



Department of Media Studies & Journalism

Internship Report

Prepared By: Nur Nafisa Ahmed

ID: 173012058

Term: Spring 2023

Course Code: MSJ 11498

Host Organization: Bread & Butter



Date of Submission: 07 May 2023

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Student Details

Name	Nur Nafisa Ahmed
ID	173012058
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Sustainable Development Studies
Career Objectives	To excel in a career in Public Relations by utilizing my communication and relationship-building skills to drive positive outcomes for clients or organizations.

Internship Details

Host Organization	Bread & Butter
My Working Section	Strategy & Planning
Supervisor	Syed Ridwan Hossain Bipro, Strategy and Planning Manager
Designation	Intern
Start Date	January 1, 2023
End Date	April 30, 2023
Hours Per Week	48 hours
Total Working Period	Approximately 17 weeks

Acknowledgement

I would like to begin by expressing my deep gratitude to the Almighty God, who has blessed me with the strength, resilience, and opportunities to pursue my dreams and achieve my goals. It is through His blessings that I was able to complete my academic and internship journey.

I am also deeply grateful for the unwavering support and patience of my parents throughout my academic journey. Their love, encouragement, and belief in me have been the driving force behind my success, and I will forever be grateful for their sacrifices, guidance, and encouragement.

I am also very grateful and wish to express my profound indebtedness to my internship advisor, Dilshad Hossain Dodul, Senior Lecturer, Department of Social Science, University of Liberal Arts Bangladesh, and my internship coordinator, Muhammad Aminuzzaman, Senior Lecturer, Department of Social Science, University of Liberal Arts Bangladesh. Their knowledge, insights, and constructive feedback have been invaluable in enabling me to grow both personally and professionally, and I am grateful for the time and effort they have invested in me.

Furthermore, I would like to thank my internship supervisor at Bread & Butter, Syed Ridwan Hossain Bippro, Strategy and Planning Manager, for his guidance, support, and mentorship during my internship journey. His dedication to providing me with a rigorous and stimulating working environment has helped me develop the skills and knowledge necessary to excel in my field.

I would also like to express my sincere gratitude to Prof. Jude W.R. Genilo, PhD, Head of the Department of Media Studies and Journalism, University of Liberal Arts Bangladesh. His deep knowledge, guidance and kind help have been instrumental in shaping my academic journey.

In conclusion, I am deeply grateful to everyone who has played a role in my academic and professional journey. The encouragement and support of my friends throughout my academic journey also have been invaluable. Their constant motivation and friendship have helped me stay focused and determined to achieve my goals. I would also like to extend my sincere gratitude to all the faculty members of the department of media studies and journalism and the staff of the University of Liberal Arts Bangladesh and my colleagues at Bread & Butter for their support, guidance, and encouragement. Their expertise and insights have been instrumental in enabling me to achieve this significant milestone in my academic and professional journey.



MSJ041

PLAGIARISM DECLARATION

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

Name: Nur Nafisa Ahmed
ULAB ID: 173012058

Signature: 

INTERNSHIP REPORT APPROVAL FORM

Student Name: Nur Nafisa Ahmed

ID No. 173012058

Major: Public Relations

Year: Spring 2023

Local Phone: 01706710885

Email: nafisa.ahmed.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: Bread & Butter

Internship /Project Report Topic:

Semester (Tick one):

☒ Spring 2023☐ Summer 2023☐ Fall 2023

Advisor APPROVAL

(Please place a Tick)

☐ Approved☐ Not Approved☐ Partial Re-write☐ Full Re-writeRemarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____

Date: _____

Name: Dilshad Hossain Dodul

Title: Senior Lecturer

E-mail: dilshad.hossain@ulab.edu.bd

Phone: 01327411419

Introduction

The learning gained from the academic course is given practical work experience to a student through internships. The internship period gave me new workplace experience. This report chronologically presents an of workplace tasks during my four-month internship period. This report reflects on how I have applied the university learnings in the workplace and how I have faced new obstacles and how my perception has changed.

My report clearly describes the tasks I engaged in as an intern at a marketing agency "Bread & Butter". Objectives, learning, project summary, duties, and responsibilities of each work done by me are included in this report project-wise. I describe each work I do as eight different projects.

To prove my creativity and knowledge, I got myself into the position of Intern, Strategic Planning in my host organization. But I was involved in various content ideas, social media analysis, research and development, and other tasks along with working as an intern, strategic planning in the organization. Also, as I am an intern, strategic planning, my supervisor suggested me to read some related articles which made my work easier.

Bread & Butter is a marketing agency whose core is communication. They complete the needs of each of their clients through advanced communication. Bread & Butter assures the client that they have a highly skilled and well-motivated team who can channel their creativity and provide unique solutions and content for the client's requirements to promote quality.

I got detailed knowledge about content writing, planning, strategy, and visual art from this marketing agency. Also learned that communication skills and creative thinking are much needed for an agency. I believe my internship period at this agency was very beneficial. Which will lead me to more success in the future

Expectation and Objectives

Expectation

A student gets an opportunity to apply the knowledge of a four-years academic course in the real professional world through internships. This experience makes every student a new believer. So, I was obliged as a student to complete the internship to engage myself in the real professional world. As a Public Relations student, I always wanted to build my career in Strategy & Planning. I had the opportunity to intern there with highly qualified copywriters, strategy & planners, and an art director. My initial expectation was to understand how the real world of work operated outside of the theory and classroom.

Below are the expectations from the organization during my internship period:

- I wanted to gain complete knowledge about a marketing agency. (Eg: media buying, media planning, creative digital content, B2B and B2C).
- To know how to communicate well with clients.
- To learn how to attract clients through creative thinking.
- I wanted to know the official terms of the workplace by applying the knowledge gained from the university.
- To know how to group work in the organization.

Objectives

As a public relations major student, I aimed to gain knowledge about the inner workings of a marketing agency. Out of my curiosity, I wanted to do an internship at a marketing agency.

- I want to be a multitasking and creative person.
- I want to see myself as a more responsible, strong, and moral person.
- I want to improve my communication skills.

Host Organization: Bread & Butter

Organizational Type: Marketing Agency

Status: Private Limited

Year of Establishment: November 2021

Address: Flat-10, House-36, Road-2 (Ultra Voot Building), Dhanmondi, Dhaka 1209

Website (Linkdink) : <https://www.linkedin.com/company/bread-and-butter-bangladesh//>



Company profile

Introduction

Founded in November 2021, Bread & Butter is a proprietorship business, set out to create branding image and other promotional activities, paving the road to reach that stage.

Primary activities:

- Creation of creative digital content
- Promotion strategy
- Media planning
- Online trend analysis
- Social media speculation

Vision:

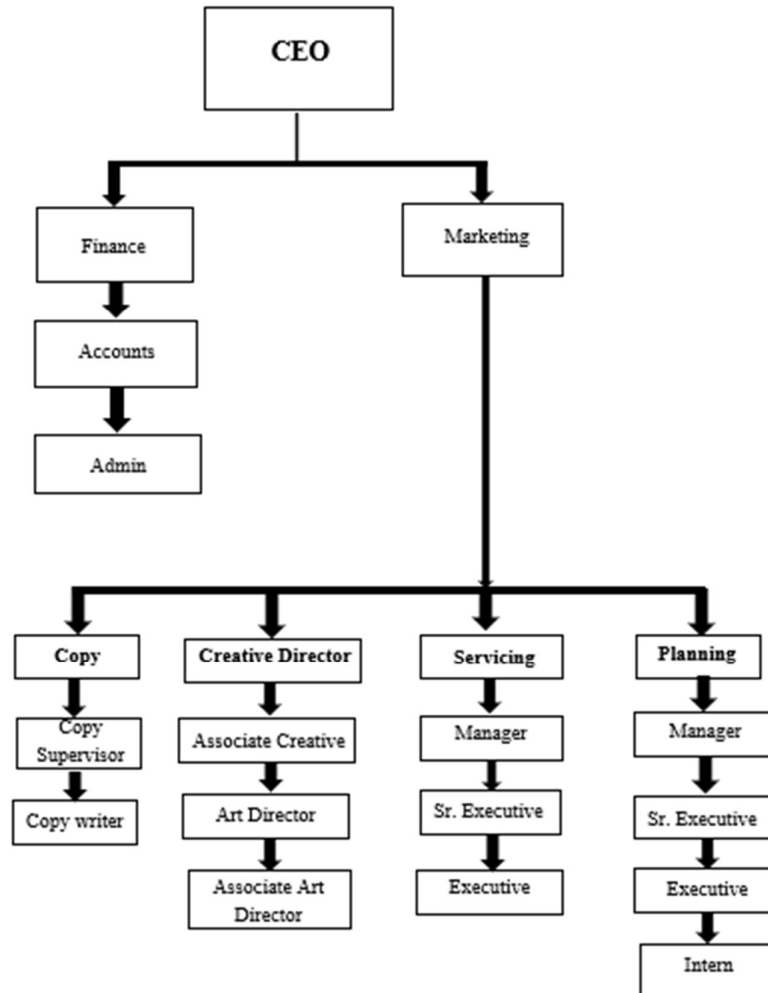
The vision at Bread & Butter, is of a team of highly skilled, and well-motivated members, who are able to let their creativity flow and provide unique solutions and content to client requirements for quality promotion.

Representative:

Mohammad Abdun Naser Bhuian (Chief Executive Officer/ Proprietor)

-A social media expert with 10 years of experience in Digital Journalism and Online Content Trends and Marketing.

Organogram



Tasks as Intern

From January 1st, 2023 to April 30th, 2023, I worked as a strategic planner intern at Bread-and-Butter Marketing Agency. During my internship, I was a part of the strategic planning team and was responsible for various tasks assigned by my supervisor, including planning. The responsibilities assigned to me are included below -

- Brand analysis.
- Social media content analysis of our client's competitors.
- Content idea development for social media.
- Creating a pitch deck to present an idea to clients.
- Providing content ideas for an event or campaign.
- Identifying products of competitors' companies.
- Writing meeting minutes of client meetings or internal meetings at the organization.
- Working as a volunteer and field visit at events.
- Contacting various vendors over the phone call for the event.

Project Details

Project 1

Project Name: bKash PRA awareness campaign

Client: bkash

Start Date: 22.1.2023

End Date: 28.2.2023

Project Overview: Business Dashboard Digital Amplification

"bKash Merchant Group - Official" is an official Facebook group of bKash only for those who use merchant accounts for business transactions. Merchant account users post to this group to resolve various issues and get important information. By researching information on the official Facebook group of bKash Merchant Group - Official, it can be seen that most of the merchant account users are asking questions about the PRA account, Mobile Recharge, problems in using a merchant account, and advantages and disadvantages of using Dashboard.

We discuss research findings through online meetings with bKash. bKash shares with us a brief on bKash Business Dashboard to run a campaign for surrogate channels.

We are doing this campaign to engage more bKash merchant users in using the business dashboard.

The social media campaign we did for the bKash business dashboard was successful. The number of business dashboard members has increased rapidly. The primary membership was 500 but in the past month, it has increased to 25,000. Business dashboard members are connecting at an average of 300 per day. We conduct this campaign through static and dynamic posts on various topics in bKash Merchant Group - Official Group.

My Tasks and Responsibilities:

- I was assigned to the research and content development of the "bKash Merchant Group - Official" Facebook group.
- First, I observed bKash Merchant Group - Official for three days. I observed and compiled a list of group posts from December 2022 to January 23, 2023.
- Secondly, I observe the group and divide the issues into separate groups.
- Thirdly, put all the questions or opinions about the dashboard together in a group.
- In this way, in a total of 18 groups, various problems, and opinions are kept in PowerPoint.
- Finally, I provide some content ideas on the bKash dashboard.

Dashboard

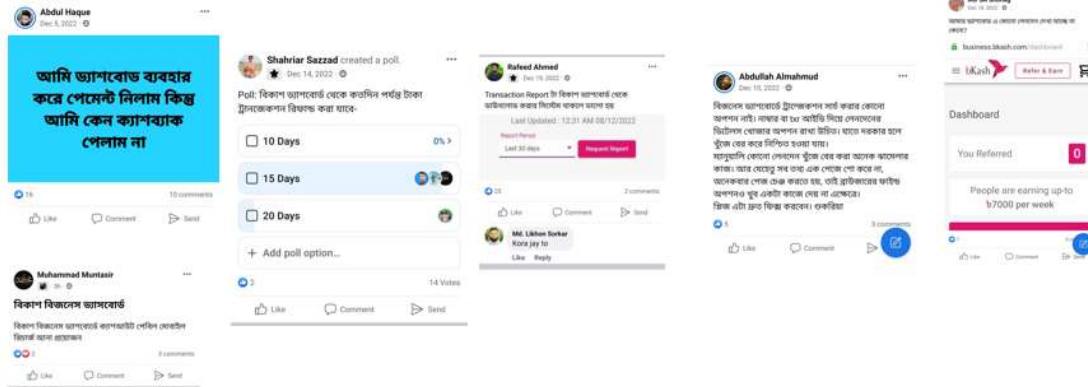


Image 1.1: bKash merchant users some queries about dashboard

bKash Merchant Group - Official		
Date/ Topic	December 2022	1 January - 22 January 2023
API	13	6
Merchant	26	9
Personal Retail Account	1	
Send Money	5	5
Dashboard	11	16
Mobile Recharge	9	3
Bill Payment	8	8
Bonus	6	0
PRA	15	19
Payment	4	1
PGW	1	0
Payment	0	
Mems	0	4

Image 1.2: some statics about bKash Merchant Group - Official

Dashboard

- Listicle – ড্যাসবোর্ড ব্যবহারের ৭ টি সুবিধা
- Tutorial – ড্যাসবোর্ড রেফাররে এর মাধ্যমে কিভাবে আপনি কমিশন পেতে পারেন
- Short Video – How to registration business dashboard
- Memes



- Quiz
এখন পর্যন্ত কতজন ড্যাসবোর্ড রেফার করেছেন?

Image 1.3: Some content ideas about bKash dashboard

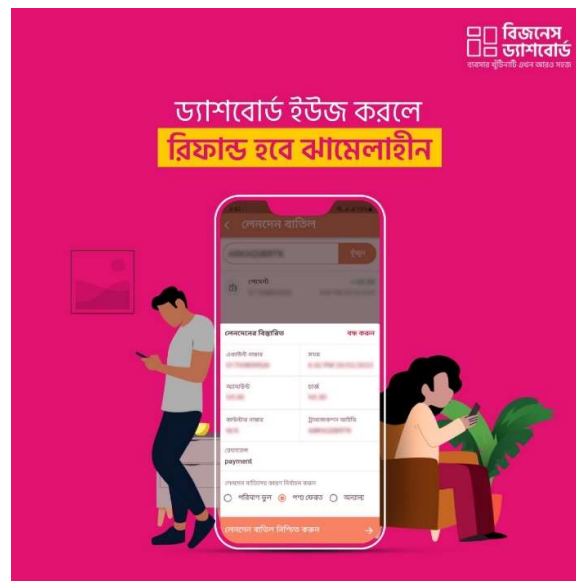


Image 1.4: Announcement static post about dashboard refunds

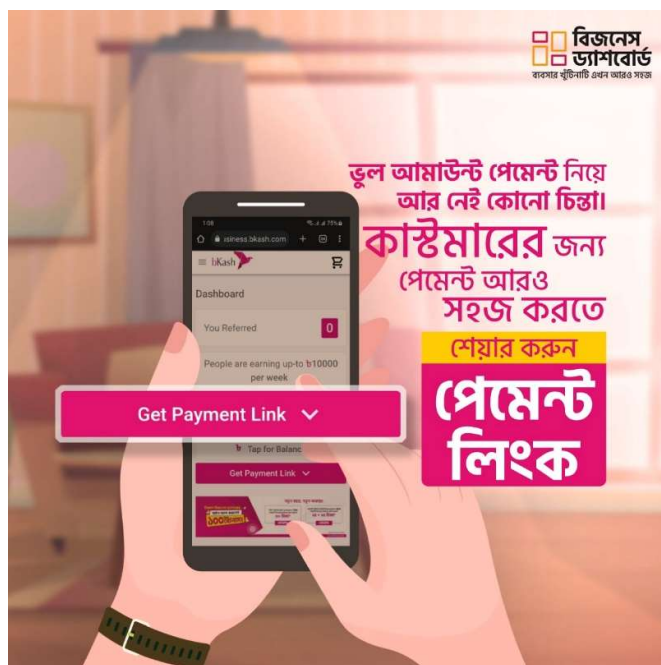


Image 1.5: A static post on payment links for the business dashboard

Challenges:

- It was a difficult decision to plan on this product after observing from the various problems of the group.
- "bKash Merchant Group - official" is a confidential group of bKash that's why we could not promote publicly the group by any influencer.
- We had to carefully think through the campaign ideas as each piece of content had to be created based on group members' thoughts and tests to engage them in using the Business Dashboard.

Mistake:

- Among the many ideas for the campaign, two of the ideas I wrote about the listicle were wrong.
- The first concept I thought of for Static Post was not a strong idea.

Learnings:

- Any kind of research should be done under strict supervision.
- Creating content by understanding the attitudes of the target audience.
- Learned to work fast and efficiently under pressure.
- By working on research and content development, the scope of knowledge about content development has increased.

Project 2

Project Name: ActionAid event on Women's Day 2023

Client: ActionAid

Start Date: 05.03.2023

End Date: 05.03.2023

Project Overview: Innovation: women's access to and participation in Science, Technology, Engineering & Math (STEM)

ActionAid's women's day event উদ্ভাবনে নারী was held on 5 & 6 March 2023. The event slogan was জ্ঞান-বিজ্ঞানে, প্রযুক্তি ও সমাধানে. The theme of the event was Bangladeshi girls' reluctance to study science-related subjects. This is an awareness event from ActionAid on Women's Day where women are less interested in science, technology, and maths. This event is also held to encourage them to take up science. This event showcases how women in Bangladesh are gaining access to digital technology and advancing their contributions to STEM fields.

ActionAid's women's day event was held on at two different locations. The first day of the event was held at Northsouth University. In this event, various interesting games, 360 photo booths, quizzes, exhibitions, stickers, and panel discussions were held for university students based on the theme of the event. The quiz questions and game were about renowned women scientists in Bangladesh. Around 100 students were giving feedback through sticky notes and also participated in quizzes.

My Tasks and Responsibilities:

- I was assigned development content ideas and research for the event.
- Also, they were assigned to me for their event as a volunteer.
- Firstly, I have made a list of women scientists in Bangladesh based on the event theme.
- After that, I made a copy of the information about the awards and honors they received for their work.
- I was given various content ideas for the event in a group discussion with our creative team.
- For example, the idea of questions about famous women scientists of Bangladesh for a quiz.
- Also, while working as a volunteer, I had to collect information from the participating students and explain the main concept of the event to them.
- At the end of the event, I put the collected data into an Excel sheet which is submitted to the client.

ActionAid Event Participant			
	Name	Phone Number	Email
3	Mehadi	01850920811	mmhihownaue@gmail.com
4	Taniama	01720423538	tanimar514@gmail.com
5	Afsana	01839199558	afsanamelu99@gmail.com
5	Nanjiba	01635259082	nanjiba.dristy@northsouth.edu
7	Ifraz	01615258713	ifraz.hoidep30@northsouth.edu
3	Rafi	01316012982	hidden72345@gmail.com
9	Jemi	01300432428	nusratiemi@northsouth.edu
0	Prome	01912161940	shefetuz2001@gmail.com
1	Jim	01923242882	mir.jim@northsouth.edu
2	Nahiyen	01876600636	Nahyaanhumu@gmail.com
3	Nargis	01749822307	nargis1198@gmail.com
4	Tanvila	01521721820	syed.hosin1@gmail.com
5	Fahim	01812946352	fahimahmd.mozumder50@gmail.com
6	Zarif	01517924620	zarif1442@gmail.com
7	Shawon	01990605112	shawonshas2021@gmail.com
8	Mehedi	01980483619	mehedihasa206@gmail.com
9	Maholul Shahoriar Siam	01747367237	maholulsiam03@gmail.com
0	Sharaft Anjom Hilidita	0170840738	sharaft.anjum@gmail.com
1	Raiyan Araf	01302700971	208raivan@gmail.com
2	Saima Mridha	01620241552	saimamridha.nsu@gmail.com
3	Abeena Rahman	01626485900	abeena.rahman@northsouth.edu
4	Tanim Akter Mim	01629115188	tasnim.mim01@northsouth.edu
5	Fahim Sakib	01998768045	fahimsakib80@gmail.com
6	Hamim Ahmed	01707509461	hamim.ahmed656@gmail.com
7	S.M.A Sabir	01670291135	mahrone08111214@gmail.com
8	Nusrat Jaham	0132230550	zaaham12@gmail.com
9	Rifat Hossain	01883256000	rifat.hossain@northsouth.edu

Image 2.3: ActionAid event participant list in excel

Challenges Faced:

- Limited time - I had to find prominent women scientists in Bangladesh for this event quiz in a very short time. Meanwhile, I had to double check the information I received to verify the authenticity of the information.
- For the first time, I worked as a volunteer, and I found it quite tough to understand the different segments of the audience.
- Due to the large number of participants in the event, it took me a lot of time to convert the information into an Excel sheet.

My Mistakes:

- There were some Bengali spelling mistakes in the content which I wrote for the quiz.
- I made a mistake in entering the information of five participants while converting the information to Excel which later I corrected.

My Learnings:

- Learned to fact-check information to write content on a specific topic.
- A volunteer to efficiently deal with all situations during the event.
- Using correct spelling for any content and conveying the main concept within the content.

Project 3

Project Name: Stories of women achieving success through ActionAid

Client: ActionAid

Project Overview: ActionAid is a human rights organization whose mission is to achieve gender equality, social movements, poverty alleviation, and people's organization. ActionAid has always stood by underprivileged women in the cause of women's rights and gender equality. This organization connects women who are mentally and physically challenged, and underprivileged with various trainings and jobs. Similarly, Women like Khodeja, Rabeya, and Sukhi who have made progress in achieving their life objectives are assisted by ActionAid. In this project, we wrote one English and Bengali story content on the stories of successful women in collaboration with ActionAid. Besides, static and dynamic posts are later created with these stories.

My Tasks and Responsibilities:

- I was assigned with translating English content to Bangla in this project.
- I wrote about the first story out of three stories. The first story is about "Khodeja is her own friend".
- I read the English content thoroughly before translating so that it is easy to understand the essence of the content.
- I use meaningful Bengali words for each line during Bengali translation so that the translation is also elegant.

The Main Copy:

KHODEJA IS HER OWN FRIEND

‘I want more women to join the workforce. Our country won’t develop if the women are lagged behind.’

This is how Khodeja Akhtar, a woman who believes she is no less than a man and is now working as a Swing Operator, conveyed her thoughts on women empowerment.

From 2017, Khodeja has been connected with Action Aid. She learned about women rights, violence against women and how to prevent them. Not only learning, Khodeja also implemented them in her life and became her very own shield!

At the factory, a senior officer used to touch the women without their consent. The women used to remain silent, fearing that they would lose their job. The same thing happened with Khodeja Begum. Under the pretext of teaching work, that senior officer used to touch Khodeja’s hand every now and then. Discussing the subject with her co-workers, Khodeja learned that the other women were not willing to make a complaint about this. But Action Aid had taught Khodeja to stand against any kind of violence happening to women, anywhere anytime.

Deciding that she will not remain silent, Khodeja started taking actions. From then on, whenever that officer would touch her hand, she would shake his hand off. This started to attract a lot of attention and that officer realized this. One day, he took Khodeja aside and threatened her that she will lose her job if she doesn't agree to his terms. This stirred up more rage inside Khodeja, it was dignity that was greater than the job. She decided to complain to the higher authority. After her complaint, Khodeja saw how the higher authority was not willing to take any steps regarding this. She stopped going to work and started convincing others that they should stand up. After many try-outs, Khodeja successfully convinced them. All of them stopped going to work. Instead, they gathered around the factory outside and shouted words of protest. Later, the other workers joined in. At one point, the authority had to accept their demands and that officer was sacked from his job.

A very successful Khodeja received a lot of appreciation from her teammates. Not only did she bring down a debauched officer, but she also made the other women workers believe in their own strength.

Khodeja wants every woman to take actions against any kind of violence, that has happened to her or to the women around her. She firmly believes that the struggle of a woman becomes a lot easier if other women support her in the long run.

My Tansalated Copy (Daft):

খোদেজা তার নিজের বন্ধু

আমি চাই আরও বেশি নারীরা কর্মক্ষেত্রে যোগদান করুক। নারীরা পিছনে পড়ে থাকলে আমাদের দেশের উন্নয়ন হবে না।

খোদেজা আক্তার, একজন মহিলা যিনি বিশ্বাস করেন যে তিনি একজন পুরুষের থেকে কম নন এবং এখন একজন সুইং অপারেটর হিসাবে কাজ করছেন, তিনি নারীর ক্ষমতায়ন সম্পর্কে তার চিন্তাভাবনা জানান।

২০১৭ সাল থেকে খোদেজা অ্যাকশন এইডের সাথে জড়িত। তিনি নারীর অধিকার, নারীর প্রতি সহিংসতা এবং কিভাবে প্রতিরোধ করা যায় সে সম্পর্কে শিখেছেন। শুধু শেখা নয়, খোদেজা তার জীবনে সেগুলি বাস্তবায়নও করেছেন এবং তার নিজের আত্মরক্ষক হয়ে উঠেছেন!

কারখানায় একজন উর্ধ্বতন কর্মকর্তা নারীদের অনুমতি ছাড়াই তাদের স্পর্শ করতেন। চাকরি হারানোর ভয়ে নারীরা নীরব থাকতেন। খোদেজা বেগমের ক্ষেত্রেও একই ঘটনা ঘটেছে। **শিক্ষকতার অভ্যুত্থানে ওই উর্ধ্বতন কর্মকর্তা বার বার খোদেজার হাত স্পর্শ করতেন।** তার সহকর্মীদের সাথে বিষয়টি নিয়ে আলোচনা করে, খোদেজা জানতে পেরেছিলেন যে অন্য নারীরা এই বিষয়ে অভিযোগ করতে রাজি নয়। কিন্তু অ্যাকশন এইড খোদেজাকে যে কোনো

সময়, যেকোনো জায়গায় নারীদের প্রতি যে কোনো ধরনের সহিংসতার বিরুদ্ধে দাঁড়াতে শিখিয়েছে।

তিনি সিদ্ধান্ত নেন তিনি চুপ থাকবে না, **খোদেজা পদক্ষেপ নিতে শুরু করেন**। তারপর থেকে, যখনই সেই অফিসারটি তার হাত স্পর্শ করত তখনই সে তার হাত সরিয়ে দিত। এটি অনেক মনোযোগ আকর্ষণ করতে শুরু করে এবং সেই অফিসার এটি বুঝতে পেরেছিলেন। একদিন, সে খোদেজাকে আড়ালে নিয়ে যায় এবং তাকে হুমকি দেয় যে সে তার শর্তে রাজি না হলে সে তার চাকরি হারাবে। এতে করে খোদেজার ভেতরে আরও ক্ষোভের সৃষ্টি হয়, চাকরির চেয়ে মর্যাদাই বড়। তিনি সিদ্ধান্ত নেন যে উর্ধ্বতন কর্তৃপক্ষের কাছে অভিযোগ করার। তার অভিযোগের পর খোদেজা দেখলেন, উর্ধ্বতন কর্তৃপক্ষ এ বিষয়ে কোনো পদক্ষেপ নিতে রাজি নয়। তিনি কাজে যাওয়া বন্ধ করে দেন এবং অন্যদের বোঝাতে শুরু করেন যে তাদের দাঁড়ানো উচিত। অনেক চেষ্টার পর, খোদেজা সফলভাবে তাদের রাজি করান। পরিবর্তে তারা কারখানার বাইরে জড়ো হয় এবং প্রতিবাদের কথা বলে। পরে অন্য শ্রমিকরাও যোগ দেন। এক পর্যায়ে কর্তৃপক্ষকে তাদের দাবি মেনে নিতে হয় এবং ওই কর্মকর্তাকে চাকরি থেকে বরখাস্ত করা হয়।

My Tansalated Copy (Final):

খোদেজা তার নিজের বন্ধু

আমি চাই আরও বেশি নারীরা কর্মক্ষেত্রে যোগদান করুক। নারীরা পিছনে পড়ে থাকলে আমাদের দেশের উন্নয়ন হবে না।

খোদেজা আক্তার, একজন মহিলা যিনি বিশ্বাস করেন যে তিনি একজন পুরুষের থেকে কম নন এবং এখন একজন সুইং অপারেটর হিসাবে কাজ করছেন, তিনি নারীর ক্ষমতায়ন সম্পর্কে তার চিন্তাভাবনা জানান।

২০১৭ সাল থেকে খোদেজা অ্যাকশন এইডের সাথে জড়িত। তিনি নারীর অধিকার, নারীর প্রতি সহিংসতা এবং **কীভাবে** প্রতিরোধ করা যায় সে সম্পর্কে শিখেছেন। শুধু শেখা নয়, খোদেজা তার জীবনে সেগুলি বাস্তবায়নও করেছেন এবং তার নিজের আত্মরক্ষক হয়ে উঠেছেন!

কারখানায় একজন উর্ধ্বতন কর্মকর্তা নারীদের অনুমতি ছাড়াই তাদের স্পর্শ করতেন। চাকরি হারানোর ভয়ে নারীরা নীরব থাকতেন। খোদেজা বেগমের ক্ষেত্রেও একই ঘটনা ঘটেছে। **শিক্ষকতার অভ্যুত্থানে সেই উর্ধ্বতন কর্মকর্তা বার খোদেজার হাত স্পর্শ করতেন**। তার সহকর্মীদের সাথে বিষয়টি নিয়ে আলোচনা করে, খোদেজা জানতে পেরেছিলেন যে অন্য নারীরা এই বিষয়ে অভিযোগ করতে রাজি নয়। কিন্তু অ্যাকশন এইড খোদেজাকে যে কোনো

সময়, যেকোনো জায়গায় নারীদের প্রতি যে কোনো ধরনের সহিংসতার বিরুদ্ধে দাঁড়াতে শিখিয়েছে। তিনি সিদ্ধান্ত নেন তিনি চুপ থাকবে না, **খোদেজা পদক্ষেপ নিতে শুরু করেন।** তারপর থেকে, যখনই সেই অফিসারটি তার হাত স্পর্শ করত তখনই সে তার হাত সরিয়ে দিত। এটি অনেক মনোযোগ আকর্ষণ করতে শুরু করে এবং সেই অফিসার এটি বুঝতে পেরেছিলেন।

একদিন, সে খোদেজাকে আড়ালে নিয়ে যায় এবং তাকে হুমকি দেয় যে সে তার শর্তে রাজি না হলে সে তার চাকরি হারাবে। এতে করে খোদেজার ভেতরে আরও ক্ষোভের সৃষ্টি হয়, চাকরির চেয়ে মর্যাদাই বড়। তিনি সিদ্ধান্ত নেন যে উর্ধ্বতন কর্তৃপক্ষের কাছে অভিযোগ করার। তার অভিযোগের পর খোদেজা দেখলেন, উর্ধ্বতন কর্তৃপক্ষ এ বিষয়ে কোনো পদক্ষেপ নিতে রাজি নয়। তিনি কাজে যাওয়া বন্ধ করে দেন এবং অন্যদের বোঝাতে শুরু করেন যে তাদের দাঁড়ানো উচিত। অনেক চেষ্টার পর, খোদেজা সফলভাবে তাদের রাজি করান। পরিবর্তে তারা কারখানার বাইরে জড়ো হয় এবং প্রতিবাদের কথা বলে। পরে অন্য শ্রমিকরাও যোগ দেন। এক পর্যায়ে কর্তৃপক্ষকে তাদের দাবি মেনে নিতে হয় এবং ওই কর্মকর্তাকে চাকরি থেকে বরখাস্ত করা হয়।

Challenges Faced:

- I did not face any major obstacles in working on this project.
- But I had to submit the task under pressure because my supervisor gave me this task last minute.
- Besides, I had to think about using appropriate Bengali words while translating.

My Mistakes:

- I had spelling mistakes in some lines in this content which were later corrected by the senior copywriter.

My Learnings:

- Cross-check spelling errors before submitting the file.
- Apply the correct sentence for translation.
- Translating while maintaining company guidelines and language enforcement.

Project 4

Project Name: Social media influencer in Bangladesh

Project Overview: In today's digital marketing era, social media marketing is an innovative method of promoting a product, promotion, or service using various social media platforms and websites. We are doing social media marketing for digital campaigns of various brands and companies. But this social media marketing campaign requires some prominent people on the social media platform which are called social media influencers. Influencers pitch any product, campaign, or content to their target audience with insights and opinions. Nowadays, social media marketing has become a popular method in Bangladesh. Brands like bKash, BRAC, and Kay Kraft are using social media influencer marketing to connect with their target audience on social media.

My Tasks and Responsibilities:

- I was assigned to do social media platform analysis and research on social media influencers in Bangladesh.
- Firstly, I researched what are social media marketing and social media influencers.
- After that, I find out the types of social media influencers and then put the social media influencers of Bangladesh into that category.
- I am also creating another category of influencers based on their work and creating a pitch deck based on that category.
- Pitch deck ranks infotainment, food, fun, travel, education, makeup, and lifestyle categories.
- I am analyzing every influencer's Facebook, Instagram, YouTube, and Tiktok account. After that, I report their position on social media by analyzing their likes, comments, shares, and followers.
- I am presenting the information in a word file and pitch deck of Facebook, Instagram, YouTube, and Tiktok account analysis of a total of 37 influencers in seven categories.
- Finally, I presented a pitch in front of my creative team members.

Influencers

Female

Name	Facebook	Instagram	TikTok	Link
Dana Bhai Joss	932k followers	135k		(1) Dana Bhai Joss Facebook Dana Bhai (@dana_bhai_joss) • Instagram photos and videos
Munzereen Shahid	3,092,211 followers	668k	634.2k	(1) Munzereen Shahid Facebook Munzereen Shahid (@munzereen.shahid) • Instagram photos and videos Munzereen (@munzereen.shahid) Official TikTok
Raba Khan	1.5M followers	610k	280.7k	(1) Raba I Dhaka Facebook Raba K (@rabakhan) • Instagram photos and videos Raba Khan (@rabakhan) Official TikTok
Kaarina Kaisar	654k followers	63k	61.3k	(1) Kaarina Kaisar Facebook kaarina.kaisar (@kaarinakaisar) • Instagram photos and videos Kaarina Kaisar (@kaarinakaisar) TikTok
Thoughts of Shams	2.7M followers	91.6k		(1) Thoughts of Shams I Dhaka Facebook Shams Afroz Chowdhury (@thoughtsofshams) • Instagram photos and videos
	183K followers	238k		Twink Carol Facebook Twink Carol (@twinkoooo) • Instagram photos and videos
Shabtai	985K followers	2.6 M	586.5K	(1) Shabtai Mcoira Hashem I Dhaka Facebook Shabtai Mcoira Hashem (@shishimanu.uzumaki) • Instagram photos and videos Shabtai Mcoira Hashem (@shishimanu.uzumaki404) Official TikTok
Unofficial Common Sense by Pari	929K followers	80.3k		(1) Unofficial Common Sense by Pari I Dhaka Facebook Pari Rukh Al Martin (@pari_martin) • Instagram photos and videos
Tomatop	2.7M Followers			Tomatop I Dhaka Facebook Mitapur Rahman Mimi (@mitapur_rahman_mimi) • Instagram photos and videos

Ishrat Zahen Ahmed	207K followers	134k	52.3K	(1) Ishrat Zahen Ahmed I Facebook Ishrat Zahen Ahmed (@ishrat_zahen) • Instagram photos and videos Ishrat Zahen (@ishrat_zahen) TikTok
Bangali Boi	1,100,056 followers			(1) Bangali Boi Facebook
Samima Sraboni	1,807,297 followers	111k		(1) Samima Sraboni Facebook samimasraboni (@samima_sraboni) • Instagram photos and videos
Safa Kabir	6.6 M	1.3 M	1.2M	(1) Safa Kabir I Dhaka Facebook Safa Kabir (@safa.kabir) • Instagram photos and videos Safa Kabir (@safa.kabir) Official TikTok
Japshi Das Xefar	114K followers	235k	171.2K	(1) Japshi Das Facebook (1) Xefar I Dhaka Facebook Xefar (@xefar) • Instagram photos and videos Xefar (@xefar) Official TikTok
	10M followers	4.6 M	2.5M	(1) Mehazabeen Chowdhury I Dhaka Facebook Mehazabeen Chowdhury (@mehazabeen) • Instagram photos and videos Mehazabeen (@mehazabeenchowdhury) Official TikTok
Barisha Haque	1M Followers	215k	1.3M	https://www.facebook.com/barishahaque25/ Barisha Haque (@barisha_haque) • Instagram photos and videos BARISH (@haque_barish) Official TikTok
	3.6M followers	851k	1.1 M	Parsa Evana I Dhaka Facebook Parsa Evana (@parsa_evana) • Instagram photos and videos PARSA EVANA (@parsa_evana) Official TikTok
	3.6M followers	128k	100.7K	KONA Facebook Dilhad Nahar Kona (@konasinger) • Instagram photos and videos

Image 4.1.1: Female influencers list

Male

Name	FB	IG	Tiktok	Link
Tawhid Afridi	4.4 M	1.5M	3.9M	Tawhid uddin Afridi Dhaka Facebook TAWHID AFRIDI (@tawhid_afridi) • Instagram photos and videos Tawhid Afridi (@tawhidafri121) Official TikTok
RnaR	1.7 M	25.7 K	19.7K	RnaR Facebook Rasheduzzaman Rakib (@rakib.rnar) • Instagram photos and videos Rnar (@fardoush7) TikTok
Keto Bhai	1169926	89.9K	185.8k	Keto Bhai Facebook Mashrur Enan - Keto Bhai so (@keto_bhai) • Instagram photos and videos Mashrur Enan (@keto_bhai) Official TikTok
Raj Bro	1M	30.8K	35K	Raj Bro Dhaka Facebook RAJ Bro (@_raj_bro_) • Instagram photos and videos RajBro (@raj_bro_) TikTok

Yellow Potato	21k	21.5 K	645	Yellow Potato Universe Dhaka Facebook Imdadul Haque Shovon (@yellowpotato001) • Instagram photos and videos Yellow Potato (@yellowpotato001) TikTok
Safayat Rakib	553k	26.5K	14.4k	Safayat S.I Dhaka Facebook Safayat Rakib (@safayat001) • Instagram photos and videos Safayat Rakib (@safayat001) TikTok
Salmon The Brown Fish	3.3 M	1.2M	435.5K	Salman Mohammad Mustadir Facebook Salman Mustadir (@salmon_tbf) • Instagram photos and videos Salman Mustadir so (@therealbrownfish) Official TikTok
	250 K	14.1K	489	Don Sundary Dhaka Facebook Shafiq Sundary Don (@doo_sundary) • Instagram photos and videos Don Sundary (@doo_sundary) TikTok
Shouvik Ahmed	96 K	826K	378K	Shouvik Ahmed Dhaka Facebook Shouvik Ahmed (@shouvikahmed) • Instagram photos and videos Shouvik Ahmed (@shouvikahmed) TikTok
Sakib Bin Rashid	475 K	50.4K		Sakib Bin Rashid Facebook Sakib Bin Rashid (@sakib_rashid) • Instagram photos and videos
Shalid Farhan	651 K	35.4K	42.3k	Shalid Farhan Dublin Facebook Shalid Farhan (@iamshalidfarhan) • Instagram photos and videos Shalid Farhan (@iamshalidfarhan) TikTok
Ayman Sadik	5.7M	1.5M	197.3K	Ayman Sadiq Dhaka Facebook Ayman Sadiq (@aymansadiq101) • Instagram photos and videos Ayman Sadiq (@aymansadiq101) Official TikTok
Sadman Sadik	1M	88.7K	57.7k	Sadman Sadik Dhaka Facebook Sadman Sadik (@mf_sadman_sadik) • Instagram photos and videos Sadman Sadik (@sadmansadik) TikTok
Antik Mahmud	820K	118K	101.4k	Antik Mahmud Dhaka Facebook Antik Mahmud (@being_antik) • Instagram photos and videos Antik Mahmud Ank (@antikmahmudank) TikTok

আতিক ভাই	1118965			আতিক ভাই
Kogambhai	5.8K			Kogambhai
চৌধুরী সাকিব	4.8M	764K	1.5M	Ziaul Hossain Ziaul Hossain Ziaul Hossain Ziaul Hossain Ziaul Hossain Official T
	693K	24.9K		Mahdon Sh Mahdon Sh Mahdon Sh Mahdon Sh Mahdon Sh
	769k	214k	188.1k	Ziaul Hossain Ziaul Hossain Ziaul Hossain Ziaul Hossain Ziaul Hossain Official Tik
	1.8M	186k	96.1k	Jamal Rho Jamal Rho Jamal Rho Jamal Rho Jamal Rho
Mr. Abbar (Rakin Abbar)	580K	81k	50.3k	Mr. Abbar Rakin Abbar Rakin Abbar Rakin Abbar Rakin Abbar
Safu Rafsan (Rafsan Boro Bhai)	373 K	31.3K	1021	Safu Rafsan Safu Rafsan Safu Rafsan Safu Rafsan Safu Rafsan

Image 4.1.2: Male influencers list

Food Bloggers

Name	Facebook	Instagram	Youtube	Link
~~Provaeats~~	46k			Provaeats Facebook
~~Foodieshe~~	22k	26.8k	1.22K	Foodieshe Dhaka Facebook Tanha // Food Blogger (@foodieshe) • Instagram photos and videos (83200) foodieshe - YouTube
~~Khudalagse~~	1.5M	187k		Khudalagse Facebook Fahrin Zannat (@khudalagse) • Instagram photos and videos (83200) Khudalagse - YouTube
~~Petuk Couple~~	1.3M	187k		Petuk Couple Facebook Petuk Couple

				Instagram photos and videos
~~Rafsan the 'ChotoBhai'~~	3M	472k		Rafsan the ChotoBhai Facebook Iftekhhar Rafsan (@thechotobhai) • Instagram photos and videos
~~Bangladeshi Food Reviewer~~	580k	32.8k		Bangladeshi Food Reviewer Dhaka Facebook Bangladeshi Food (@bangladeshifood) • Instagram photos and videos
~~KHAI-DAL.COM~~				

Image 4.1.3: Food Vloggers influencers list

Travel Bloggers

Name	Facebook	Instagram	YouTube	Link
Nadir On The Go - Bangla	1.6M	168K	797K	Nadir On The Go - Bangla Facebook Nadir On The Go (@nadironthego) • Instagram photos and videos (83195) Nadir On The Go - Bangla - YouTube
GoWild	8653	55.8K	51.8K	GoWild Facebook GoWild (@gowildbd) • Instagram photos and videos (83195) GoWild - YouTube
NOVO ROSH	203K	1801 follower	362K	NOVO ROSH Chittagong Facebook NOVO ROSH (@novorosh) • Instagram photos and videos (83195) NOVO ROSH - YouTube
Dihan Chowdhury	256K	22.7k	39.6K	Dihan Chowdhury Facebook Dihan Chowdhury (@dihan29) • Instagram photos and videos (83195) Dihan Chowdhury - YouTube
Salahuddin Sumon	1.4M	180	1.42M	(1) Salahuddin Sumon Facebook (2) Salahuddin Sumon (@salahuddin_400) • Instagram photos and videos (83195) Salahuddin Sumon - YouTube (3) (83195) Salahuddin Sumon - YouTube
Shishir Deb	375K	1678 follower	627K	(1) Shishir Deb Facebook (2) Shishir Deb (@shishir_deb) • Instagram photos and videos (83195) TravelWithShishirDeb - YouTube (3) (83195)

স্বপ্না গোস্বামী	21,913	1564 follower	396K	(1) স্বপ্না গোস্বামী Facebook (2) স্বপ্না গোস্বামী (@swarna.goswami) • Instagram photos and videos (83195) স্বপ্না গোস্বামী - YouTube (3) (83195) Vocomoon Guide - YouTube
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Food Bloggers

Name	Facebook	Instagram	YouTube	Link
Provaests	46k			Provaests Facebook
Foodieshe	22k	26.8k	1.22K	Foodieshe Dhaka Facebook Tanha // Food Blogger (@foodieshe) • Instagram photos and videos (83200) Foodieshe - YouTube
Khudalasse	1.5M	187k		Khudalasse Facebook Khudalasse (@khudalasse) • Instagram photos and videos (83200) Khudalasse - YouTube
Petuk Couple	1.3M	187k		Petuk Couple Facebook Petuk Couple (@petukcouple) •

Image: 4.1.4: Travel Vloggers influencers in BD



Image 4.2.1: Pitch deck of social media influencers in bangladesh

Types of social media influencers	
Types of influencers	Size
Mega-influencers	more than 1 million followers
Macro-influencers	500K to 1 million followers
Mid-tier influencers	50K to 500K followers
Micro-influencers	10K to 50K followers
Nano-influencers	1K to 10K followers

Image 4.2.2: Type of social media influencers

Female	Info-tainment	Food	Funny	Travel	Education	Makeup	Lifestyle
Nusrat Akhter Lopa	KHALID FARHAN	Khudalagse	RnaR	Nadir On The Go – Bangla	Ayman Sadik	Shahnaz Shimul	Afrin Arif Rahman
Faria Newaz	Nafees Salim	Petuk Couple	Raj Bro	GoWild	Sadman Sadik	Lamia Moktar Linda	Farias Mirror
Tapashi Das	Neyon & on	Rafsan the 'ChotoBhai'	Antik Mahmud	NOVO ROSH	Munzereen Shahid	Nodi Khondaker	Naziba Naushin
Barisha Haque	Khalid Farhan Nafis Rafsan	KHAL-DALCOM	Mr. Absar	Dihan Chowdhury	Sakib Bin Rashid	Selina Manir	Tinker Jannat Meem
Mounata Alam Mouno	Rafsan Sabab	Foodieshe	Rafayat Rakib	Salahuddin Sumon	Enayet Chowdhury	Ananya Artistry	Sumaiya Pasha
Benzir Ishrat	VOICE OF DHAKA	Provacats	Amin and Ashik	Shishir Deb	-	ShimmerGirl	Ishrat Zaheen Ahmed
Habiba Akter Shurovy	Yellow Potato	Adnan Faruque	Keto Bhai	অমণ গাইড	-	Blushed Up by IMA	Marjia Mimi

Image 4.2.3: Categories of the influencer

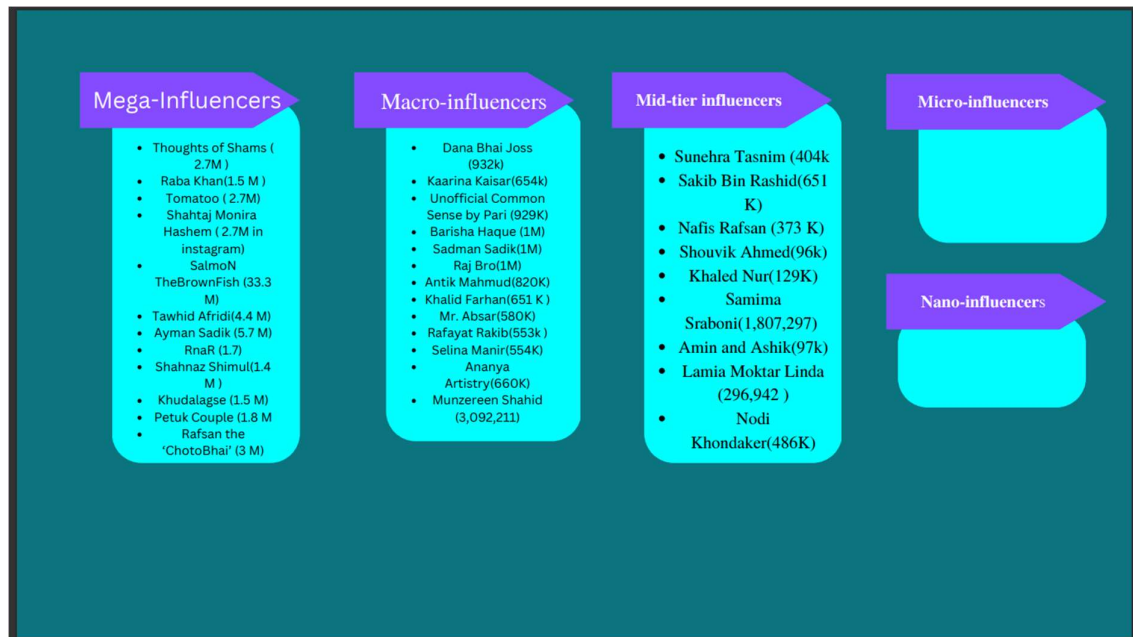


Image 4.2.4: Bangladesh influencers are in the list of five types of social media influencers

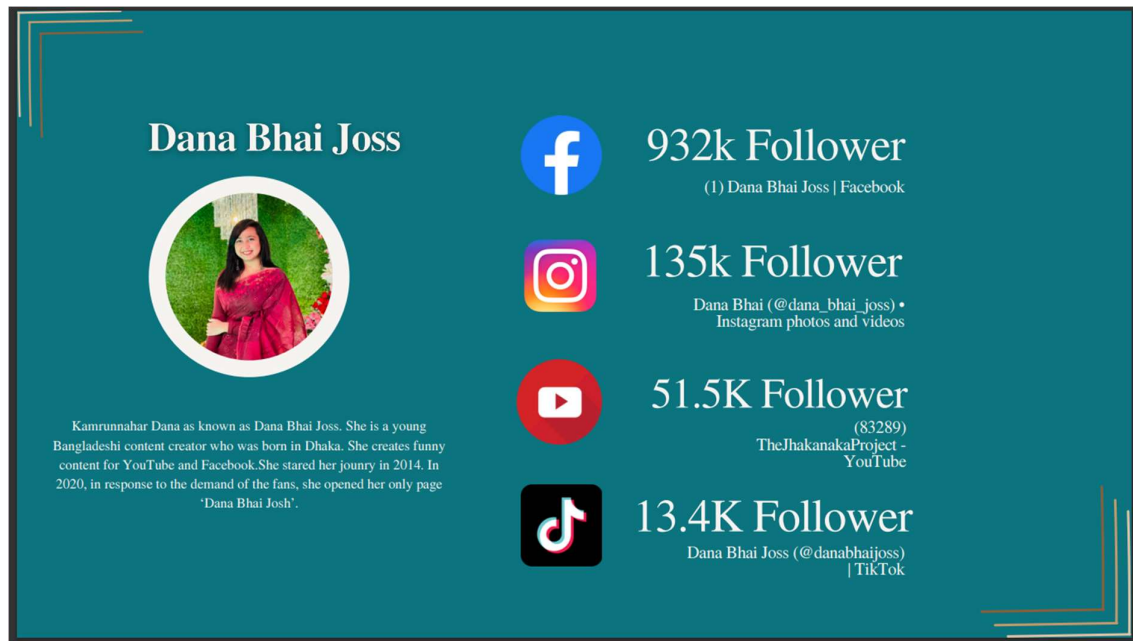


Image 4.2.5: Dana Bhai Joss in the category of female influencers

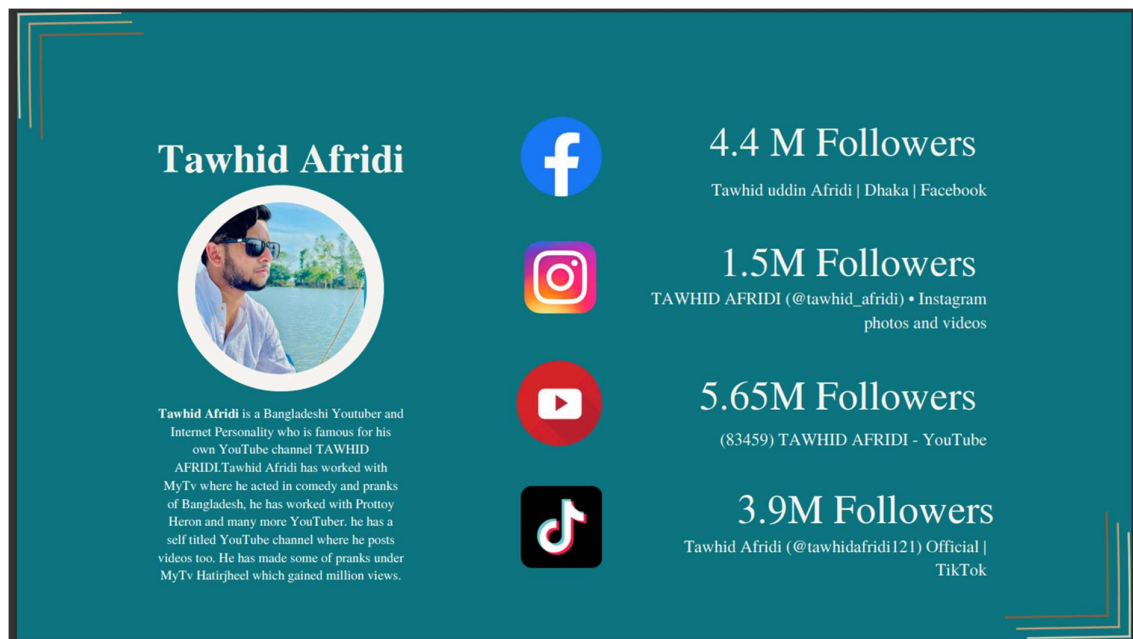


Image 4.26: Tawhid Afridi in the category of male influencers



Image 4.2.6: Ayman Sadik in the category of education influencers



Image 4.2.7: Khalid Farhan in the category of Info-tainment influencers

Shahnaz Shimul



Shahnaz Shimul is the first UK based Bangladeshi Beauty Blogger, YouTuber, Hair & Makeup Artist who is best known for her videos on YouTube and Facebook. She started her carrier with online videos in 2015. She promoted beauty and lifestyle related brand. She is so famous face in Bangladesh.



1.4M Follower
(Shahnaz Shimul | London | Facebook)



197k Follower
Shahnaz Shimul (@shahnaz_shimul) • Instagram photos and videos



1.43M Follower
(84367) Shahnaz Shimul - YouTube



247.5K Follower
Shahnaz Shimul (@shahnazshimulvlogz) TikTok | Watch Shahnaz Shimul's Newest TikTok Videos

Image 4.2.8: Shahnaz Shimul in the category of makeup influencers

Rafsan the 'ChotoBhai'



Iftexhar Rafsan is known as Rafsan the 'ChotoBhai'. He is a most famous and popular food Vlogger in bd. He gets awarded in 2022 for Food Vlogging.



3M Followers
Rafsan the ChotoBhai | Facebook



472k Followers
Iftexhar Rafsan (@thechotobhai) • Instagram photos and videos



1.34M Followers
(83484) Rafsan TheChotoBhai - YouTube



720.8K Followers
Iftexhar Rafsan (@rafsanthechotobhai) Official TikTok | Watch Iftexhar Rafsan's Newest TikTok Videos

Image 4.2.9: Rafsan the ChotoBhai in the category of food vloggers influencers

Challenges: Faced:

- Creating influencer lists and categories took a lot of thought.
- It was very challenging to find verified social media accounts of each influencer, as many of the prominent influencers have fake IDs.

My Mistake:

- Firstly, I put the names of the top stars of Bangladesh in the influential list which was completely wrong. I didn't know there was a difference between social media influencers and traditional stars.
- Then the social media influencer types I classified and put on that list of influencers were completely wrong.
- I think more research is needed on social media marketing.

My Learnings:

- I learned how to do social media analysis.
- Learn about social media marketing.
- Learned how to make a pitch desk.
- Learned how to pitch on a topic.
- Gaining a deeper understanding of social media influencers.

Project 5

Project Name: Social media analysis of Kaykraf competitors

Client: KAYKRAFT

Project Overview: Kay Kraft is a native boutique brand whose apparels carry handloom-based handicraft fashion. Kay Kraft's journey began twenty-seven years ago. In their wear, main weaves of fabric with cotton, khadi, endy, silk, and other variations are preferred. These fabrics are patterned and embellished with eeri, zardousi, sequin-work, cut-work, applique, embroidery, knot stitch, Kantha stitch, satin stitch, block print, and screen print.

The biggest competitors of this fashion brand are Aarong and Rang Bangladesh. Currently, Kay Kraft's social media platform Facebook page has 524,580 likes and 538,765 followers. Each of their posts features a model wearing their product.

we are also doing social media analysis and research on their competitors. Apart from Arang and Rang Bangladesh, they have 17 competitors. Through social media analysis and research, it is known about the current state of business of the competitors. This analysis and research will give Kay Kraft its new content ideas for social media.

My Tasks and Responsibilities:

- Firstly, I researched Kay Craft's competitors.
- Then created a list of 22 competing brands in an excel file.
- After that, I researched Facebook pages, websites, weekly posts, and static pictures of 17 brands among these 22 competing brands.
- I gather information about each competitor's brand history, mission, and vision.
- Then I create a pitch deck for presentations in front of my creative team.

Boutique Shop	Link	Follower
Aarong	https://www.facebook.com/BRAC.AARONG/	3.1M
YELLOW	https://www.facebook.com/YellowClothing	3.9M
LE REVE	https://www.facebook.com/lervecraze	2,567,104
Dress Up	https://www.facebook.com/dressupbangladesh	845K
Shordindu : শরদিন্দু	https://www.facebook.com/shordindu	515k
KayKraft	https://www.facebook.com/kaykraftbd	532,960
Banglar Mela	https://www.facebook.com/banglarmela	6,750
Rang Bangladesh	https://www.facebook.com/rangbangladesh	515,823
Anjans	https://www.facebook.com/anjans_bd	482,291
Nipun	https://www.facebook.com/nipuncraft	73K
Srishty	https://www.facebook.com/srishty_bangladesh	7.1K
Nogordola	https://www.facebook.com/nogordolaBD	29K
Deshal	https://www.facebook.com/deshal_bd	
Bibiana	https://www.facebook.com/bibiana2001	142K
Sadakalo	https://www.facebook.com/sadakalobangladesh	344,100
HUR nusrat	https://www.facebook.com/HURnusrat	1M
Jatra	https://www.facebook.com/JatraWorld/	79,203
Khut	https://www.facebook.com/khut.art	154K
Redwood Closet	https://www.facebook.com/art.redwood.closet	2.2K
Sarin's Store - Embr	https://www.facebook.com/sarinstore	69K
Rivan-by-Rubi	https://www.facebook.com/Rubi935	29K

Image 5.1: Boutique brand list in excel

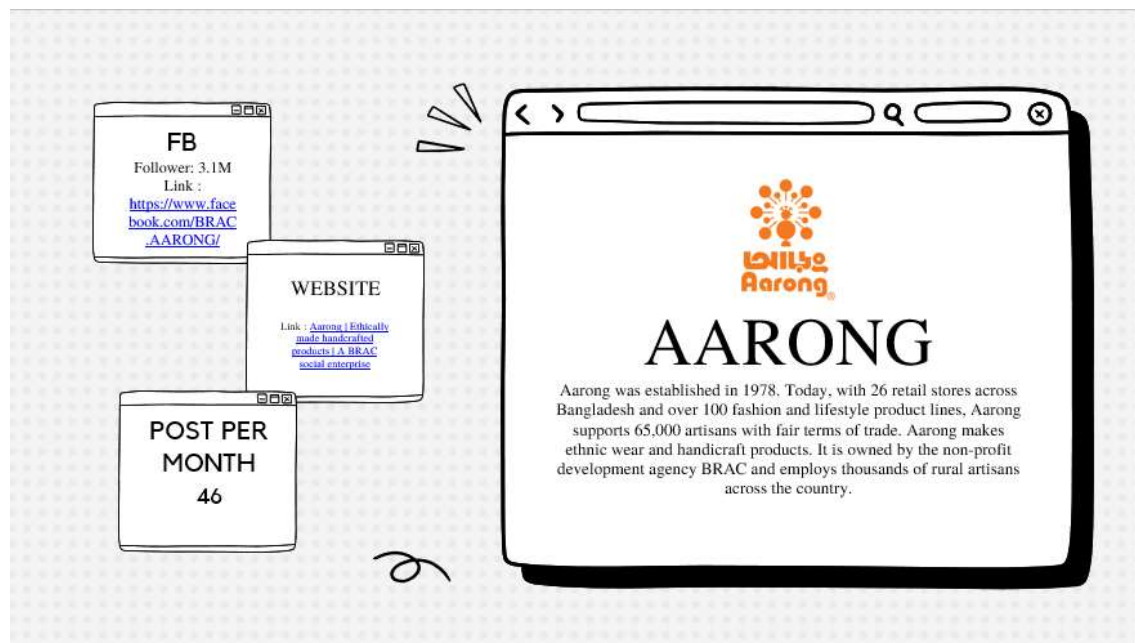


Image 5.2.1: Pitch deck of competitor's brand



Image 5.2.2: Pitch deck of competitor's brand

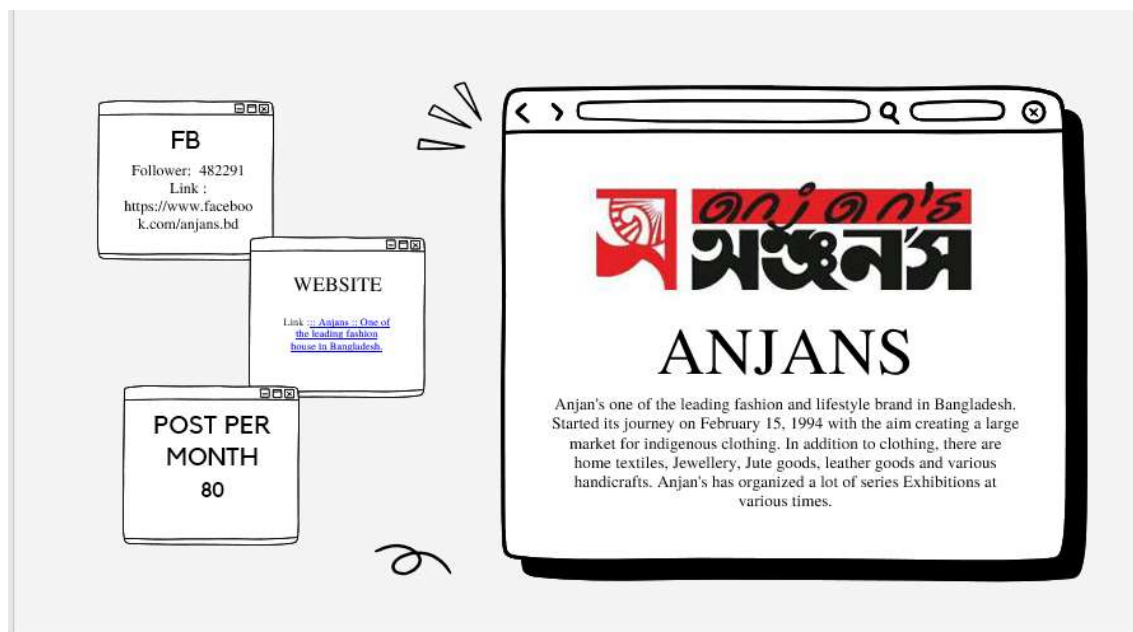


Image 5.2.3: Brand analysis



Image 5.2.4: Pitch deck of competitor's brand

Challenges Faced:

- I did not face major challenges while doing this task. This was my best work among other tasks.

MY Mistakes:

- I forgot to write the number of followers of two brands while converting the information in Excel.
- I also collected information on some boutique brands that don't have physical showrooms.

My Learnings:

- I found out that every fashion house has different designer patterns.
- Besides, I have found that the current fashions are paying more attention to Facebook content to have a sincere relationship with the audience.
- I found out that most fashion brands are lifestyle brands of big companies.

Project 6

Project Name: Competitor analysis and surrogate marketing planning

Client: Finis

Project Overview: Finis is the first industry in Bangladesh to manufacture products for improved health and sanitation. The Finnish journey began in 1950. The main function and aim of Finis is to manufacture products that pest control disease-causing insects in the home. We gave them a marketing plan to increase the brand value on Finis digital platform. Then we conduct national and international competitor searches and surrogate marking planning for the finish. Besides, we did product and social media analysis of competitors. Static and dynamic content ideas are provided to the client for surrogate marking planning.

My Tasks and Responsibilities:

- I was assigned to create darft pitch decks, research, and analysis for Finish.
- Firstly, I put all the products information by category in an Excel sheet.
- Then I found the competitors of those products.
- Secondly, I put the competitor brand information into a presentation slide.
- I was also researching the product's manufacture, manufacturing company established, brand, product type, country of manufacture, and packing mode.
- Also, I do target audience analysis of Finis.
- Finally, I create a draft pitch deck for the idea of content to the client.

Product	Fb	Web
Insect Powder		
Eagle Insect Powder	https://www.facebook.com/EagleInsectPowder/	https://www.group-pa.com/quazi-enterprises-limited-gel/
HIT Insect Powder (Godrej)	https://www.facebook.com/GodrejBD/followers	https://www.godrejbangladesh.com/home-care/hit.aspx
Mortein Insect killer in bd	https://www.facebook.com/morteinbd	https://www.reckitt.com/brands/mortein/
Cockroach Killer		
Cockroach Killer Chalk HIT Brand (Godrej)	https://www.facebook.com/GodrejBD/followers	https://www.godrejbangladesh.com/home-care/hit.aspx
Mortein Cockroach killer	https://www.facebook.com/morteinbd	https://www.reckitt.com/about-us/reckitt-bangladesh/
ACI Cockroach Spray	https://www.facebook.com/aci.consumer/	https://www.aci-bd.com/our-businesses/pest-control.html
Aerosol		
ACI Mosquito Spray	https://www.facebook.com/aci.consumer/	https://www.aci-bd.com/our-businesses/pest-control.html
Xpel Aerosol	https://www.facebook.com/STL-SquareGroup	https://squaretoilettries.com/product_info/xpel-aerosol/
Black Hit Anti Mosquito Aerosol (Godrej)	https://www.facebook.com/GodrejBD/	https://www.godrejbangladesh.com/home-care/hit.aspx
Mortein aerosol		https://www.reckitt.com/brands/mortein/
Eagle Super Aerosol		
Coil		
Goodknight Xpress (Godrej)		https://www.godrejbangladesh.com/home-care/goodknight.aspx
Xpel Mosquito Coil		https://www.bmpil.com/
BaoMa No-Smoke Mosquito Coil		
Rocket Plant Fiber Mosquito Coil		https://www.nbiswagroup.com/businesses/rocket-plant-fiber-mosquito-coil
Dragon Mosquito Coil		
Egal Max Coil	https://www.facebook.com/EagleMosquitoCoil/	
Jonaki Mosquito coil	https://www.facebook.com/jonakiCoilBD/	https://cosmogroupbd.com/Tf6c1dId=IwARaW24leG54qPwDw9Lu1lwxc3YePdklQrGpJlSmPxcHe3-Tr2YihRQ
Phenyl		
Rok Phenyle	https://www.facebook.com/ROK.Thl	https://www.tradesworthhousehold.com/tradesworth-household-limited/rok/
Zepto Phenyl	https://www.facebook.com/zeptoclean/	https://zepto.com.bd/product-category/household-cleaners/

Image 6.1.1: Finish product category list in excel

Phenyl					
Rok Phenyl	https://www.facebook.com/ROK.Thk	https://www.tradesworthhousehold.com/tradesworth-household-limited/rok/			
Zepto Phenyl	https://www.facebook.com/zeptoclean/	https://zepto.com.bd/product-category/household-cleaners/			
Rat killer					
Mortain Rat Killer		http://www.reckitt.com/benelux/mortain/			
Hit Rat Killer		http://www.godrebangladesh.com/home-care/hit.aspx			
Liquid mosquito repellent					
Martin Mosquito Repellent		https://www.reckitt.com/brands/mortain/			
ACI Liquid Vaporizer Mosquito Repellent	https://www.facebook.com/ACIAerosolBangladesh/	https://www.aci-bd.com/our-businesses/pest-control.html			
Good Knight Dual Power Xpress System Liquid Vaporiser Refill		https://www.godrebangladesh.com/home-care/goodknight.aspx			
Hit Mosquito Repellent		https://www.godrebangladesh.com/home-care/hit.aspx			
Agarbatti					
Good knight Agarbatti		https://www.godrebangladesh.com/home-care/goodknight.aspx			
Dishwashing Bar					
Vim Dishwashing Bar	https://www.facebook.com/vimbangladesh/	https://www.bul.co.in/brands/home-care/vim/#~:text=History%20of%20Vim,built%20on%20this%20illustrio			
Septex Dishwashing Bar		https://www.aci-bd.com/kitchenware.php			
Jhok Mok		https://www.agroup-na.com/quazi-enterprises-limited-gel/			
Kitchen Dish Washing Bar		http://tasmiacosmetics.com/			
Maxclean Dish washing Bar		https://squaretoilettries.com/product_info/maxclean-antibacterial-dishwash-bar/			
Xpert		https://www.kohinoor-bd.com/product_detail/14			
Exo					

Image 6.1.2: Finish product category list in excel

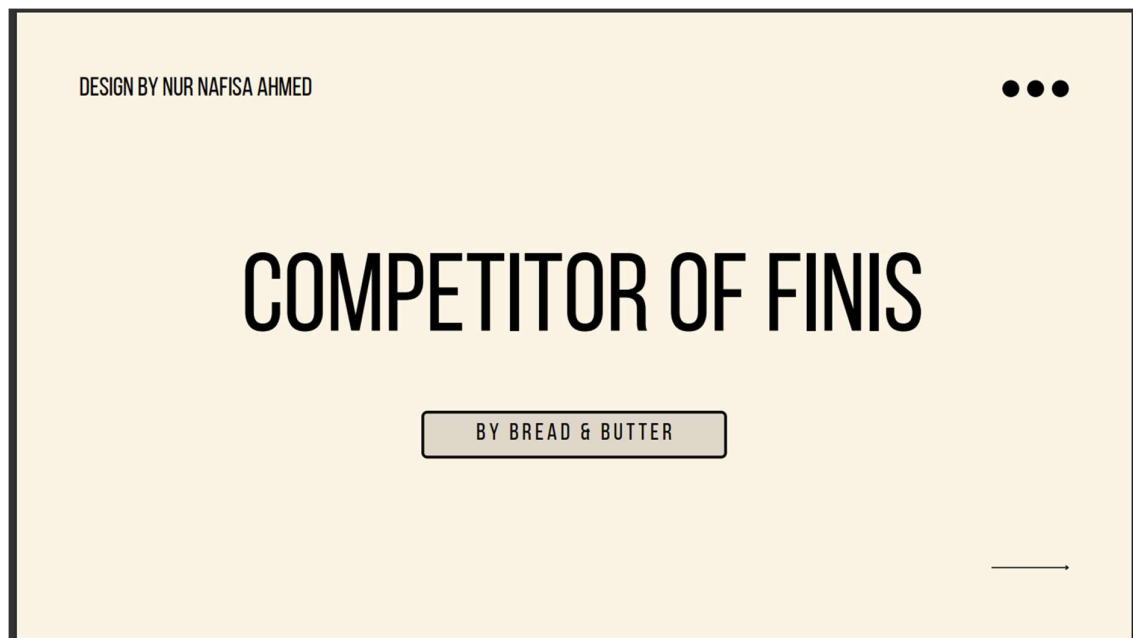


Image 6.2.1: Power Point on Finis competitor

EAGLE INSECT POWDER

Facebook: <https://www.facebook.com/EagleInsectPowder>

Website: <https://www.group-qa.com/quazi-enterprises-limited-qel/>

Manufacture : QUAZI Enterprises Limited

Manufacture Company Established: 2000

Brand : Eagle

Product: Insect Powder

Made In : Bangladesh

Packing Mode: Plastic Container (Yellow)



ared

Image 6.2.2: Eagle insect power is the first competitor of finish

COCKROACH KILLER CHALK HIT BRAND (GODREJ)

Facebook: <https://www.facebook.com/GodrejBD/followers>

Website: <https://www.godrejbangladesh.com/home-care/hit.aspx>

Manufacture: Godrej Group

Manufacture Company Established: 1897

Brand: HIT

Product: Cockroach Killer

Made In: Bangladesh

Packing Mode: Paper box (Red)



Image 6.2.3: About HIT cockroach killer

BLACK HIT ANTI MOSQUITO AEROSOL

Facebook: <https://www.facebook.com/GodrejBD>

Website: <https://www.godrejbangladesh.com/home-care/hit.aspx>

Manufacture: Godrej Group

Manufacture Company Established: 1897

Brand: HIT

Product: Anti Mosquito Aerosol

Made In: Bangladesh

Packing Mode: Plastic Cap with Tin body (Orange and Black)



Image 6.2.4: Aerosol spray of HIT

GOODKNIGHT XPRESS (GODREJ)

Facebook: <https://www.facebook.com/GodrejBD>

Website: <https://www.godrejbangladesh.com/home-care/goodknight.aspx>

Manufacturer: Godrej Group

Manufacture Company Established: 1897

Brand: Goodknight

Product: Coil

Made In: Bangladesh

Packing Mode: Paper Packet (Red and Black)



Image 6.2.5: GoodKnight Coil (Godrej)

VIM DISHASHING BAR

Facebook: <https://www.facebook.com/vimbangladesh/>

Website: Unilever Global: Making sustainable living commonplace | Unilever

Manufacturer: Unilever BD

Manufacture Company Established: 1929

Brand: VIM

Product: Dishwashing Bar

Made In: Bangladesh

Packing Mode: Plastic Packet (Green)



Image 6.2.6: Dishwasher bar of VIM

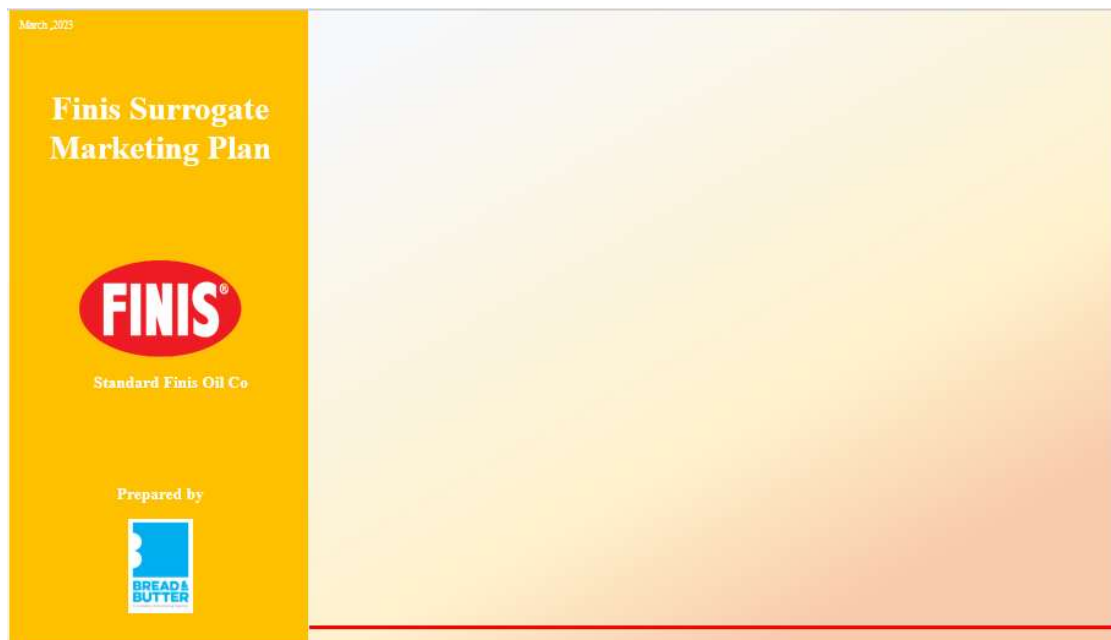


Image 6.2.7: Surrogate marketing plan pitch desk

Static

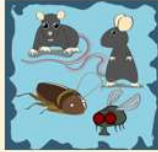
FINIS

Contet - A copy Oriented Static

Copy –

ইদুর তেলাপোকা মারার ৫টি উপায়

- ১) FINIS
- ২) আরও FINIS
- ৩) ১ ও ২
- ৪) ২
- ৫) আর কি চান?







READ & BUTTER

Image 6.2.8 : static content for Surrogate channel

Dynamic

FINIS

Content - The situation of the recently hit business will be mimicked by the rap song. With which a dynamic post will be designed.

Mimicked Music-

বাসার যে পরিস্থিতি
ইদুর খুঁজি তিতি তিতি
আঁ তি তি তি

বাপ দাদার আমলের ভক্তাবি
ইদুর রাখতে চাই
মাঁদার কেমন করি ভাই
নকল আল বেইজ আর
কম ট্যাংকা কমাই

কনসে নকল আল বেইজ আর
কম ট্যাংকা কমাই

ভালো ডাঙ্কো মাইলিং কইরা
ইশার পোকার তম পেখা
হাজি হবে না আল
FINIS আর বাজারে
যা দেখাইলা কমাই।।

FINIS আইসা কইরা গিলে
ভালো গিলে ফল
ইদুর তেলাপোকাদের ভ্যানিশ হইলে
একি কাট খালি হাস







READ & BUTTER

Image 6.2.9: Dynamic content for Surrogate channel

Challenges faced:

- I was having trouble finding international competitors. I did not understand if the information I received was correct. Later I verify the authenticity of the information by double checking.

My Mistakes:

- There was no mistake in this project.

My Learnings:

- Brand voice and brand archetypes are important to know when analyzing international brands.
- Each content idea should be created based on the product.
- Client feedback is always right.

Project 7

Project Name: International animal day in march

Client: প্রাণীCool

Start Date: 19.03.2023

End Date: 20.03.2023

Project Overview:

Animal Cool is a Facebook page dedicated to the welfare and rights of animals. They post awareness messages about tolerance and how to treat animals, how to help them in different seasons, and how to save them from extinction.

Animal Cool posts a static and dynamic post about the International Animal Day March. My senior copywriter asked me to create two contents for World Sparrow Day – 20 March and International Seal Day – 22 March.

My Tasks and Responsibilities:

- Firstly, I researched about sparrows and seals.
- Then I generate separate ideas about seals and sparrows.
- Then I give a content on the types of sparrows in the world. Also, I give content about seal fish.

My Frist Content:

চডুই পাখির ধরন

ফিল্ড স্প্যারো:

- এদের শরীরও ধূসর রঙের কিন্তু উপরের পাখির থেকে সামান্য আলাদা।
- এদের ডানার উপর স্ট্রাইপ করা দাগ আছে এবং এদের ঠোঁট গোলাপি রঙের।
- এদের আমেরিকার পূর্ব অঞ্চলের দিকে দেখা পাওয়া যায়।
- কিন্তু এদের সংখ্যা দিন দিন কমতেছে। বিলুপ্ত প্রায় প্রাণী বা পখিদের তালিকায় এদের স্থান নিচ থেকে উপরের দিকে উঠছে।



সং স্প্যারো:

- এরা গায়ের রং ধূসর বাদামি বর্ণের এবং ঠোট তীক্ষ্ণ প্রকৃতির হয়ে থাকে।
- এদের সহজেই দেখা মিলে আমেরিকা এবং কানাডাতে।
- এরা যে জায়গায় থাকে সেখানের পরিবেশের সাথে নিজেদের খাপখাইয়ে নিয়েছে। এদের আকার এবং গান গাওয়ার ক্ষমতা ঐ অঞ্চলের জলবায়ুর উপর নির্ভর করে থাকে।
- বসন্ত এবং গ্রীষ্মকালে পুরুষ পাখিরা গান গায় এবং এক ডাল থেকে অন্য ডালে উড়ে বেড়ায়। এভাবে তারা স্ত্রী পাখিদের মিলনের জন্য আকৃষ্ট করতে থাকে।
- স্ত্রী এবং পুরুষ প্রজাতির পাখি এমন কোন বাসা খোজে যেখানে তারা একসাথে থাকতে পারে।



হাউজ স্প্যারো:

- এই প্রজাতির পাখি অনেক জনপ্রিয় হওয়ার কারনে আমেরিকা, মেক্সিকো এবং কানাডার কিছু অংশে দেখতে পাওয়া যায়।
- এমনকি এরা মানুষের তৈরি বিল্ডিং স্ট্রাকচারে এরা থাকতে পছন্দ করে।
- এদের আমেরিকাতে দেখা গেলেও ১৮৫১ সালে ইউরোপে এদের দেখতে পাওয়া যায়।



ফক্স স্প্যারো:

- নাম শুনে এদের শিয়ালের সাথে সম্পর্ক আছে এমন মনে হতে পারে। কিন্তু বাস্তবে এমনটা কিছুই নয়।
- লাল এবং কমলার সংমিশ্রনের যে রং হয় তেমন দেখতে এক ধরনের শিয়াল আছে। সেই শিয়ালের গায়ের রঙের সাথে এদের মিল রয়েছে বিধায় এমন নামকরন করা হয়েছে।
- বেশিভাগ চডুই পাখি দেখতে একই রকমের এবং খুব বেশী বৈচিত্র্য দেখতে পাওয়া যায় না।
- তবে এমন কিছু প্রজাতির চডুই পাখি আছে যা একটু রঙিন হয়। এই কালার ভ্যারিয়েশন উত্তর আমেরিকা অঞ্চলে দেখতে পাওয়া যায়।
- ঝোপ ঝাড় কিংবা জঙ্গলের মধ্যে থাকার কথা থাকলেও এরা মানুষের আশেপাশে থাকা পাখির বাসা বা ফিডার এর আশেপাশে দেখতে পাওয়া যায়।



সোয়াম্প স্প্যারো:

- উত্তর আমেরিকার পূর্ব দিকে দুই-তৃতীয়াংশ অঞ্চল জুড়ে এদের দেখতে পাওয়া যায়।
- গ্রীষ্মকালে প্রজননের সময় এরা নিজেদের জায়গা থেকে সুদূর কানাডা পর্যন্ত গিয়ে থাকে।
- শীতকালে এরা পুনরায় নিজেদের জায়গায় অর্থাৎ আমেরিকা এবং মেক্সিকো অঞ্চলে দেখতে পাওয়া যায়।
- সোয়াম্প ফরেস্ট বলতে জল এবং স্যাঁতস্যাঁতে অঞ্চল যে বনে থাকে।
- সিলেট বিভাগে এমন সোয়াম্প ফরেস্ট আছে।
- সোয়াম্প স্প্যারো স্যাঁতস্যাঁতে জায়গায় এবং নিজেদের ঝোপঝাড় এবং গাছের আড়ালে লুকিয়ে থাকে।
- তবে অন্যান্য চড়ই পাখির চেয়ে এদের পা লম্বা হয়ে থাকে। সোয়াম্প ফরেস্ট এর মত সুন্দরবনও পৃথিবীর ম্যানগ্রোভ ফরেস্ট।



সাদা চড়ুই:

- শীতকালে এদের বেশী পরিমাণে দেখা যায় এবং অন্যান্য সাধারণ চড়ুই পাখির মত দেখতেই।
- শীতকালে এদের সাধারণ ভাবে দেখা গেলেও এরা প্রকৃত ভাবে কানাডা থেকে আসে।
- অতিথি পাখিরা সারাবছর ভ্রমণ করে থাকে।
- এদের ঠোঁট এবং শরীরের গায়ের রং অন্যান্য পাখিদের চেয়ে সামান্য আলাদা প্রকৃতির হওয়ার কারণে এদের সহজেই পৃথক করা যায়।
- এদের সম্পূর্ণ মুখের প্যাটার্ন এবং সাদা স্ট্রাইপ যুক্ত পালক এদের সুন্দর করে ফুটিয়ে তুলেছে।



Link: <https://web.facebook.com/PraniCool/photos/193363213406849//>

My Second Content:

সিল মাছ

সিল একটি সামুদ্রিক স্তন্যপায়ী প্রাণী যা সি-লায়ন (Sea Lion) নামে পরিচিত। এর ল্যাটিন নাম ওটারিডি এবং বৈজ্ঞানিক নাম *Zalophus californianus*। এই প্রাণী পিনপিডিয়া পরিবারের অন্তর্গত একপ্রকার স্তন্যপ্রায়ী, মেরুদণ্ডী জলজ প্রাণী। এরা সাধারণত উপকূলীয় জল এবং পাথুরে স্থানের তীরবর্তী এলাকায় বসবাস করে থাকে। একটি প্রাপ্তবয়স্ক পুরুষ সিল মাছ নারী মাছের তুলনায় আকারে বড় হয়ে থাকে। আকারে পুরুষ সিল মাছ ২.৫ মিটার পর্যন্ত পৌঁছে যায়। সে তুলনায় নারী সিল মাছের দৈহিক দৈর্ঘ্য মাত্র ১ মিটার। একটি সিল মাছের ওজন প্রায় ১০৫-২০০০ কেজি বা ২৩০-৬০০০ পাউন্ড পর্যন্ত হয়ে থাকে।

Link: <https://web.facebook.com/PraniCool/videos/214396274516298/>

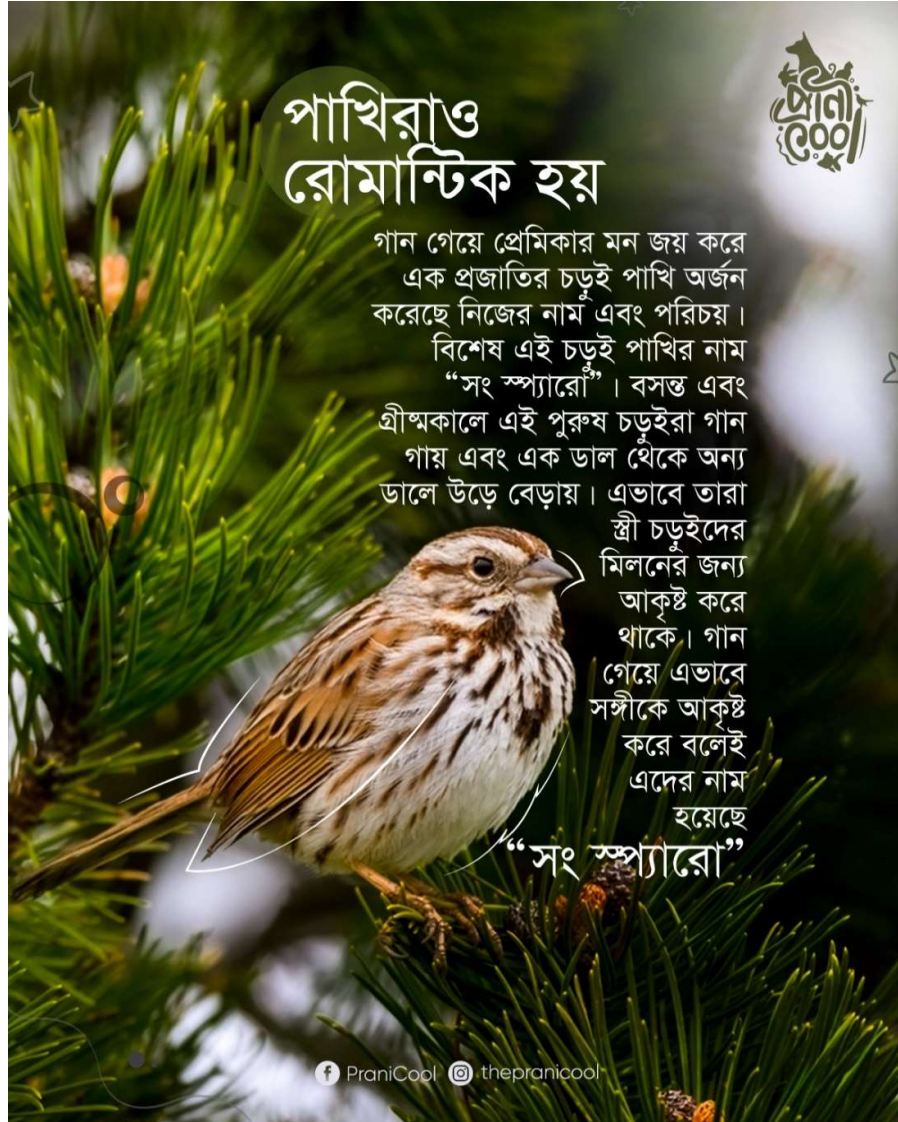


Image 7.1: A static content of sparrows

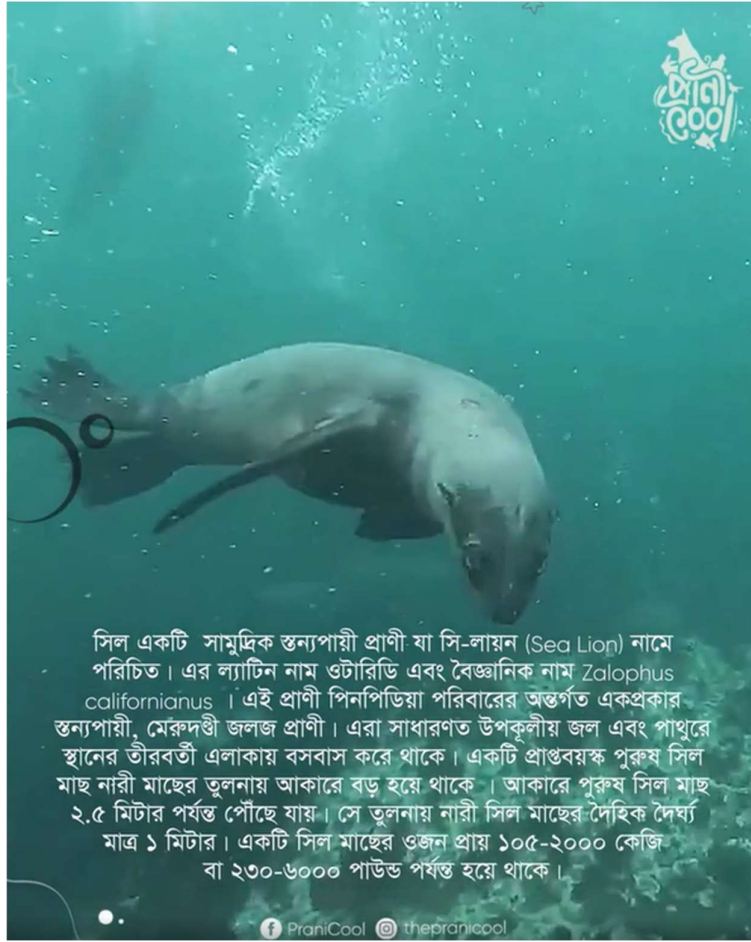


Image 7.1: Dynamic content of seals

Challenges Faced

- This task was very challenging for me because while researching sparrows, I found many websites with fake information. It took me time to collect the right information.
- Also, I wrote about the types of sparrows that I couldn't get proper pictures of to make a static post.

My Mistake:

- I did not make any mistakes in doing this task.

My Learnings:

- I learned that every animal has a special day.
- I also learned about the different types of sparrows.
- Checking the spelling and concept of the work before submitting the file to the Art Director.

Project 8

Project Name: Content Study on Indian Sub Continent MFS Brands

Client: bKash

Project Overview: Mobile Financial Services (MFS) are products and services that use mobile devices to transfer money to a financial institution. As we know, currently bkash is ranked the number one mobile financial services provider in Bangladesh. The biggest competitors at the national level of bKash are Nagad, Rocket, Upay, and Top. But bKash has the biggest competitors in the Indian subcontinent are Paytm, MoneyTap, Jasscash, ipay, Phonepe, etc.

This year bKash told us their communication objective at their annual meeting. They want to promote a cashless society and build a brand that audiences love. For this, they ask us for engaging content, animation, music, and motion for digital platforms, surrogate channels, and regulated channels. For this reason, we conduct social media content analysis of national competitors as well as content studies of mobile financial services provider brands in the Indian subcontinent.

We observed Independence Day, National Day, Religious Festival content, campaign, tv, static and dynamic for Indian subcontinent MFS brands.

My Tasks and Responsibilities:

- I was assigned a case study and research in this task
- Firstly, I researched what is Mobile Financial Services (MFS).
- Secondly, I identified MFS brands in Bangladesh and observed their business strategies and audience engagement.
- Thirdly I identified MFS brands in the Indian subcontinent.
- After that, I listed the MFS brands of seven countries.
- Then I observed their social media Facebook content for the past year.
- Then, I put the content links of each country's language day, national festival, religious festival, Independence Day, etc in a Word file.
- Finally, I create a pitch deck by dividing all statics into specific days.

Mobile Financial Services	
India State Bank of India - Personal Banking (sbi.sbi) Mobile Banking App: Money Transfer & Bills Pay Online - Axis Bank Mobile Banking (kotak.com) Corporation Bank Mobile Banking - Registration, Login, Balance Check, Transfer Money (coimbat.in) Home U Mobile Paytm: Secure & Fast UPI Payments, Recharge Mobile & Pay Bills A Simple and Safer Way to Pay and Get Paid Paytal.in Nepal eSewa Digital wallet in Nepal for Online payment services Digital Wallet & Online Payment Services in Nepal khalti Homepage - (timepay) - टाइम पेय (ti) Pakistan easypaisa Pakistan's No. 1 Online Payments App Home (mobicaonline.com) TimePay: Mobile app for society management Digital Payments Merchant Management (timepayonline.com) UPaisa Afghanistan mTawala Mobile, Money, Now M-PESA (vodafone.com) Bhutan eSewa - Bank of Bhutan Bank of Bhutan Maldives Bank of Maldives	Sri Lanka Sampath Bank PLC Online Banking Money Transfer Sri Lanka Commercial Banking News source: Dialog Axiata Launches Mobile Banking Service with Sampath Bank (thefastmode.com) HNB Private Bank Mobile Banking Services from Hatton National Bank (HNB) Sri Lanka UPay - Smarter, Simpler, Secure

Image 8.1: List of Mobile Financial Services (MFS) in Indian subcontinent

Social Media Ad	
India PayU - Facebook - Facebook - Facebook - Facebook (1) Facebook (1) Facebook (1) Facebook Phonepe India - Facebook - Facebook - Facebook - Facebook - Facebook - Facebook Mobilwik (3) Facebook (3) Facebook https://www.facebook.com/125734529452/posts/pfbid0Azhfwrb3SeiLaYed8UQ131VtUj8VWZcG3TPYYGUF4RqazomLUBtmA9BFHmZ6Pdt7mlbexmd-n3f5oz/ (3) Facebook BHIM (3) Facebook (3) Facebook (3) Facebook (3) Facebook	Pakistan easypaisa - Facebook - Facebook - Facebook - Facebook UPaisa - Facebook - Facebook - Facebook Jazz Cash - Facebook - Facebook - Facebook - Facebook - Facebook - Facebook Pay Max Keenu - Facebook (1) Facebook (1) Facebook Zindigi (1) Facebook (1) Facebook (1) Facebook (1) Facebook (1) Facebook (1) Facebook

Image 8.2: Social media advertisement of Mobile Financial Services (MFS)



Image 8.3.1: Facebook static posts of various MFS providers in India



Image 8.3.2: Facebook static posts of various MFS providers in Pakistan



Image 8.3.3: Facebook static posts of various MFS providers in Sri Lanka

Nepal

The image displays a collection of six posters for Nepal's Independence Day (Aashadi Purnima) on September 28th. The posters are arranged in a 3x2 grid. The top row features a yellow poster with a red and white drum, a purple poster with a red flag, and a red poster with a white monument. The bottom row features a red poster with a white monument and a red poster with a white monument. The posters are designed by various artists and are available for free download from the Nepal Government's official website.

Image 8.3.4: Facebook static posts of various MFS providers in Nepal

Challenges Faced

- I was a confusing mobile financial service (MFS) and mobile banking.
- Nepal, Bhutan, Sri-lanka, Maldives we had trouble understanding as most of the content was in their mother tongue.
- Also, I got feedback from the supervisor many times.

My Mistake:

- The first information I found out about MFS brands was completely wrong. Because I had taken out all the information about mobile banking.
- I did not understand the language of many countries and nominated some works in the wrong category.

My Learnings:

- I learned that every brand creates content with its brand guidelines and logo colors in mind.
- I learned that if you don't know the language of a country, you have to understand the content, static, dynamic elements, motion, and color.
- I understand the difference between mobile financial services and mobile banking.

Internship Outcomes

The need for internships is crucial for every student to get real work-life experience. My aim and objective from the internship were to learn as much as possible and excel my skills. I have always tried to deliver work in the shortest time and be honest, dedicated, and patient. I made a deliberate effort to put all I had learned over my four years at university and the new skills I had picked up from my internship to use.

Realizations

From this internship, I realized that I can apply my formal education in the workplace as well as gain new knowledge that will enable me to compete with others in the workplace in the future. I have seen improvement in my work in these four months. I realized that my focus increased significantly. I am obliged to my supervisor because he pointed out my mistakes and gave me the correct instructions to improve my work.

My Internship Outcomes

- I learned how to create a budget.
- I learned that a planner has to deal with clients and vendors for every event and campaign.
- I learned how to behave with senior colleagues.
- I learned how to strengthen my communication skills.
- I learned how to do social media branding and campaigns.
- I have learned the work style and experience from my senior colleagues.
- I learned how to improve intrapersonal communication.
- I learned how to create content according to the client's needs.
- I learned how to increase networking with others.
- I learned how to play a leadership role in any work.

During my time at Bread-and-Butter Marketing Agency, I had the opportunity to learn and grow both personally and professionally. One of the most significant improvements I noticed was in my communication skills and creative thinking. My colleagues played a pivotal role in helping me learn the skills necessary for the job, especially Syed Ridwan Hossain Bipro, Maisha Maimona, MD Alif, and Saifur Reza. They provided me with invaluable guidance, feedback, and support, which enabled me to produce high-quality work. Overall, I feel fortunate to have had the opportunity to intern at such an excellent marketing agency, which provided me with a nurturing environment to develop my skills and gain real-world experience.

Workplace LOG

~~to finish~~
to Hold gr. 215

DOD
peer
Team

~~PAR~~ →

PRA → Personal Refill Account

~~Recharge~~
Merchant Account

- └ Tin
- └ Bin
- └ Travel License
- └ Vrt

→ Sim card → Product
Page book Page/Counter.
product

Dash BOARD

API

Dr. G. P. D. J.

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ଜାଣିବା ଗାଡ଼ି, ଏକ ଗାଡ଼ି ଲାଗିବା
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ଲାଗିବା ଲାଗିବା ଲାଗିବା ଲାଗିବା



Female Influencers

1. Dana Bhai Joss - 932k Followers
2. Unofficial Common sense
Dori - 929k Followers.
3. Ridy Sheikh - 552k Followers
4. Shahad Monira Hashem - 389k Followers
5. Ishrat Zaheen Ahmed - 207k Followers.
6. Munzereen Shahid - 308,910 Followers
7. Bengali Boih - 109,921 Followers.
8. Samima Sataboni - 2234k likes
768k followers
9. Kaarina Kaiser - 659k followers.
10. Sata Kabir - 6.6M followers.

11. ~~Tapu~~ Puchin Ma (Taposhi Das) $\rightarrow$ 898k followers.

12. Xefer $\rightarrow$ 246k followers.

13. Mehabien Choudhury $\rightarrow$ 10M followers.

14. Tomato - 2.7M followers.

15. Bari Sha Haque - 1M followers

16. Parsa Evana - 3.6M followers

17. Kona - 3.6M followers

18. Muntahena Choudhury
~~Fan~~ Taya - 2M followers

male Inf 19. Keya Patel - 3M followers

.. Dar

20. Swag Chacehi - 1.9M followers

21. Purnima - 9.7M

22. Puja Chera - 3.4M

23. Samira Khan Mahi -
2M

24. Rangan Riddo - 3415k followers

25. Shamima Afrin Omi in
facebook - 1832486 followers

TikTok - 8.4 million
on

26. Anamika Oyshe - facebook - 104k followers
TikTok - 5.8M followers

27. Nourreen Afrose piya
TikTok follower - 9.6M

28. Xesyy Moon ~~Facebook~~
↳ 107k to 100k

~~Instagram~~
TikTok ↳ 9.9 Million

29. Bidya Sinha Saha min. ↳ 6.7M

30. ~~Am~~ Lamia Moktar Linda ↳ 295811
followers

① Find Boutique Shop

↳ Must have Physical Store

Fb Page $\xleftrightarrow{\text{Like Link}}$ Group is Any Website

20 Adson Fb/web

Example

Anjans	> ਚਮੜਾ ਸ਼ਾਹ	<u>Product</u>
Banglor Mel2		Saree
La Reve		Balwan Kameez
ਸ਼ੁੱਭ		Punjabi
ਚਮੜਾ		Fatua (Men)
Jatra		Kurti

② All Kind of Events that happened in Dheke from Jan 22 - Jan 23

কোনো মানে
কোনো কোনো নিম্নতর $\rightarrow$ কোয়ান্টাম
killer

⇒ ଅନ୍ତର ନିମ୍ନ CONTAMINANT ନିମ୍ନ ସାମଗ୍ରୀ
engla

2) ପୋଲିମାୟା ଆର୍.ଏଫ. ଚୌଧୁରୀ

১) $\frac{1}{x^2} = x^{-2}$ এর ক্ষেত্রে $\frac{d}{dx} x^{-2} = -2x^{-3} = -\frac{2}{x^3}$

ଦି ୦୧/୧୧/୧୯୮୩

ଦ) ଚାହିଁ ନାହିଁ
ଝଟାଲେଟ ନାହିଁ

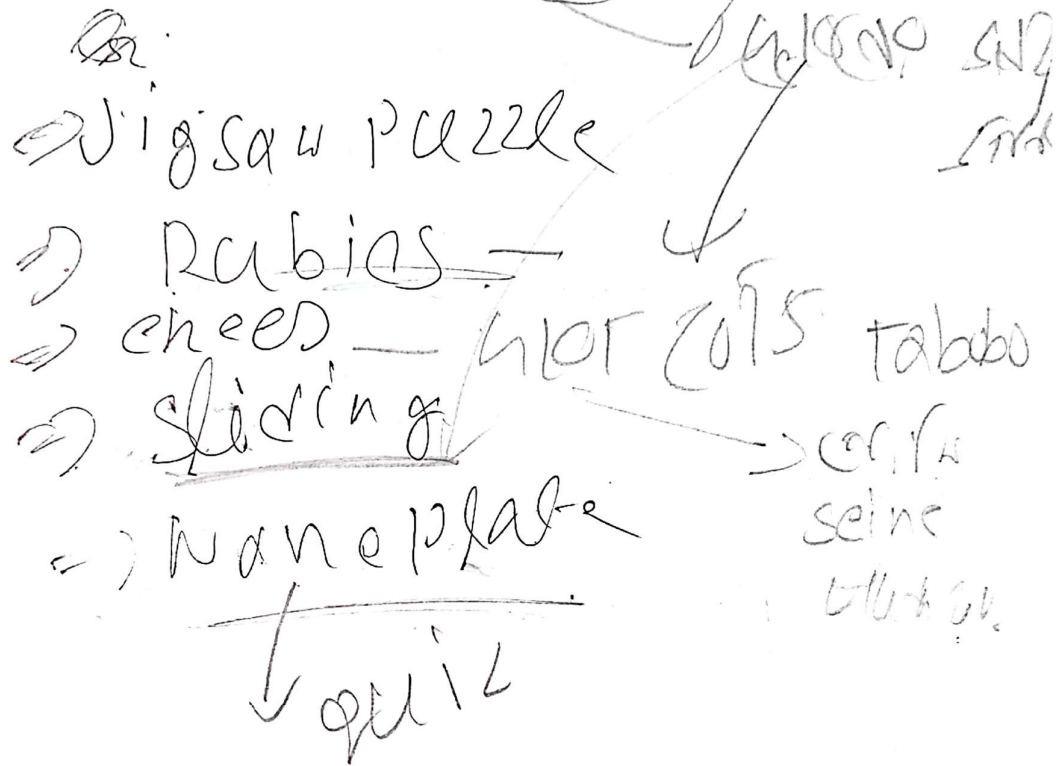
2) $\text{CONT. T.M. (21)}: \Sigma \sigma \in \text{AG}(\Pi_n)$

২) ক্রমক্রিয়ালোপন প্রণালী

13/04/2012 GNS Bondrova
Ibandronic Acid

1. ~~Logo~~ Slogan → લોગો સ્લોગન
2. Logo, ~~man~~ Namonic, ^{Emblem} ~~Man~~ - રજિસ્ટર
3. ~~Un~~visited - રજિ, વિઝિટ
ગિટ
4. ~~Game, comic~~ Game, Comic
5. Wal Kart
6. Game
 - ↳ Chess
 - ↳ ~~Puzzle~~ Puzzle → Sliding Puzzle
7. Infor graphic

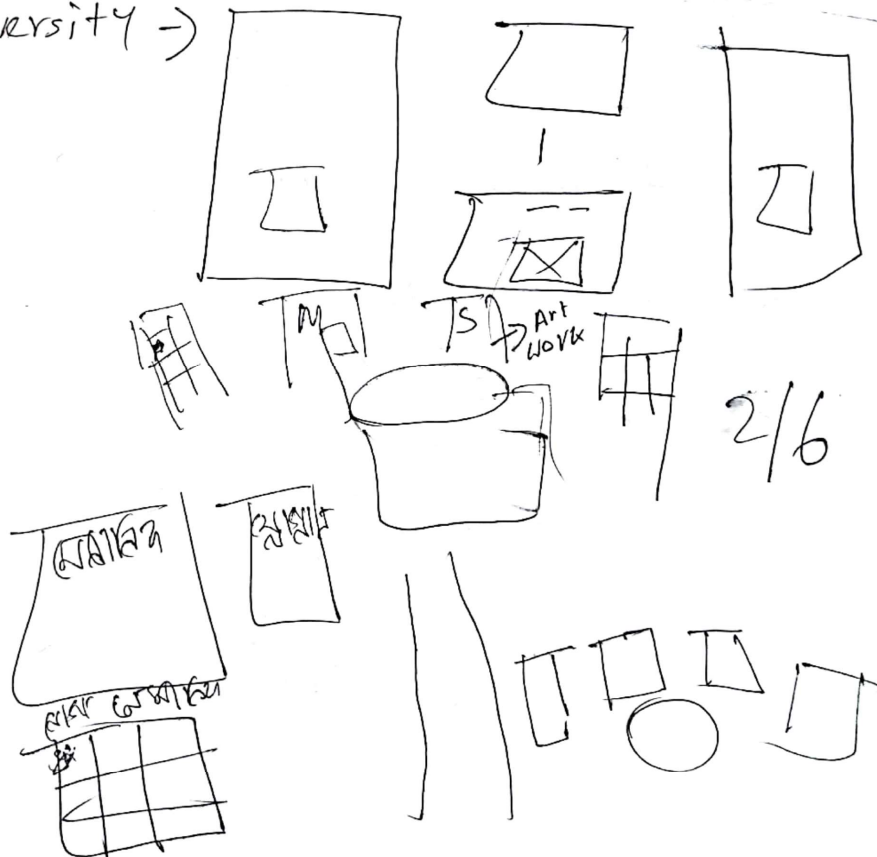
27th (2017) EXHIBITION



CAGR $\rightarrow$ Compound annual growth rate

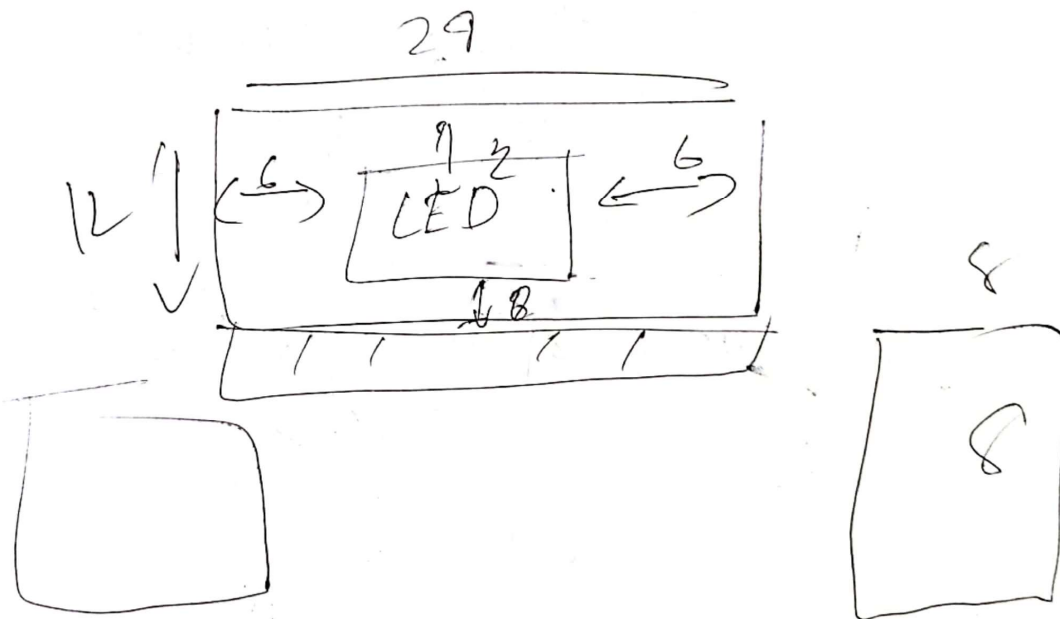
Revenue $\rightarrow$ 81518

University $\rightarrow$



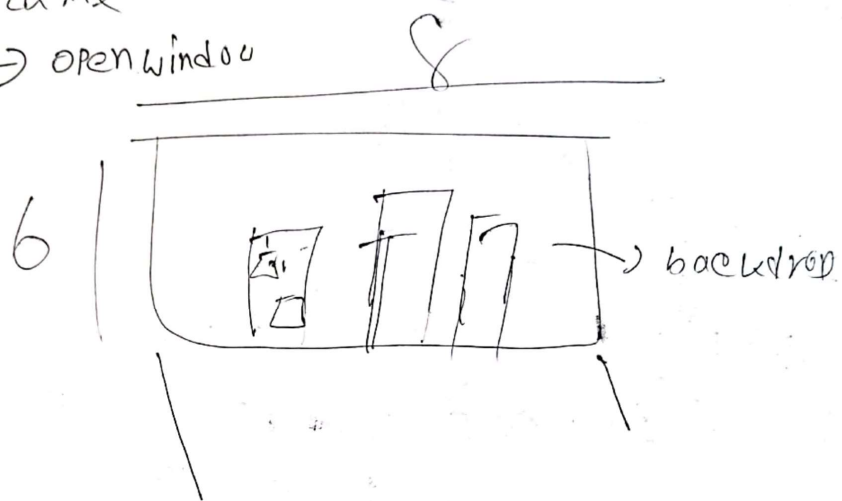
Störker $\rightarrow$ 200 W Störker & 0.1 V_G

stage $\rightarrow$ Backup



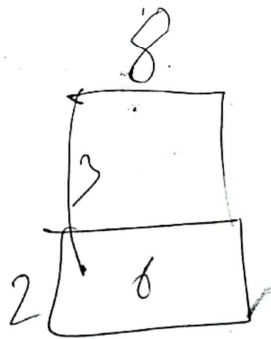
Game

⇒ open window



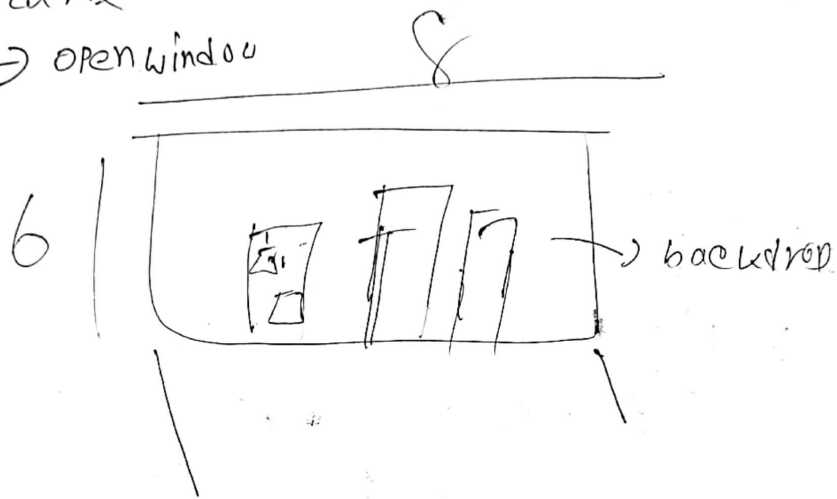
⇒ Name date ⇒ 4 1/2

standee



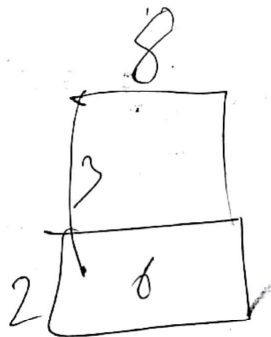
Game

→ open window



→ Name date → 4 2 t

stander



School



① Raj

- ↳ Quotation
- ↳ Bill for Advance
- ↳ Bill for Board + Stationary (Money Receipt)

② Turaj

- ↳ Event Quotation
- ↳ 360 Photobooth Quotation (Full bill Advance)
- ↳ Advance Bill for Both

DR. Firdausi Qadri
↳ Acting Senior Director

Dr. Lafita Jamal
↳ Professor of the Department
of Robotics and Mechatronics
Engineering, University of Babel

Dr. Salma Sultana
↳ Founder Model Livestock
Advancement Foundation

Mirza Ahmed Choudhury
↳ Board Member Action Aid Bangladesh

Mr. Tawhidur Rahman
↳ Senior Technical Specialist
Digital Security and
Infrastructure

S Ghoshanda Saha

Assistant Commissioner

Cyber Security and Crime Division,
Co-ordinator Terrorism and Transnational Crime

Mohibul Hassan Choudhury

↳ M.P; Honorable Deputy
Minister Ministry of Education

Farah Kabir

↳ Country Director, Bangladesh

୧/ (୧) ଅଭିଯୋଗକାରୀଙ୍କ

=> ଡ. ଆମ୍ବନୀରାୟ ମହାପାତ୍ର

ମାଧୁକୀ
ଓ ଏସ୍ ସାହିତ୍ୟ ସଂସ୍ଥା

୨/ ସାହିତ୍ୟ ଓ ଓପିଆ ବିଭାଗ

ଅଭିଯୋଗକାରୀଙ୍କ ଅଭିଯୋଗ

ଅଭିଯୋଗକାରୀଙ୍କ ଅଭିଯୋଗ ଅନୁଯାୟୀ

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ଅଭିଯୋଗକାରୀଙ୍କ ଅଭିଯୋଗ ଅନୁଯାୟୀ

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ଆମର ମନୋନାମ ଶ୍ରୀ ଶ୍ରୀ ଶ୍ରୀ

ଦେଖି ପାରିବୁ ଏହି ଦେଖି ନିଶ୍ଚୟ
ଦିଅନ୍ତୁ : ଶ୍ରୀ ଶ୍ରୀ ଶ୍ରୀ ଶ୍ରୀ ଶ୍ରୀ
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ତା ୧୦୦୦ ଟଙ୍କା ଶ୍ରମିକମାନଙ୍କ ଦ୍ଵାରା
ଦିଆଯାଇଥିବା ଏହି ୧୦୦୦ଟି ଟଙ୍କା
ଆଦେଶ ଦେଇ ଶ୍ରମିକମାନଙ୍କ
ଦେଇ ଏହି ଟଙ୍କା ଶ୍ରମିକମାନଙ୍କ
ଦ୍ଵାରା ଦିଆଯାଇଥିବା ଏହି

ଏହି ଟଙ୍କା ଶ୍ରମିକମାନଙ୍କ

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ଏହି ଟଙ୍କା ଶ୍ରମିକମାନଙ୍କ

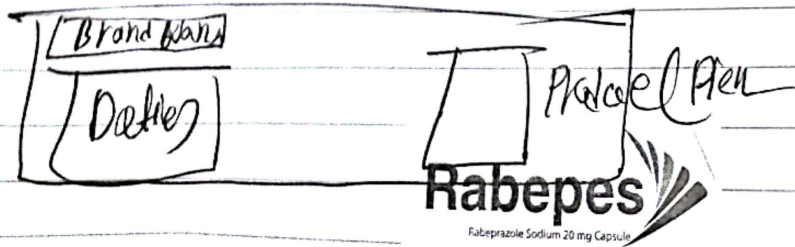
Date 16/2/2025

Finis এ: ~~Product~~ Competitors এ: ১
নং ১০ হ'ল Product Category
অনুসারী।

⇒ 92th Excel Sheet & Product
Fib link website & 1800
200

[illegible]

2) ଗୁରୁ PTT ଶାନ୍ତ ୧୦



Date: 21/3/2023

1) ଗାନ୍ଧିବାହିନୀ ପ୍ରାଚୀନ ହିନ୍ଦୁ
ଗାଁ ପଞ୍ଚାୟତ ଦୁର୍ଗ
Content ନିର୍ଦ୍ଦେଶ ୨୦.

2) ଗାନ୍ଧିବାହିନୀ ହିନ୍ଦୁ - 20୦୩
ଏକ ପ୍ରକାର ଗାନ୍ଧିବାହିନୀ Content
Urgent ନିର୍ଦ୍ଦେଶ ୨୦.

3) ଗାନ୍ଧିବାହିନୀ ନିର୍ଦ୍ଦେଶ ନିର୍ଦ୍ଦେଶ

4) ଗାନ୍ଧିବାହିନୀ ନିର୍ଦ୍ଦେଶ

5) ନିର୍ଦ୍ଦେଶ

6)

7) ଗାନ୍ଧିବାହିନୀ ନିର୍ଦ୍ଦେଶ
ନିର୍ଦ୍ଦେଶ ନିର୍ଦ୍ଦେଶ

Rabepes

Rabepazole Sodium 20 mg Capsule

ମିଳି ଯାଉଛି ଆମର ଗୁଣା
ଆମ ଓଫିସ୍ ଓ ଲେଖନୀ ମଧ୍ୟ,

ମିଳି ଯାଉଛି ଆମର ୨୨୦୧୫୫୫

କିନ୍ତୁ ଆମର ୨୨୦୧୫୫୫
କିନ୍ତୁ ଆମର ୨୨୦୧୫୫୫
କିନ୍ତୁ ଆମର ୨୨୦୧୫୫୫
କିନ୍ତୁ ଆମର ୨୨୦୧୫୫୫

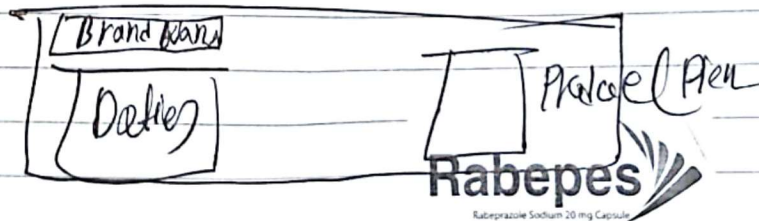
Date: 16/2/2025

Finis ଏଠାରେ ~~Product~~ Competitors ଏଠାରେ
ନଂ ୧୦ ଏଠାରେ Product Category
ଭରାନ୍ତି ।

⇒ ଏହା Excel Sheet ଓ Product
Fb link Website ଓ ଟେବୁଲ୍
206

Product	Fb link	web

⇒ ଏହା PTT ଶାଖାରେ ୧୦୦



Date: 21/5/2023

ଜାତୀୟ ସ୍ତରୀୟ ନିୟମ
କ୍ଷତି ଏବଂ ସିନା ହ୍ରାସ
Content ନିୟମ ୧୫.

୧) ଗୁଣି ଗାରି ନିୟମ - ୨୦୦୩
ଏବଂ ଏହା ଶେଷରେ Content
Urgent ନିୟମ ୧୫.

୧) ଗୁଣି ଗାରି ନିୟମ ଶେଷ Final

୨) ଗୁଣି ଗାରି ନିୟମ ନିୟମ

୩) ନିୟମ

୪)

୫) ଏହା ଗୁଣି ଗାରି ନିୟମ ନିୟମ
ନିୟମ ନିୟମ

Rabepes
Rabepazole Sodium 20 mg Capsule

ମିଳି ଗାଲେ ନାହିଁ ତାହା
ନାହିଁ office ଏକଥା ନାହିଁ ।

ମିଳି ଗାଲେ ଏହି 22 ଡିସେମ୍ବର

ବିଧି ଭାବେ ଏହି
ଫିନାଲ୍ ଫିନାଲ୍
credit ଏବଂ ଡିବିଡ୍ ।

Date: 2/2/2023

Facebook ^{ଫେସ୍‌ବୁକ୍} 2000+
event ଓ link ଓ

2020 2021

ଫାଇଲ୍ ଏକ୍ସଲ୍ ସିଟ୍

ଏ ଫାଇଲ୍ 2021

Event	date	Time	Place / link

ବିପ୍ରୋ ଟାଲେଣ୍ଟ ଏଣ୍ଡ

bipro ଟାଲେଣ୍ଟ ଏଣ୍ଡ

2021

2/28/2023

ActionAid ~~event~~ event 5.

final meeting 5.

Meeting ~~minutes~~ minutes

Ver 201

Exit PPT 2/28/2023
event 5: 8:00 PM, 1/28/23

• Prominent Person

3/7/2023

ActionAid Event ~~Part 1~~

• name list Exec

5:00 PM: 1/28/23

Date: / /

ଉତ୍ତମ ଚାରି ଧା ମିଳେ ୧୮।

2. 7. 2023

200ଟି Boy-sen ଶିକ୍ଷାପ୍ରାପ୍ତ

କାମ ଯେ ଅଂଶ ୧୮

ଶାଳି Female group

ଦିନେ ଶୁଣି ଯାଏ ଅଂଶ ୧୮

୧୮

କା group ଦିନ 1M+

କା ଶାଳି ଶୁଣି ନିଆ

କା ୧୮

ଶୁଣି Exeal Fi **Rabepes**

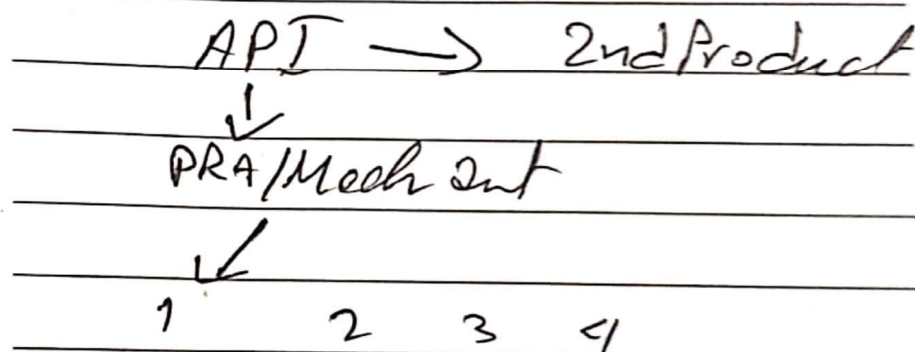
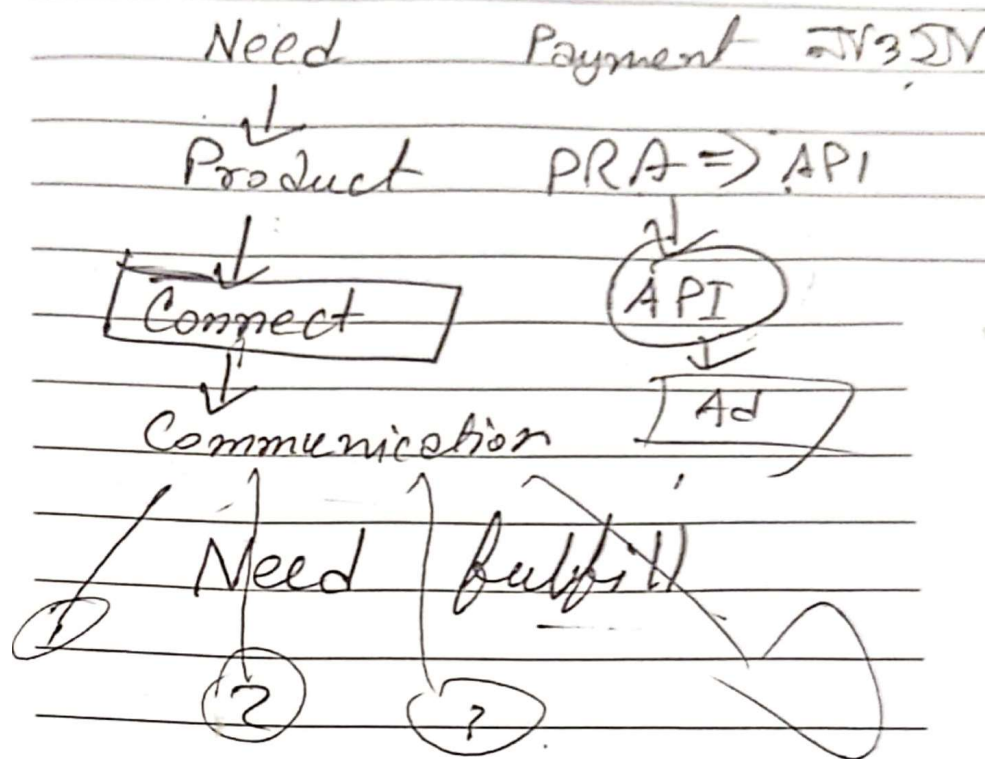
କା ୧୮

Listicle

① How to Get API

② Tutorial

③ প্রচারণা থেকে রাসদান



⇒ ଜନେଜ ହି

⇒ University Free

⇒ Example Bhash ~~test~~ tutorial.

⇒ Education Loan

⇒ ଶିକ୍ଷା-ମୁକ୍ତ ବ୍ଲାସ୍

⇒ ଶିକ୍ଷା ମୁକ୍ତ ଚୋରା ଗା.

⇒ Bhash ମୁକ୍ତ ମାଥ

⇒ Ed Tech ⇒

⇒ Weeding Video by
b kash QR code scan

~~India~~

~~1. PayU~~

2. Amazon Pay

3. Stripe

~~4. PhonePe~~

5. Braintree is a PayPal Service

6. Cash App

~~7. DHIM~~

~~8. Mobikwik~~

9. Taler

10. Apple Wallet

8-201

TikTok ⇒ minimum requirement is 18 years

⇒ Time duration higher 3 months

lower 155.

⇒ Lip-synching video app

⇒ 1 to 3 times per day upload

TikTok video.

⇒ Upload video in morning

6 AM to 10 AM and evening

7 PM to 11 PM

⇒ Use hashtag, audio, caption

⇒ reach target audience location
language.

⇒ High-quality and engaging

content

⇒ TikTok launched ⁱⁿ 2016 by Chinese technology company ByteDance.

⇒ available in more than 150 different markets.

⇒ Per day 1 billion apps daily user by early 2022.

TikTok similar app

- | | |
|-----------|---------|
| ⇒ Clash | ⇒ Cheez |
| ⇒ Triller | ⇒ Fikre |
| ⇒ B4te | ⇒ Beek |
| ⇒ Feenix | |

Discord

⇒ Discord is a VoIP and instant messaging social platform.

⇒ Communicate with voice calls, video call, text messaging, media and file.

⇒ Discord runs on Windows, macOS, Android, iOS, Linux, web browser,

⇒ 350 million registered users in 2021, and over 180 million monthly users.

Bkash 2023

⇒ Sims 170-85%.

⇒ Bkash 64-58%.

⇒ APP User 12-7%.

⇒ Smart phone 93 27-1.

Monthly Average User

Behavior ~~Divide~~ Dive

Objective → Create a cashless society

While stemming the discussion through digital.

ATL
Army
Batal

BTL/Trade
BGD

Digital
KPI

The matrix

↓

500k 200k 100k 50k 20k 10k 5k 2k 1k 500

↓

Platform

Monument of goodness

RTL
built TOEA

Mega campaign
macro campaign
micro "

Listicles | Engaging Quiz

memes | Influencer

Content collaboration | web series

Comic strip | unit to online visual

Artist.

Gift Youtube show

Thumbstopper. | Over the

Infographics

⇒ Digital ~~ଅନୁସନ୍ଧାନ~~ ^{Communication event} ~~ଏକାଧାରରେ~~ ~~ଏକାଧାରରେ~~ ~~ଏକାଧାରରେ~~
ଟିକି

⇒ one boy school and one girl school.

⇒ ବିଭିନ୍ନ ଶିକ୍ଷା ଉପରେ ଗୁରୁତ୍ୱ ଦେଇ
ଏକାଧାରରେ use on social media

⇒ Friendship day added creative way.

⇒ Reels, annual.

⇒ ଗୋଟିଏ ବୋର୍ଡ ଏ

Bkash 2023.

- ⇒ Bkash $\text{ଅନୁଷ୍ଠାନିକ ସମ୍ପର୍କ}$ Product.
- ⇒ Listicles
 - ↳ Content Partnership
 - ↳ Formal channel
 - ↳ Bkash user group
- ⇒ Engaging Quiz / Risk
 - ↳ Bkash User group post
- ⇒ Memes & poster
- ⇒ Influencer marketing
 - ↳ Rakhi Afsar
- ⇒ YouTube show
 - ↳ Thumbstopper
 - ↳ ~~Thumbstopper~~
 - ↳ Web series
 - ↳ TikTok
 - ↳ Youtube Reels
 - ↳ ShareIt
 - ↳ TVE
 - ↳ Pave

Bondrova
E-learning App

ଆଲୋଚନା ବିଷୟବସ୍ତୁ

- ↳ Memes
- ↳ Sprayer filter
- ↳ Reels
- ↳ Hashtag ଚୟନ ଆଦି
- ↳ online visual artist
- ↳ controversy ଛାଡ଼ି ନିଆଯାଏନା
- ↳ Reel & ପ୍ରସାରଣ ସ୍ଥାନ ଇତ୍ୟାଦି
- ↳ ଡିଜିଟାଲ booth ଇତ୍ୟାଦି
- ↳ Angalia
- ↳ ~~Air filter~~
- ↳ Reel
- ↳ voice filter.

Need target

Exhibition

→ AI voice filter

କ୍ଷେତ୍ର: ମାନବ ଚାହିଦା
୧) ସାମାଜିକ/ବ୍ୟକ୍ତିଗତ ଚାହିଦା tag ମୋଡ଼ ସହ
ସାମାଜିକ Revenge psychology.

ହେଲେ ଗାଁ ଗାଆଁର ସାମାଜିକ ନିବିଡ଼ିତା

୧) ଉପାଦାନ ଶିକ୍ଷା କ୍ଷେତ୍ର ଗାଁ

୨) ଟ୍ରାକ୍ ଓ ଗାଁର ପାଠ୍ୟ ପଢ଼ିବା ଗାଁ
ଗାଆଁର ସାମାଜିକ ନିବିଡ଼ିତା

ନିବିଡ଼ିତା ଓ ଶିକ୍ଷା

୩) ୩rd art museum & painting. 3rd art

୪) ହେଲେ ଗାଁ ଗାଆଁର ସାମାଜିକ ନିବିଡ଼ିତା

ଗାଁ

music

୫) ନିବିଡ଼ିତା
X

January
memor → 1 + 1 + 1 + 1 + 1
December
memor → 1 + 1 + 1 + 1
Admin → 7 January 19
Admin → 6 Dec

SELF-ASSESSMENT FORM

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

Name of Intern: Nur Nafisa Ahmed

University ID: 173012058

Name of the Institute/Organization:

Bread&Butter

Corporate Office Address:

Flat-10, House-36, Road-2 (Uta Voot Building),
Dhanmondi, Dhaka 1209

Email:

careerinfo.bnb@gmail.com

Web:

<https://bd.linkedin.com/company/bread-and-butter-bangladesh/>

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

48+ hours

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

6000 TK

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

☐ Not at all

☐ Slightly

☐ Moderately

☐ Quite a bit

☒ A great deal

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

1=Not at all

2=Slightly

3=Moderately

4=Quite a bit

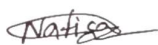
5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	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.	4

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	3
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	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	4
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
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	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.42

5. General Comments

I learned more here than I thought was possible. I'm hopeful that my experience will soon be of great use to me. Thank you for guiding me in such a wise way.



Signature of Intern

Professional Competencies

Professional competence is the skills, attitudes, and knowledge one develops over time for my specific sector through work. Below are the professional skills that I acquired during my internship at Bread & Butter:

Skills

- Microsoft Word/PowerPoint, excel
- Making Pitch Deck
- Time management
- Brainstorming
- Good interpersonal communication skills
- Writing Bangla content
- Multitasking
- For visual editing, I have used Canva, photoshop and for writing assistant, I have used AI tools.
- Teamwork with colleagues

Attitudes

- Time management
- Patient and honest towards work.
- Working under pressure
- Willingness to acquire new skills
- Attended all client meetings

Knowledge

- Research and analysis
- Critical Thinking
- Crisis management
- Adaptability
- Multitasking

Concluding Remarks

As a public relations major, I consider myself fortunate to have earned an internship with a well-known agency. This opportunity provided me with my first professional employment experience, which was invaluable in boosting my confidence and self-awareness. The workplace environment was motivational, thanks to my compassionate and supportive colleagues and supervisor who provided constructive feedback and guidance. I am now confident that I can work at any public relations agency. I appreciate this chance and am eager to apply the lessons I learned to my future career.