make a table providing information of place of delivery, delivery time, mode of payment and product type on the agreement letter as on it depends how we will receive our food baskets.

Mistakes:

- Chose wrong price of item while making budget
- Wrong choice of words in agreement letter
- Spelling mistakes in agreement letter
- Error in spacing and alignment

Learning:

- Learnt how to make a budget for list of items
- Learnt about different types of budgeting
- Learnt how to prepare agreement letter
- Understood how to make agreement letter short and provide all the important details using a table

PROJECT 5

Project Title:

Preparing name list and labels of Eid food basket receivers and budget of printed labels

Project Brief:

For the distribution of Eid food baskets to SJIBL's board of directors, high officials and other valued clients a list of receivers had to be made. Sticker labels had to be made to be put on the food baskets for each receiver. Also a budget had to be prepared for the total number of labels to be printed.

My Responsibilities:

First I had to prepare a receiver list for the distribution of food baskets for over 300 people. Also I had to prepare the information that will be put on the sticker labels to be put on the food basket of board of directors and high officials and other valued clients. Beside that I even had to prepare a budget for the numbers of label to be printed.

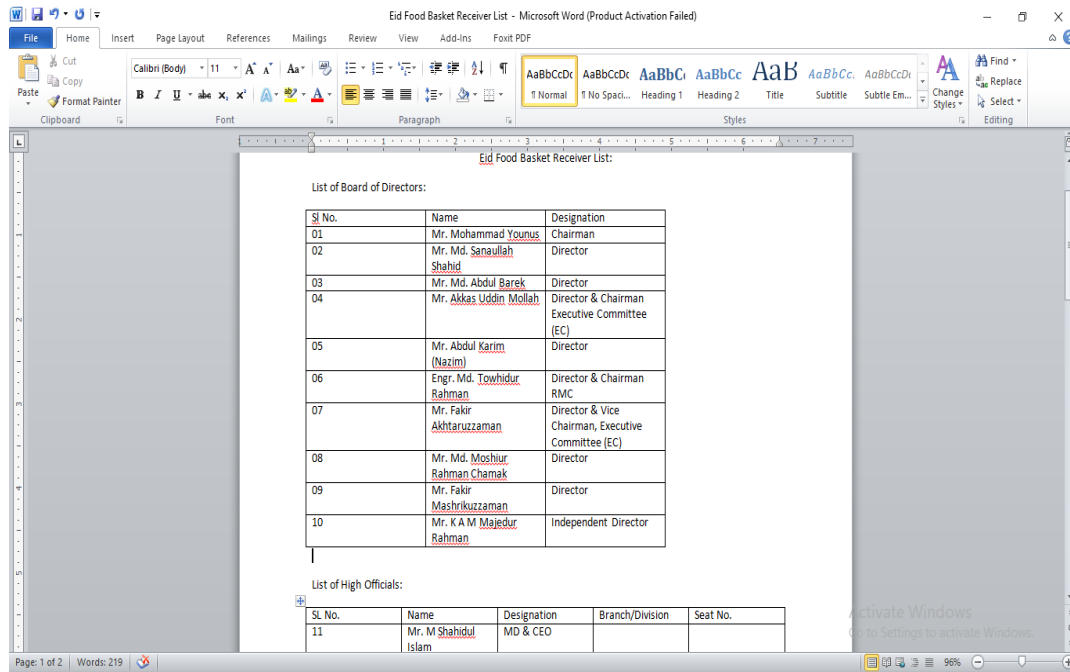


Image 5.1: List of Eid food basket receivers

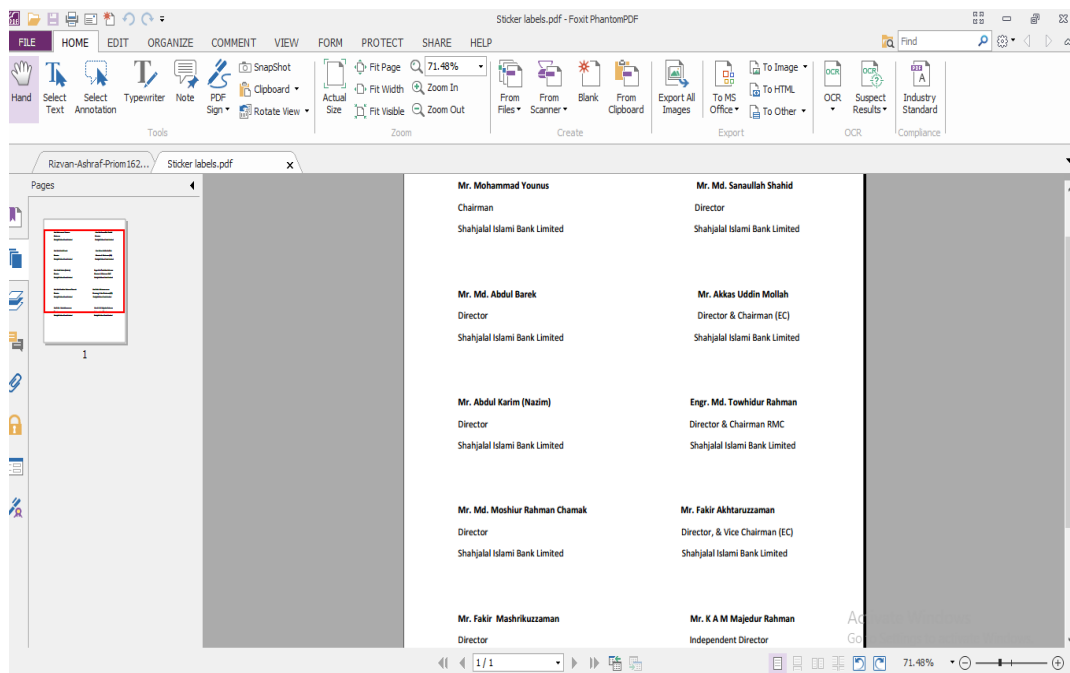


Image 5.2: Creating sticker name labels of Eid food basket receivers

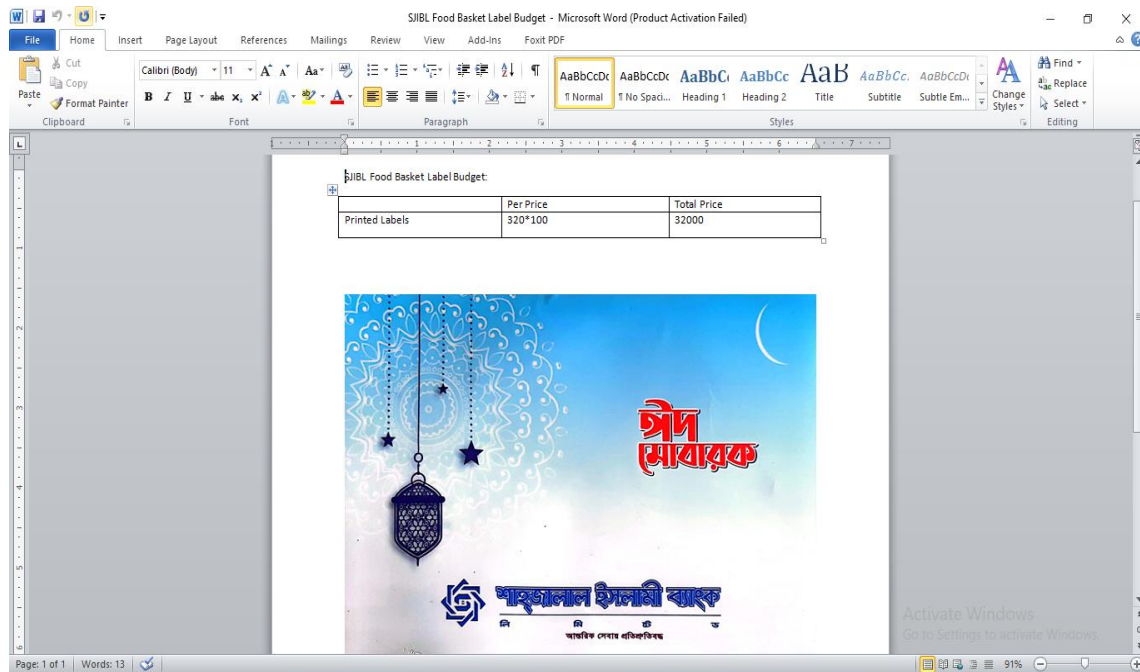


Image 5.3: Budget of Eid food basket labels

Challenges:

While preparing the receiver list of over 300 people, I had to make sure I got the names and designations and branch/division of SJIBL's valued clients correct. To cross check that, I searched online for the valued clients' name and information. Preparing the sticker labels for the valued clients was a little challenging as even a slightest error in the alignment and margin setting or spelling mistakes in Microsoft Word could lead to making a wrong sticker label. So I had to make sure that I got every detail in the sticker label correct. Also my supervisor suggested me to convert the sticker labels to PDF format from DOC before printing as it would keep the margin and alignment in place.

Mistakes:

- Error in margin and alignment setting while making labels
- Spelling mistakes in receiver's name
- Errors in names and designation in list of receivers
- Missed putting a receiver name in the list

Learning:

- Learnt how to make labels
- Learnt about formatting of labels
- Understood how important it is to convert documents to PDF format before printing labels
- Learnt how to make a list of gift basket receivers

PROJECT 6

Project Title:

Making EC Memo, billing & email for SJIBL's advertisement publication on Rotary Club of Ramna

Project Brief:

Rotary Club of Ramna is going to release a magazine on the occasion of their Installation Ceremony on 20th September 2022 so they applied to the Managing Director of Shahjalal Islami Bank for publishing an advertisement in their magazine. So for the advertisement publication in the magazine an EC memo had to be made for the executive committee. After the EC memo was approved, email of the advertisement had to be sent to confirm the publication and billing had to be created.

My Responsibilities:

I had to draft an EC memo for the executive committee in which it contained what type of advertisement we want to publish in the magazine which was decided by my supervisor and he took suggestions from me as well. The EC memo was then presented to the EC committee at the meeting and after it got approved, I had to draft an email to be sent to Rotary Club of Ramna for the advertisement publication in their magazine. Besides this I also had to prepare the billing of the advertisement for the amount to be paid to Rotary Club of Ramna for publishing SJIBL's advertisement.

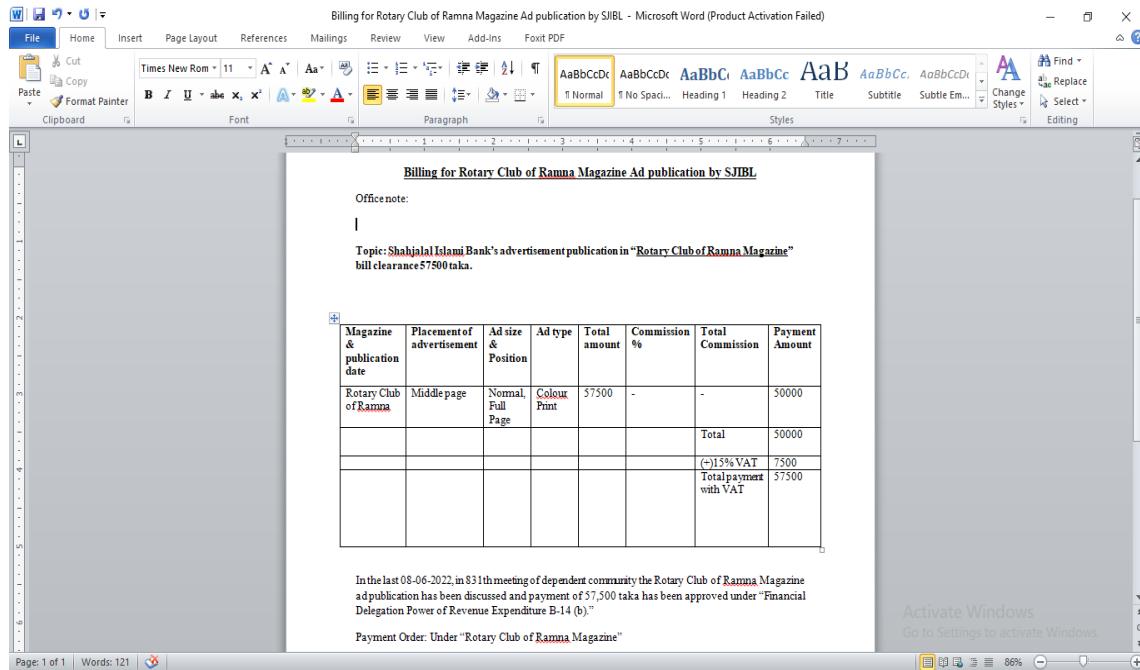


Image 6.1: Billing of Rotary Club of Ramna advertisement by SJIBL

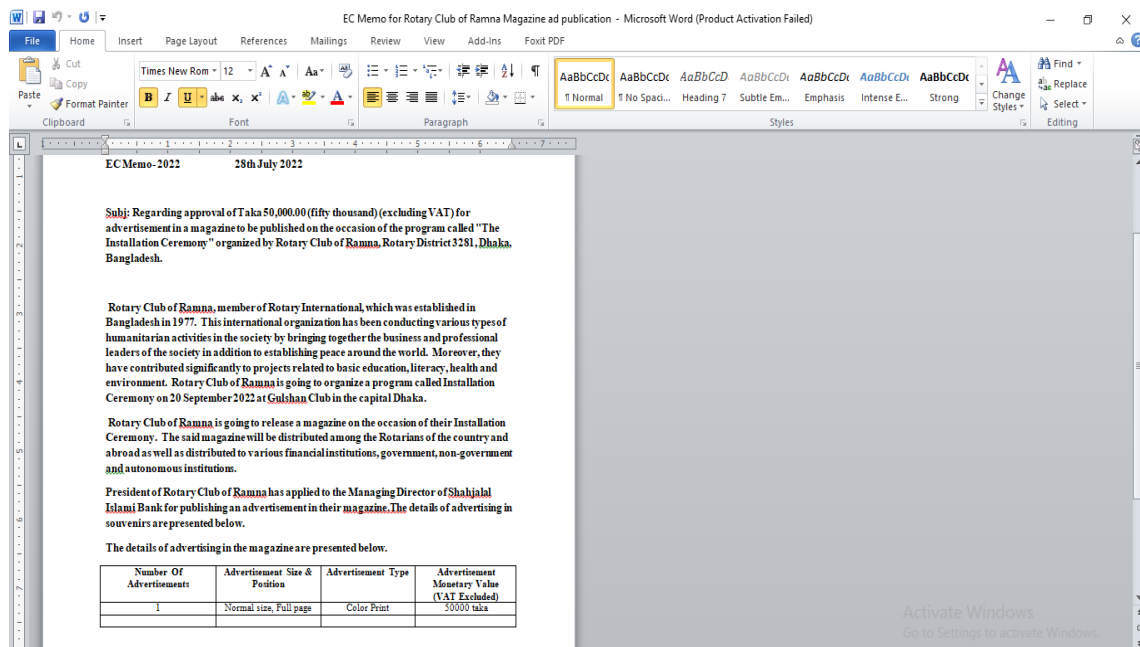


Image 6.2: EC Memo for Rotary Club of Ramna advertisement by SJIBL

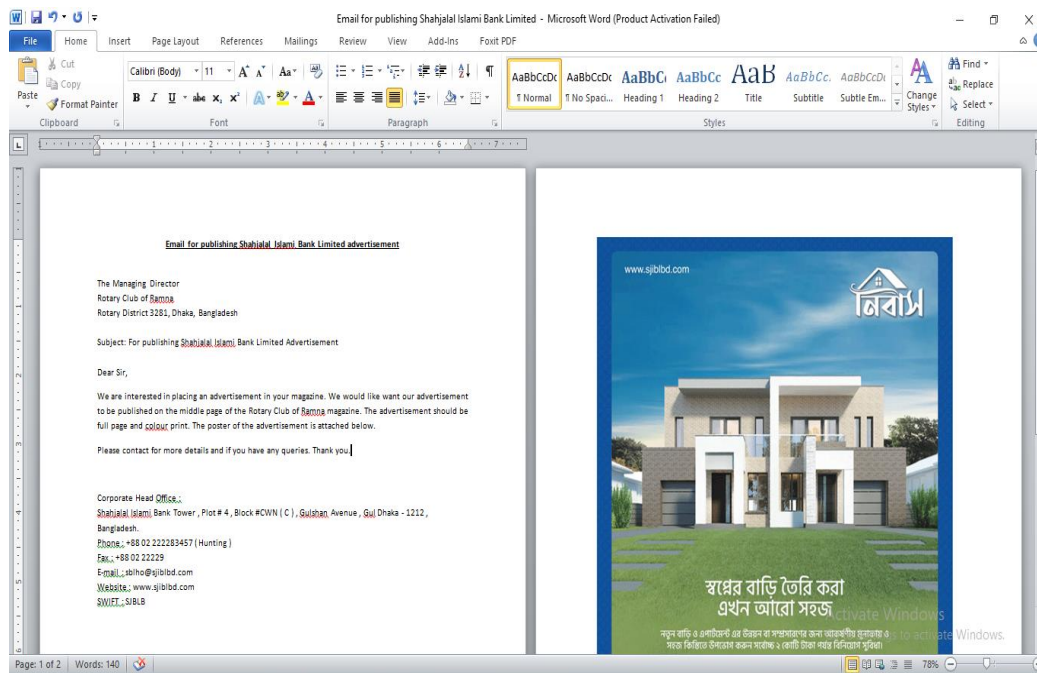


Image 6.3: Email to Rotary Club of Ramna for SJIBL’s advertisement publication

Challenges:

I have never prepared EC memo before so it was a little bit challenging to prepare it but my supervisor explained me how to make it and helped me out. Also as the EC memo will directly go to the executive committee so I had to make sure there was no mistake in information because the executive committee will decide seeing the EC memo if they will approve the advertisement publication or not. While preparing the email, I had to make sure I had the right choice of words and it looked professional. When I was preparing the billing, I had to make sure the payment amount and other information are correct as a mistake in the payment amount can create a big error.

Mistakes:

- Wrong choice of words in the EC memo and email
- Errors in spacing and spelling mistakes in email
- Correction in the EC Memo format

Learning:

- Learnt how to be proficient in using Microsoft Word
- Learnt how to write professional email
- Learnt how to create EC memos
- Learnt how to prepare billings

PROJECT 7

Project Title:

Preparing travel guest List for Mid-Year Business Strategy Summit – 2022 and calculation of email and SMS receivers from the travel guest list

Project Brief:

For the “Mid-Year Business Strategy Summit – 2022” that was going to take place in Sikder Resort & Villas, Kuakata, a travel guest list for the guest had to be made who were going to attend the summit. Also a calculation document needed to be prepared to make sure the number of email receivers and SMS receivers are correct.

My Responsibilities:

I had to make a travel guest list for over 100 people who were going to attend the summit in Sikder Resort & Villas, Kuakata. Besides this, I had to even update the travel guest list. Also I had to make a calculation file of email and SMS receivers from the travel guest list.

Travel List - Microsoft Word (Product Activation Failed)

Shahjalal Islami Bank Limited
PRD, Corporate Head Office

Mid-Year Business Strategy Summit - 2022 Bus No: 01

Accommodation/Program: Slidder Resort & Villas, Kuakata

Reporting: Gulshan Youth Club Gate Return Date: 20.08.2022
(Opposite of Azad Mosque Main Gate) From: Slidder Resort & Villas, Kuakata
Road#109, Gulshan-2 Time: 11:00 am
Departure Date: 18.08.2022
Time: 9:00 am

List of Board of Directors:

Sl No.	Name	Designation	Seat No.
01	Mr. Mohammad Younus	Chairman	
02	Mr. Md. Sanjibulab Shahid	Director	
03	Mr. Md. Abdul Barak	Director	
04	Mr. Akkas Uddin Mollah	Director & Chairman Executive Committee (EC)	
05	Mr. Abdul Karim (Nasim)	Director	
06	Engr. Md. Towhidur Rahman	Director & Chairman RMC	
07	Mr. Fakir Akhteruzzaman	Director & Vice Chairman, Executive Committee (EC)	
08	Mr. Md. Moshirur Rahman Chamek	Director	
09	Mr. Fakir	Director	

List of High Officials:

Sl No.	Name	Designation	Branch/Division	Seat No.
11	Mr. M. Shabidul Islam	MD & CEO		
12	Mr. Abdul Aziz	AMD & CBO	CHD	
13	Mr. S. M. Mainuddin Chowdhury	AMD & CTO		
14	Mr. Mian Quamrul Hasan Chowdhury	AMD & Head of HRD		
15	Mr. Md. Shahjahan Straj	DMD		
16	Mr. Md. Akhtec Hossain	DMD & COO		
17	Mr. Imtiaz Uddin Ahmed	DMD		
18	Mr. Nasim Sekander	DMD	Dhaka Main Br.	
19	Mr. Md. Nazimuddin	DMD	IC & CD	
20	Mr. Md. Abdul Bashir	SEVP	Board Secretary	
21	Mr. Md. Jafar Sadeq	SEVP	CFO	
22	Mr. Nasir Alamuddin	SVP	Mirpur Br.	
23	Mr. A. K. M. Ashraf Uddin	SAVP	Board Division	
24	Mr. Md. Jakir Hossain	SAVP	Md. Secretariat	
25	Mr. Md. Setaur Rashid	JAIP	PS to Chairman	
26	Messenger			
27	Messenger			

Page: 1 of 10 Words: 1,521

Travel List - Microsoft Word (Product Activation Failed)

Shahjalal Islami Bank Limited
PRD, Corporate Head Office

Mid-Year Business Strategy Summit - 2022 Bus No: 03

Accommodation/Program: Slidder Resort & Villas, Kuakata

Departure Date: 18.08.2022 Return Date: 20.08.2022
Reporting: Green Line Bus Counter, Rajshahi From: Slidder Resort & Villas, Kuakata
Reporting Time: 9:00 am Time: 11:00 am

Sl No.	Name	Designation	Branch/Division	Seat No.
01	Mr. Tariqul Islam	EVP	SAMD	A-1
02	Mr. Md. Mahmudul Shamim Talukder	EVP	SD & MD	A-2
03	Mr. Md. Nazibul Islam	EVP	BOO	A-3
04	Mr. Md. Khalid Hossain	EVP	AHLD	B-1
05	Mr. Mohammad Towfiqul Islam	EVP	IAD	B-2
06	Mr. Md. Ashraful Azim	EVP	Ekaton Br.	B-3
07	Mr. Mohammad Hashid Uddin	SVP	Setmasjid Road Br.	C-1
08	Mr. Mirza Nazul Alam Beg	VP	Mallabagh Cho. Para Br.	C-2
09	Mr. Md. Masum Basunia	SVP	Bucknagar Br.	C-3
10	Mr. A. K. M. Hasan Rahim	SVP	HRD	D-1
11	Mr. Talukder Ahmed	SVP	IRMD	D-2
12	Mr. Pankaj Kumar	SVP	SAMD	D-3

Sl No.	Name	Designation	Branch/Division	Seat No.
17	Islam Mr. Alamed Rashid	VP	IRMD (Corporate-1)	F-2
18	Mr. Md. Challaqur Rahman	SAVP	Offshore Banking Unit	F-3
19	Mr. Gaila Mahmood	VP	CPC	G-1
20	Mr. Md. Tawin Molla	VP	Bajpai Br.	G-2
21	Mr. Mohammed Anwarul Azim	VP	Rahatal Br.	G-3
22	Mr. Md. Farid Uddin	SAVP	Shanai Inspection	H-1
23	Mr. Md. Manzur Hossain Khan	SAVP	Chankobazar Br.	H-2
24	Mr. Musibur Ahmed Miah	JAVP	Gafarason Br.	H-3
25	Mr. Kazi Shahin Kadir	SEO	Alibazar Br.	I-1
26				I-2
27				I-3

Shahjalal Islami Bank Limited
PRD, Corporate Head Office

Mid-Year Business Strategy Summit - 2022 Bus No: 04

Accommodation/Program: Slidder Resort & Villas, Kuakata

Departure Date: 18.08.2022 Return Date: 20.08.2022
Reporting: Green Line Bus Counter, Rajshahi From: Slidder Resort & Villas, Kuakata
Reporting Time: 9:00 am Time: 11:00 am

Page: 5 of 10 Words: 1,521

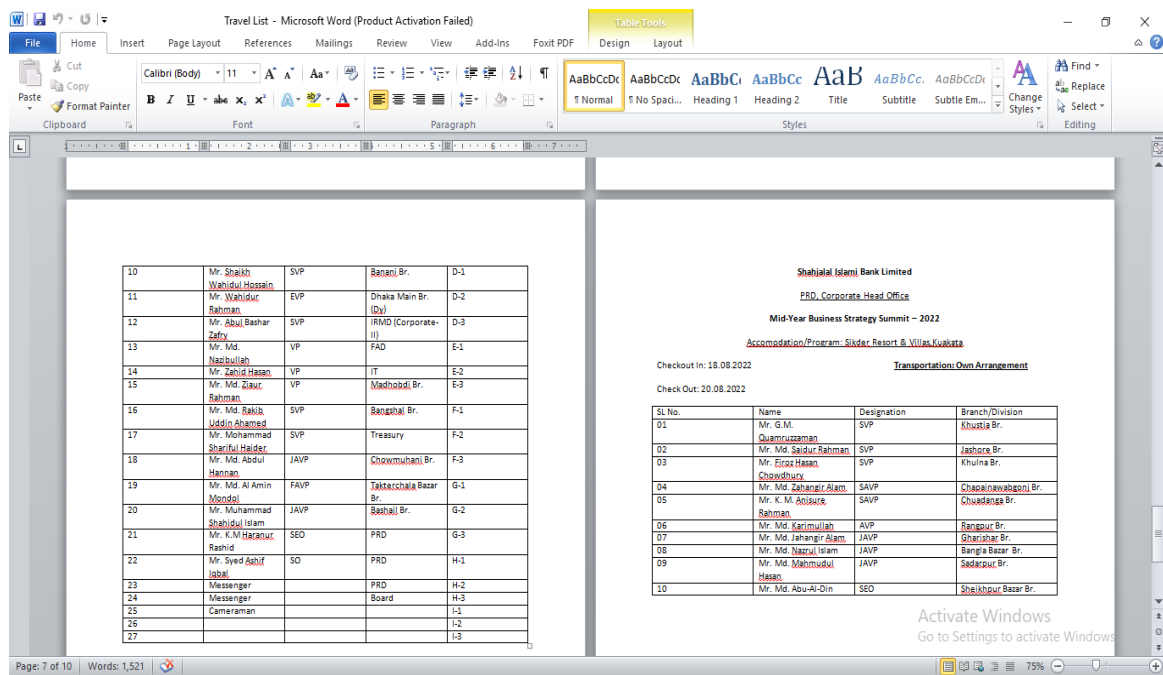
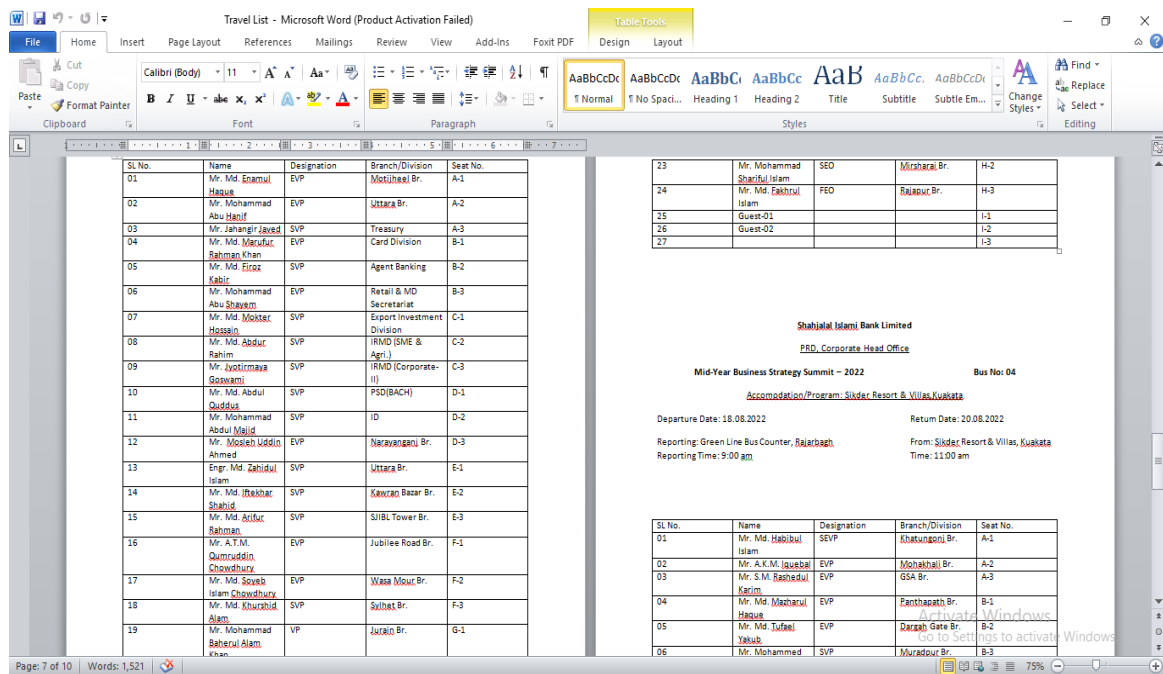


Image 7.1, 7.2, 7.3 & 7.4: Preparing travel list of guests attending Mid-Year Business Strategy Summit (over 100 people)

Microsoft Word (Product Activation Failed)

File Home Insert Page Layout References Mailings Review View Add-ins Foxit PDF

Clipboard Font Paragraph Styles

Calibri (Body) 11

1 Normal 1 No Spac... Heading 1 Heading 2 Title Subtitle Subtitle Em... Change Styles Find Replace Select Editing

Email & SMS Receiver - Microsoft Word (Product Activation Failed)

Email Receivers:

Position	Number of people	Reporting Venue
Board of Directors & High Officials	25	Gulshan Youth Club Gate
Branch Officials	96	Green Line Bus Counter, Rajarbagh
Other Officials	10	Own Arrangement

Total numbers of Emails sent: (25+96+10) = 131

SMS Receivers:

Position	Number of people	Reporting Venue
High Officials Messengers	2	Gulshan Youth Club Gate
Branch Officials	8	Green Line Bus Counter, Rajarbagh

Total number of SMS sent: (2+8) = 10

Activate Windows
Go to Settings to activate Windows.

Image 7.5: Calculation of total numbers of emails and SMS to be sent

Challenges:

I had to get all the names, designations, and branch/division with the seat numbers correct as the guests were going to be seated in the bus depending on that information. To cross check if the information were correct, I searched online as the guests were SJIBL's board of directors, high officials and other employees. Also I had to get the reporting time and reporting location correct as this was very important to reach their final destination on time. I had to make a calculation file for the email receivers and SMS receivers as if accidentally I miss sending email to one of the guests they won't be informed about the event.

Mistakes:

- Errors in names and designation in guest list
- Spelling mistakes in names
- Accidentally skipped a guest name of guest list
- Error in total number of email receivers

Learning:

- Learnt how to make guest list
- Learnt how to cross check bank officials information online
- Learnt how a file of calculation of total number of email and SMS receivers can make sending email and SMS easier

PROJECT 8

Project Title:

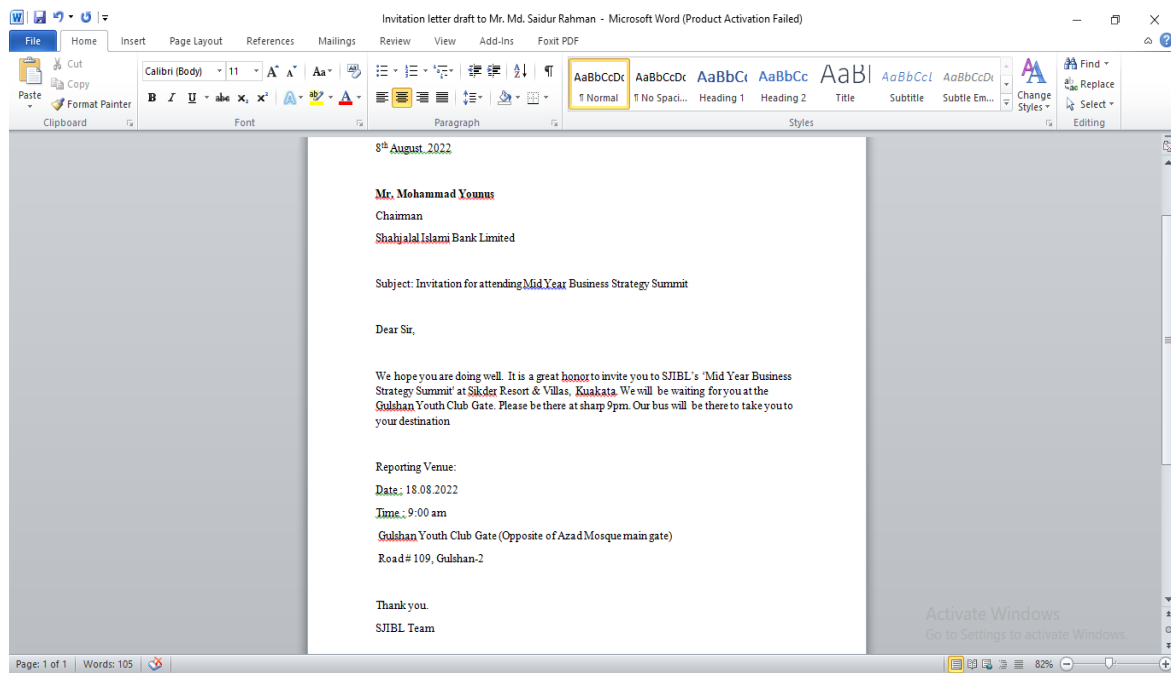
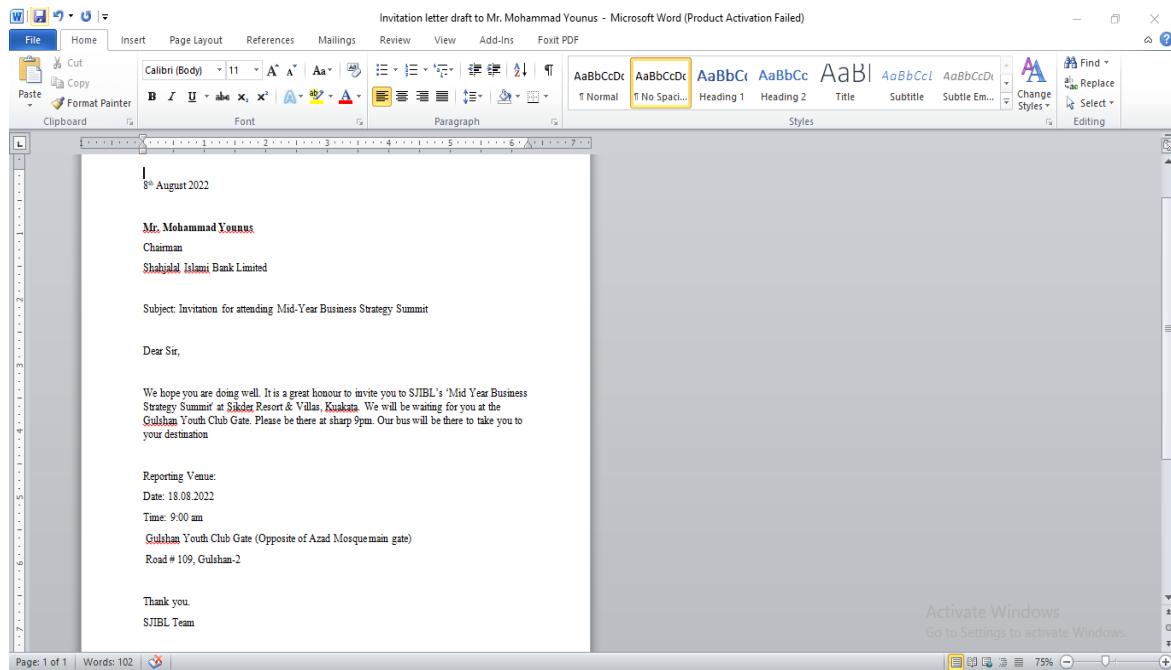
Preparing draft invitation emails and text messages for the guests of Mid-Year Business Strategy Summit – 2022

Project Brief:

For the “Mid-Year Business Strategy Summit – 2022” emails had to be made to invite the board of directors, high officials and other employees to be at their reporting destination. Also text messages had to be made for inviting messengers to be at the reporting location at the right time.

My Responsibilities:

I had to draft invitation emails for the board of directors, high officials and other employees. As the reporting location of board of directors and high officials was different from other employees’ reporting location, I had to make draft different emails. Also there were employees who wanted to travel by their own arrangements so I had to prepare another draft email for them. For the messengers, I had to create a text message which mentioned them the reporting location and time.



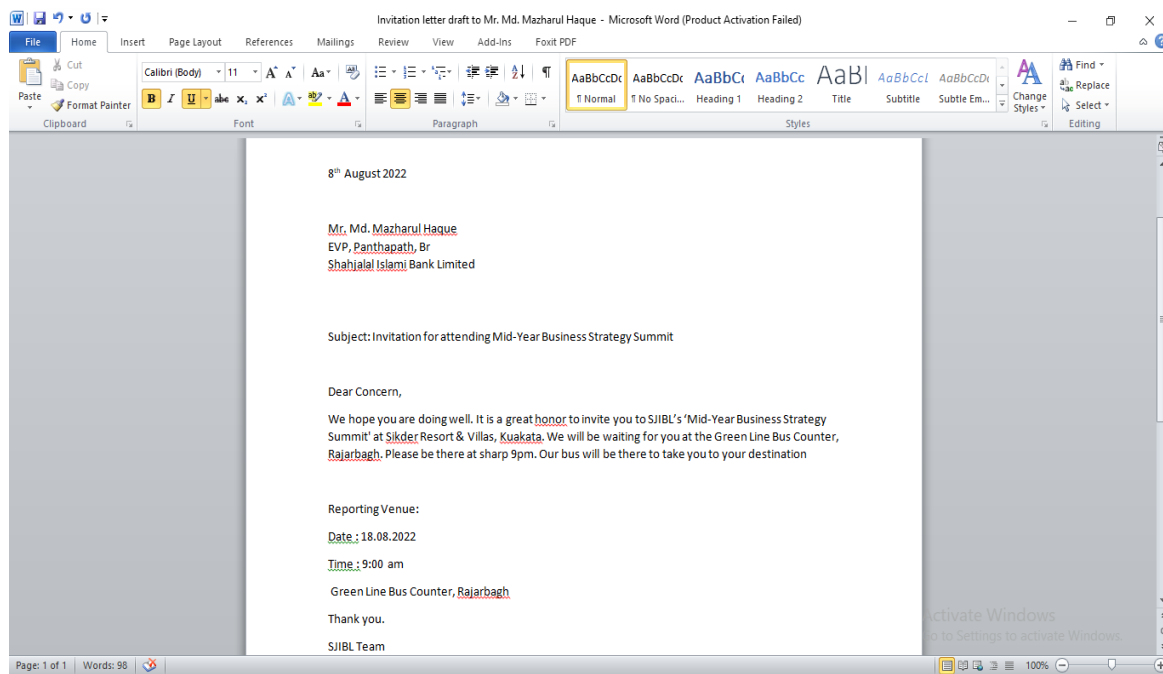


Image 8.1, 8.2 & 8.3: Creating of three types of invitation letters for different types of guests

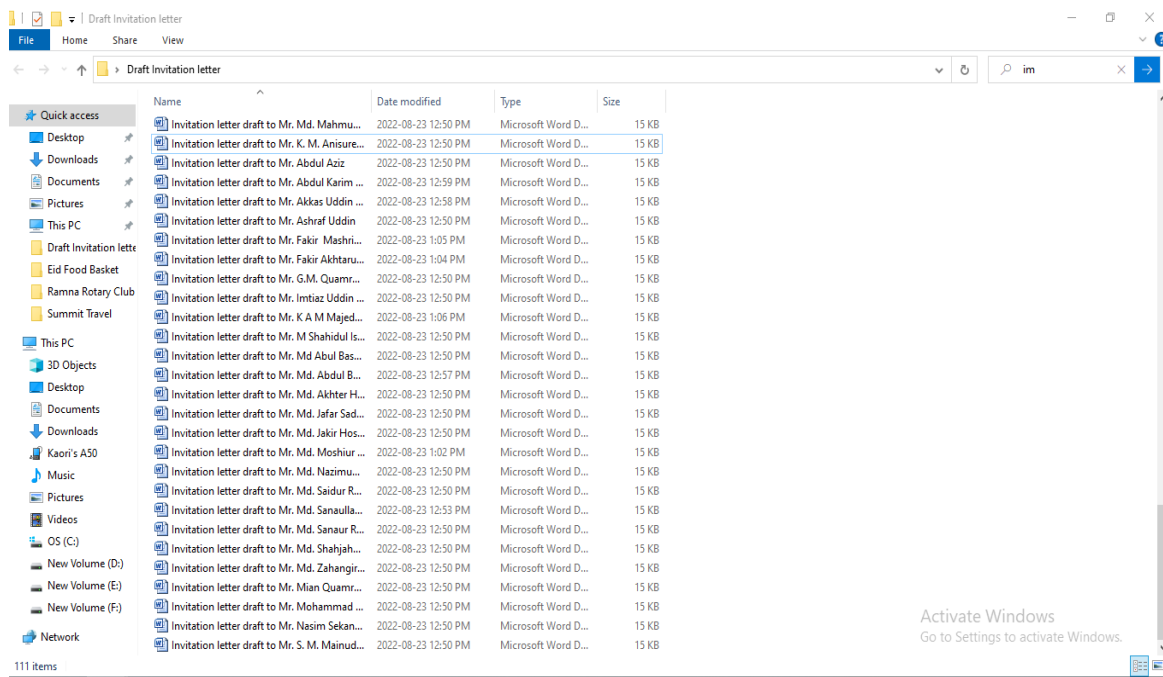


Image 8.4: List of some invitation letters that has been drafted (over 100 people)

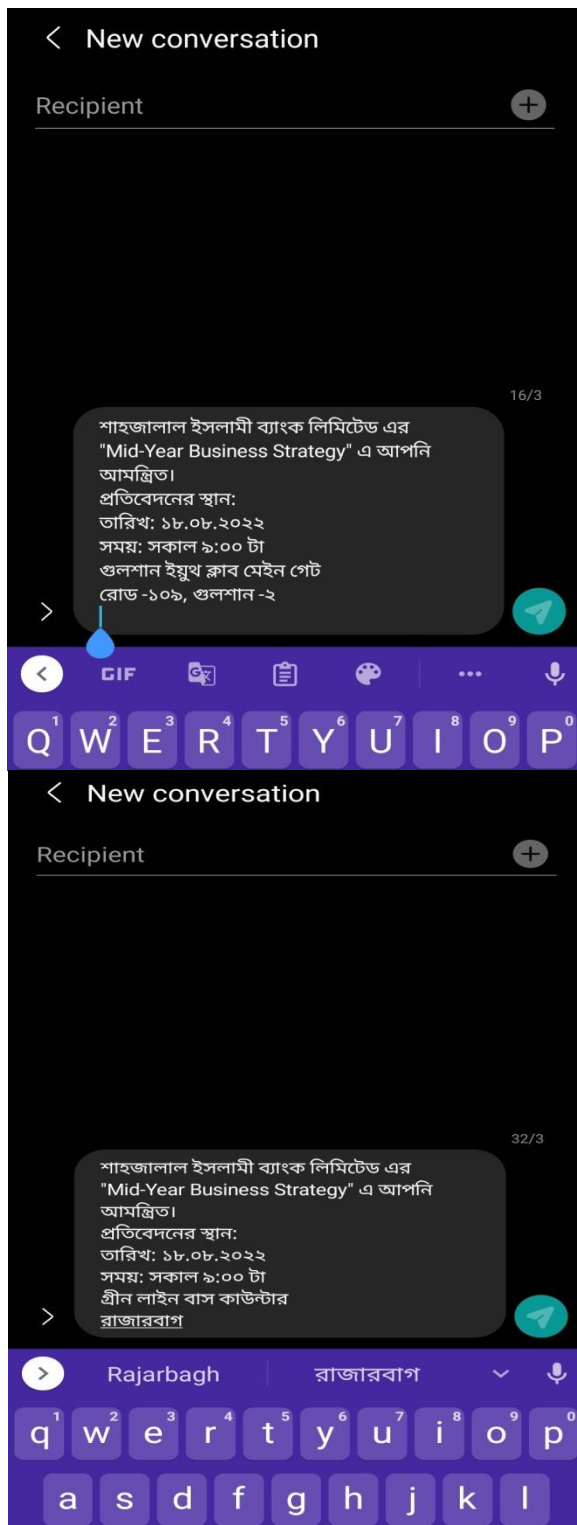


Image 8.5 & 8.6: Creating text messages to be sent as SMS

Challenges:

I had to make sure I got the names and designation in the emails correct as they are invitation emails to board of directors and high officials and other employees. I also cross checked if I sent the right reporting location in the emails as the reporting location of board of directors and high officials are different from the other employees. Drafting the text message for SMS was easy but I had to make sure it's simple and short as it was being sent to the messengers.

Mistakes:

- Error in font and spacing
- Error in designation in draft emails
- Spelling and grammatical mistakes in emails
- Mixed up one high official name in email with a board of director's name

Learning:

- Learnt how to prepare invitation emails
- Learnt how to give specific information using SMS
- Learnt how to draft various type of emails
- Learnt how to multitask

THE WORKPLACE LOG

Work log

Internship

Day 2

Clipping in bank:

Find SJIBL related news, economic & BD bank related news.
At first put SJIBL related news, then economic related
then BD Bank - Arrangement.

Print, Scale, Print again.

News organized in the forms of news ranking done by DF

Top

- Prothom Alo, BD Pratidin, Kalerkantho.

Newspaper:

Upper front, lower front

Government ads are paid too.

Full page ad - Jacket ad [Cover page extra cover]

Classified ads - Middle of page. Rent, job search.

Head News [Main news]

Subhead news.

Int. newspaper column 6

BD newspaper column 8

Prothom Alo recently 6 columns

1 row = 1.5 inch

Ad basically 8 inch 8 column so 64 inch/col.

Newspaper length 20.5 by 13 inch/col

Some ads are newspaper own ads.

PTMA

News Source for everyday news:

Airport, Share Market, DMC → DSE, CSE

FDC, Minis try

ISPR, RAB/BCB

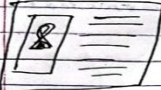
Zoo, Sports, Fashion, Entertainment

Day 2

For the understanding of Heads.

News Ad Name	Size	Which page	Date
Kalerkantho	8 col 8 inch	Front page	23.06.22
Prothom Alo	"	Last page	"

Picture of the ad or msg:



সংবাদ পত্র of Namaj is like a daily thing & as majority of BD ppl r Muslim so those provided by organization are not ads.

Newspaper Logo on the top of page.

Then the little picture & headings below represent in which page what news is.

In case of bad news, journalists will bug u, u need to find a way to make it +ve or talk it out with the journalists.

Don't say no to journalists or advertisers, indirectly say "No" by +ve msg.

Newspaper type:

Annual, Monthly, Weekly, Daily.

Experience, Relationship & contact, if u even leave a workplace they can't steal that away from u.

Day 3

Gov commercial - Soriali Bank, gov.org
Gov ad

Budgeting:
Offer letter from newspaper agency for promotion
10000 tk for each newspaper ad.

Budgeting format:

Newspaper	Page	Column/Line Inch/Column	Amount

Day 4

Digital Ad in Online Newspapers.
Pixel for Digital Ad | Space for newspaper ad
Time for television Ad

Design

Ad graphics poster.

Padma Setur poster

- Flaws - Too many text

Pro: Used a picture of Sheikh Hasina in blue & white
same as it goes with SJIBL logo.

It is of different gov officials in a page

- It is same as government ad by one of the ministry.

* The poster colour proportion should be checked diff
coz if the bg matches with the logo & subjects
it won't look good.

Day 5

Media Release:

5K & 11 in it

* SJIBL donates 100 crore tk to PM's Relief Fund:

Poster flaws & improvement:

* Relocation of branch.

- Old address yellow, new in green

- Arrows to point old address to new

- New address [Bold]

- Relocation of Foreign Exchange Branch in Middle East.

Day 6

Advertisement costing

Eid-ul-Adha

Pahela Baishakh

Newspaper agency send ad offer letter
to bank

Bank Relocation

Bank Achievement

Bank approaches newspaper
agency to post their ad.

After bank receives offer letter.

They sort out the newspaper offer letter they want
to give their ads in.

- Mostly these agencies & chosen who is doing
good in the news market.

* Ad is made & send to the newspaper agency
to post.

- Money for the ad is negotiated like Bran ad
SJIBL would give 5K to 10K.

Date - 28th June

Day 4

Writing press release on media release, SJIBL donates 100 M taka to the PM's Relief Fund. On 28th June 2022, Monday SJIBL donated 100 million taka to the Honorable Prime Minister's Relief & Welfare fund at a ceremony held at the PM's office to help the flood affected people.

The Prime Minister joined the ceremony using a digital video call using a digital media platform. The chairman of SJIBL Mohammad Yunus was present in the ceremony. He handed over the cheque of 10 crore to the Principle Secretary of PM Dr Ahmad Kaihas in the ceremony which was held at the PM's office.

At the ceremony, The Chairman of BD Association of Banks, Md Nazrul Islam was also took part of the ceremony.

If you have any queries please contact @sjiblc.com

Day 8

On 29th June 2022, Wednesday, SJIBL inaugurated their new branch at Humayun Court, 21 Motijhels - A, Dhaka 1000 to help their clients more efficiently.

The chairman of SJIBL Mohammad Yunus attended the chief guest inauguration ceremony as the chief guest program of the new branch as the chief guest of SJ. The program was coordinated by bank's managing director & CEO M. Shahidul Islam.

SJIBL's foreign exchange branch was first established in 11th March 2003. Recently to give the clients more better service, the foreign exchange branch has been shifted to a more spacious place.

For the inauguration program, for the welfare of the bank at the new foreign exchange branch, the Holy Quran & Duraad was recited & Dua Mahtil was arranged.

At the program, the bank's community chairman Akhshar Uddin Molla, Energy par's managing director Enamul H Chowdhury Khann, Bank's authorized distributor zen international Limited's chairman Dr. Siraj Boduiddin & well known businessmen & building owner Akhshar Humayun Majid shared their wise word.

Besides in the program bank's director Md Sanauddin Shah Khondokar Sahel Ahmed & Abdul Hekim, managing director

Managing Director & CEO, Shahidul Islam said, "To accelerate the growth of the country is our main aim." This is why ^{we want to provide} everyday banking service easily to the single ppl of Bangladesh, door to door. SJIBL besides banking services, as Corporate social responsibility's part, they provide free medical checkup for the underprivileged people of Bangladesh. They provide food & necessities at tsunami & Flood-prone areas, provided merit scholarship merit scholarship is provided to brilliant & poor students. Besides in any disaster of the country, for the welfare of the government, SJIBL on daily basis money for wealth creation is provided.

Days 9

SJIBL hosted training programs.

Recently SJIBL at the bank's training academy hosted a ^{short duration} awareness training program on "RTGS says 'Foreign money Automated clearing'" SJIBL chief managing director & chief operating officer M. Khairul Akbar Hossain was present as the main guest & inaugurated the training program. The training program was supervised by the SJIBL training academy principal & SVP Md. Saifur Rahman.

Corrections:

On 2nd July 2022, Saturday, SJIBL at the bank's training academy hosted an awareness whole day awareness & training session on "Automated FC Clearing through RTGS".

Days 10

Email for publishing SJIBL ad:

To: Adwspaper Agency.

Subject: For publishing SJIBL foreign exchange ad:

To whom it may concern,

SJIBL wants their ad to be published on the date 20th July 2022 of the F.E ad on the front page of the newspaper. The ad should be 8 inch & 8 column = 64 inch/column.

Please contact for more details & if you have any queries. Thank you.

SJIBL

sjibho@sjibl.bd.com

on the finance section of the newspaper for the news of their F.E. telecast. The print release is attached below.

Day 11

Billing Clipping (2nd July news)

All SJIBL news

BB:

BB aims to squeeze money supply to tame inflation.
BB hikes policy rate to tighten money flow.

Bank & Finance Related News:

মনিবাজারে বসি.ও.ক. হ্রাস
ই.সি.ও. প্রস্তুত রাখা হবে
না হলে না সার্ভিস নীতি প্রয়োজনীয় নিয়ম প্রণয়ন
আর্থিক অবস্থার উন্নতি সাধন
মুদ্রাস্ফীতি হ্রাস সাধন

All SJIBL news:

BB:

Forming stance of BB on exchange rate.
Remittance to rise this fiscal year: BB.
বৈদেশিক বিনিয়োগ হ্রাস

Bank & Finance News:

BB to discourage currency imports.
National Bank seeks separate ministry for bank & insurance sector.

বসি.ও.ক. হ্রাস জাতি স্টক এক্সচেঞ্জ নিয়ন্ত্রণকমিটি
বৈদেশিক বিনিয়োগ হ্রাস

Indian rupee hits record low, breaches 77-mark on dollar strength.

Business & Economic Related News:

মনিবাজারে বসি.ও.ক. হ্রাস

Day 12

Billing

Delegation B-14(a) - Less than more signature
Meeting & approval agenda.
Max 10000 Tk

Delegation B-14(b) - More than 10K Meeting & approval of heads left. If they reject board: den sign
Giving cash memo ain't mandatory.
For magazine ad billing in portrait mode
For newspaper ad billing in landscape mode

With the bill the sample of their ad or magazine is provided.

Day 13

Office Note:

Date: 20.07.2022

Topic:

- 1) Newspaper & Publication Info
- 2) Place of pub Ad placement
- 3) Column
- 4) Inch

- 5) Total Colm" Inch
- 6) Each colm" / inch
- 7) Total money
- 8) Commis 5.0%
- 9) Disor
- 10) Amount
- 11) Payable

Ex - For ad placement of Padma Seta by SJTBZ bill of Rs 11500

Newspaper & Publication Date	Placement of Ad	Col/m	Inch	Total Adm/line	Each Col/m/line	Total money	Commission	Disburse
The Daily Manojan	last page	3	8	24	Decided	10000	-	-
							(+15% vat)	
							Total with vat	

Financial Delegation Power of Revenue Expenditure B-14

Passport Order: The Daily Manojan

Day 14 EC Memo:
Executive Committee Memo:
Submitted to the EC if the amount of ad is above 10 K.

Day 15 Rotary Club Letter:
Billing 14 B Delegation
Magazine so vertically portrait mode.
Money more than 10 K.

Day 14 EC Memo:
Magazine Name: Rotary Club of Ramnagar
No. of ads: 1
Ad sized position: Normal full page
Ad color print: 4 colour print
Ad monetary value: 50000 tk
Vat exclude

Billing Delegation: 14 B.
Advertisement Poster.

Amount Payable	Portrait Mode for Billing of Magazine	Magazine Name & Publication	Placement of Ad	Position	Type [Color Print]	Total Money	Commission	Disburse
10000	Date	Rotary Club of Ramnagar	Middle page	Full page		50000		
0000								
1500								
11500								

Amount Payable

50000

50000

(+15% Vat) 7500

Total with vat 57500

Day 17 Ad poster Email

Day 18 Listing Letter

Day 19 Mid Year Business Strategy Summit

Report: Gulshan Youth Clubs:
Listing of Names

Day 20 List of Board of Directors
List of High Officials

Day 24

List of Board of Directors:

- 1) Mr. Mohammed Yunus Chairman
- 2) Mr. Md. Samad Shahid Director
- 3) Mr. Md. Abdul Baneh Director
- 4) Mr. Akbar Uddin MD & Director & Chairman Executive Committee (EC)
- 5) Mr. Abdul Karim (Nazim) Director
- 6) Engr. Md. Towhidul Rahman Director & Chairman FRMC
- 7) Mr. Fakir Ahitauzzaman Director & Vice Chairman Executive Committee (EC)
- 8) Mr. Md. Moshim Rahman Chandra Director
- 9) Mr. Fakir Marhikuzzaman Director
- 10) Mr. KAM Majedur Rahman Independent Director

List of High Officials:

- 11) Mr. M. Shahidul Islam MD & CEO
- 12) Mr. Abdul Aziz AMD & CBO
- 13) Mr. S.M. Mainuddin Chowdhury AMD & CTO
- 14) Mr. Niam Osmanul Hasan AMD & Head of HRD
- 15) Mr. Md. Shabjahan Shroy DMD
- 16) Mr. Md. Akter Hossain DMD & COO
- 17) Mr. Tamsar Uddin Ahmed DMD
- 18) Mr. Nazim Sekarper DMD
- 19) Mr. Md. Nazimuddin DMD
- 20) Mr. Md. Abdul Bashara SEVP
- 21) Mr. Md. Jafar Sadev SEVP
- 22) Mr. Nazim Ahamed SVP

- 23) Mr. A.H.M. Asmat Uddin SAVP
- 24) Mr. Md. Jahir Hossain SAVP
- 25) Mr. Md. Samam Rashid JAVP

Day 25

Different Email

- 1) For list of board of directors & high officials. [Green Line Bus Counter]
- 2) For other branches & officials: [Green Line Bus Counter]
- 25 & 26 of other branches different email.
- 3) Own Arrangement: Different Email.

Total Email Calculation:

- 1) List of BOD & High officials: 25 ppl
- 2) Other Branch Officials: 24 + 25 + 24 + 25 = 98 ppl 26 ppl
- 3) Own arrangement: 10 ppl

Day 26, 27

Writing Emails:

Dear Sir/Madam,

Day 28 Prepared guest list

Day 29 - Took 2 days.

Day 30, Day 31, Day 32

Drafting invitation letters [Over 100]

INTERNSHIP OUTCOME

The thing I realized is that internship is not something for just graduating with a good grade from university but it is a life time experience that gives us a view of the working life and takes us one step closer to choosing our career. My internship journey gave me an opportunity to explore bank PR and understand how the corporate world works. I learnt a lot during my three months internship period and it made me realize how PR is an important part of banks to keep good relationship with clients, to promote the bank and keep the bank's image well reputed.

The employees of SJIBL's Public Relations Department were very helpful and supportive which made my internship journey easier and I felt like a part of SJIBL family. It was a rollercoaster ride for me as before joining the internship I didn't have much idea about of bank PR but working in SJIBL's I gained a vast knowledge of bank PR.

SJIBL internship has taught me how being punctual, managing my work properly and adapting to the corporate life is important to be successful. It taught me how to be proficient in using Microsoft Word and Microsoft Excel and the importance of this two software in bank PR. I learnt simple tasks such as clippings as well as learnt complicated tasks like making billing delegation, EC memos and budgeting. This internship journey also taught me how to draft different types of documents such as press releases, invitation letters and agreement letters and creating sticker labels. It also enhanced my communication skills, time management and problem solving skills. I was never accustomed to bank PR and it made me understand the depth of bank PR.

This internship journey made me realize how much potential and capability I have and boosted my confidence, I did things which I never thought I would be doing. The internship journey was very important for my future corporate life as it helped me to be prepared for it. Also I hope all this internship learning will help me to overcome any challenges or obstacles that I would face in my future professional life. It also

made me realize if we are dedicated and focused on our work and put all our heart and soul in it, no one can stop us from achieving success.

SELF-ASSESSMENT FORM

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

Name of Intern: Nahian Quader Kaori

University ID: 191012065

Name of the

Institute/Organization:

Corporate Office Address:

Shahjalal Islami Bank Limited

Plot # 4 , Block #CWN (C) , Gulshan Avenue,
Dhaka - 1212 , Bangladesh

E
m
ai
l:

sblho@sjiblb.com

W
e
b
:

<https://sjiblb.com/>

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

40+

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

Five Thousand 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)	RATIN G
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	4
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.	5

8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
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	4
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)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
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	5
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.	5
25	What is your average score from this test?	4.88

5. General Comments

This internship helped me to gain experience that I can apply in my future professional life. Also this opened more job opportunities to me in PR field as now I am more skilled than before and know more about bank PR. The learning from this internship will help me to work successfully in the corporate world.

A handwritten signature in black ink, appearing to read 'Kavi', with a small asterisk or flourish above the 'i'. The signature is written over a horizontal line.

Signature of Intern

PROFESSIONAL COMPETENCES

SJIBL gave me the opportunity to explore bank PR and understand my potential and capabilities that I didn't know about. Before joining the internship I didn't know I would do and learn so much in few months. It gave me the opportunity to understand the depth of bank PR and understand the corporate world. SJIBL is one of the most famous banks in Bangladesh and working as an intern in PR department of it was a huge opportunity for me and I'm grateful for it. SJIBL working environment is very professional and it taught me how to be more professional.

The competencies that were attained during my internship program are listed below:

Attitude:

- In SJIBL, all the employees are very professional and were older than me but it was a pleasure to work with them as they always guided me and supported me which helped me to adapt to their surroundings quickly.
- It made me realize, it is very important to have an attitude to learn from mistakes and seek guidance to do my work properly. Also I understood the ability to accept mistakes, and staying positive and solving problems are very important instead of giving up.
- It also made me realize respecting other's opinions and taking suggestion for better work is very important. Though I was just a PR intern, in many scenarios my seniors gave me the opportunity to give suggestions.

Skills:

- It made me understand how communication is very important in PR work. From having relationship with clients to building brand image, communication is the key to everything. Before I was shy to talk to people, but working here made communicate

with other from time to time and this gave me more confidence to talk and increased my communication skills.

- I learnt meeting deadlines is very important and it requires time management skills as if we don't meet deadlines everything could go wrong. At first it took me a lot of time to draft a single document but as I started working on several documents I got better at it and learnt how to manage the time and draft multiple documents at the same time. This dramatically improved my time management and multitasking skills.

Knowledge:

- It helped me understand how PR is very important in banks to hold a good image and to sustain good relationship with their valued clients.
- I had a vague idea of bank PR before but this internship helped me gain vast knowledge of bank PR. Before I never even heard of the terms such as EC memos and billing delegation but after working as a PR intern in SJIBL I learnt how to even prepare EC memos and billing delegation.
- I have gained more knowledge in using software such as Microsoft Word and Microsoft Excel.

Apart from this, these are the overall skills that I attained through my entire internship journey.

- Using of various software efficiently
- Interpersonal skills
- Multitasking skills
- Problem solving skills
- Time management skills
- Drafting of different types of documents
- Organizing different types of client list

APPENDIX

Apart from my projects that I elaborated earlier I was even involved in other tasks such as clippings, and other types of billing and writing captions. In addition, I have added photographs of some of my other tasks during my internship period below.

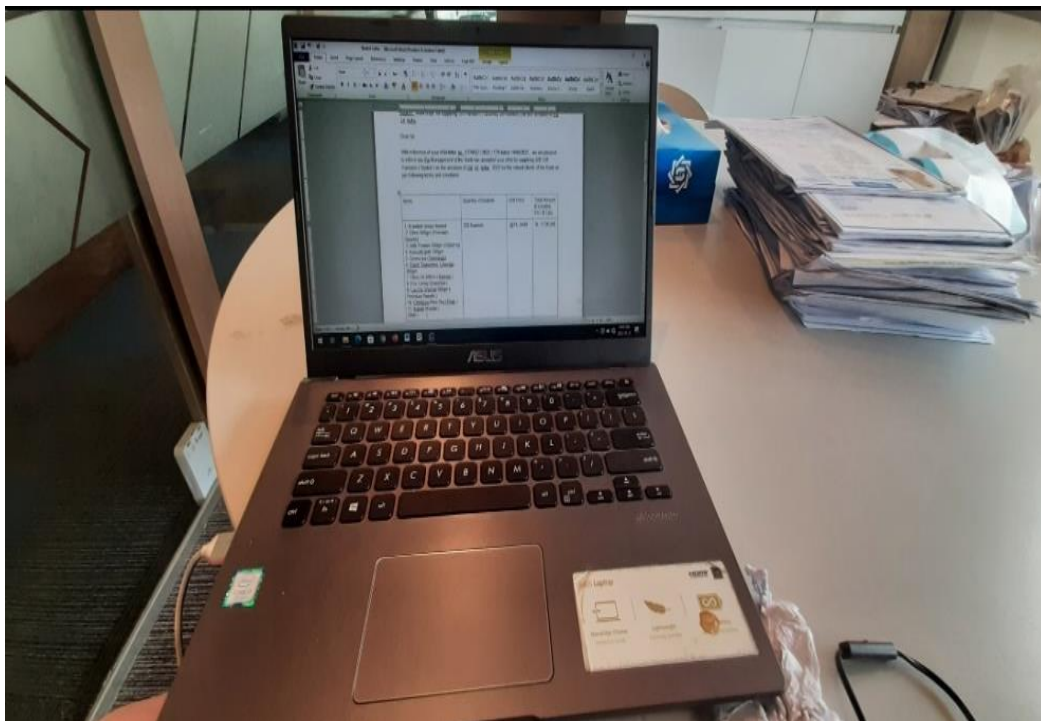


Image A.1: My desk at Shahjalal Islami Bank Limited

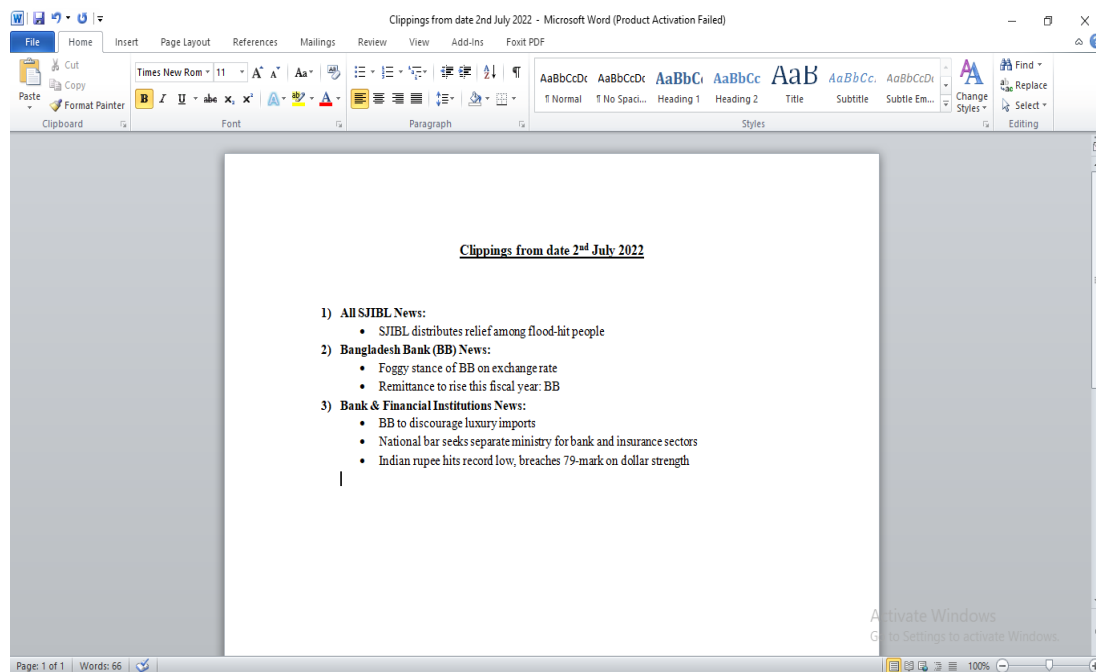
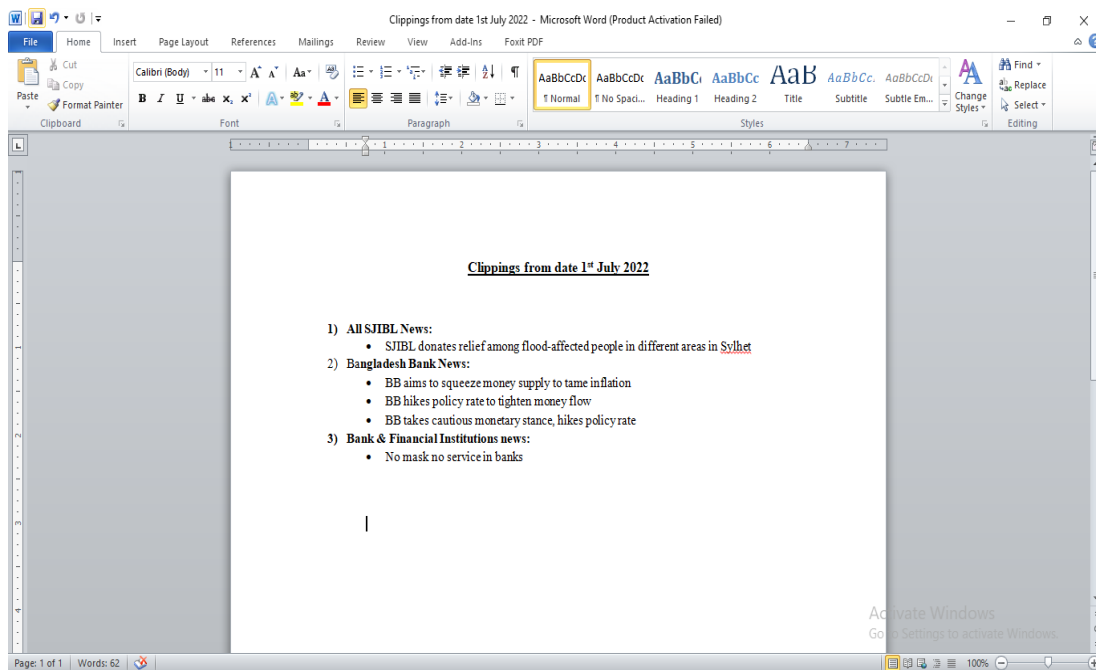


Image A.2 & A.3: Arranging clippings from newspapers

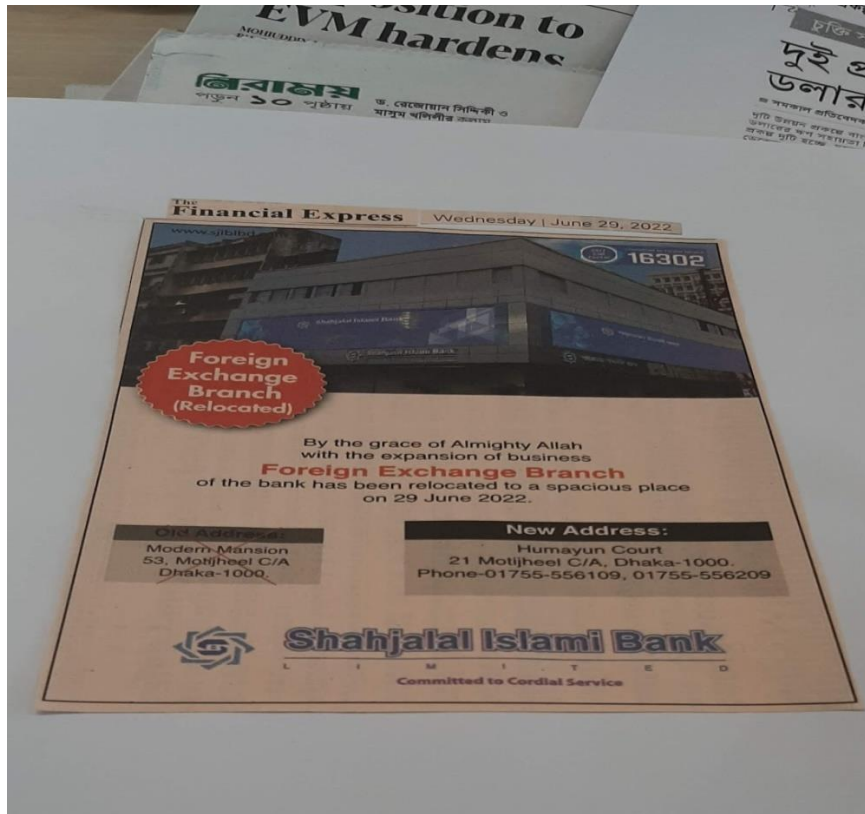


Image A.4: Cutting and pasting SJIBL's advertisement from newspaper for clippings

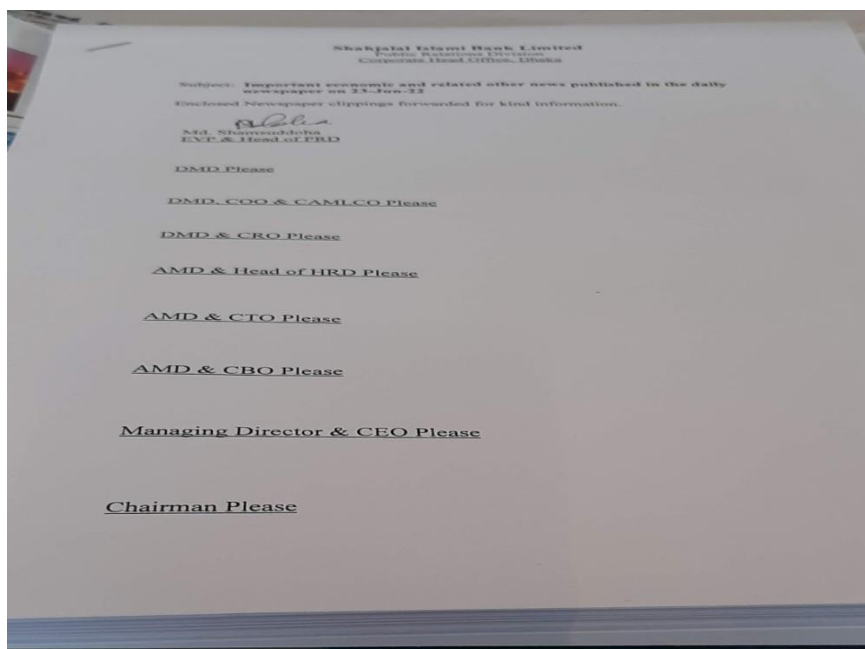


Image A.5: Clippings ready for submission to Head of PRD

Budget for Eid-ul-Azha ad - Microsoft Excel (Product Activation Failed)

Newspaper	Page	Size	Amount (Tk.)
The Daily Naya Diganta	Front Page	8inch 8column	10000
The Daily Khabarpatra	Last Page	8inch 8column	5000
Ajkaler Khobor	Front Page	8inch 8column	10000
The Daily Sokaler Shomoi	Front Page	8inch 8column	10000
Bangladesher Alo	Last Page	8inch 8column	5000
Swadesh Pratidin	Last Page	8inch 8column	5000
Total Amount			45000
Vat After Tax (15%)			6750
Total Amount with Tax			51750

Image A.6: Budget of Eid-ul-Azha advertisement

SME Day Bill - Microsoft Word (Product Activation Failed)

File Home Insert Page Layout References Mailings Review View Add-Ins Foxit PDF

Clipboard Font Paragraph Styles

Billing for SME Day 2022 by SJIBL

Office note:

Date: 22.07.2022

Topic: Shahjalal Islami Bank's advertisement publication for "SME Day 2022" in "The Daily Star" bill clearance 69000 taka.

Newspaper & publication date	Placement of advertisement	Column	Inch	Total column/ inch	Each Column/ Inch (Amount)	Total amount	Commission %	Total Commission	Payment Amount
The Daily Star	Middle page	4	10	40	Decided	60000	-	-	60000
								Total	60000
								(+)15% VAT	9000
								Total payment with VAT	69000

In the last 08-06-2022, in 831th meeting of dependent community the "SME Day 2022" ad publication has been discussed and payment of 69,000 taka has approved under "Financial Delegation Power of Revenue Expenditure B-14 (b)."

Payment Order: Under "The Daily Star"

Page: 1 of 1 Words: 116

Image A.7: Billing for SME Day 2022

THANK YOU