



MEDIA STUDIES AND JOURNALISM DEPARTMENT

INTERNSHIP REPORT

NAME: MELISSA AYESHE ADHIKARY
ID: 192012009
TERM: SUMMER 2024
COURSE CODE: MSJ11498, MSJ11499

HOST ORGANIZATION: Action Joy Enterprise Ltd.



SUBMISSION DATE: August 9, 2024

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Student's Detail

Name	Melissa Ayeshe Adhikary
Student ID	192012009
Department	Media Studies and Journalism
Major Concentration	Digital Journalism
Minor Concentration	English
Career Goal	My career goal is to become an effective communicator and a skilled researcher

Internship Detail

Host Organization	Action Joy Enterprise Ltd.
Host Organization Address	Bilmamudpur, Karimer Dangi, Faridpur Sadar, Faridpur
Host Organization Address (Remote)	Baridhara DOHS, road 6, 366/A
Name of Supervisor	Fahim Zakaria
Designation of Supervisor	Operation Manager
Internship Start Date	June 1, 2024
Internship End Date	August 31, 2024
Internship Hours Per Week	48 hours

ACKNOWLEDGMENT

During this transition period, my internship has been the most impactful experience. First and foremost, I would like to thank God for guiding me throughout this journey. I am also deeply grateful to my family for their unwavering belief in me and their constant support.

I extend my sincere thanks to Action Joy Enterprise Ltd. for providing me the opportunity to intern with their incredible social communication work. Special thanks to my workplace supervisor, Fahim Zakaria, Manager of Operations, for helping me understand my role and the organization's structure.

I thoroughly enjoyed working with BEJOY International's wing, Action Joy Enterprises Ltd., as their mission to uplift the poor and empower the voiceless resonates deeply with me. The organization focuses on supporting women and children in Bangladesh, particularly those affected by human trafficking. They provide critical assistance, counseling, and therapy to help these women regain hope and dignity. Additionally, AJE teaches them to create handicrafts, enabling them to earn a sustainable income and thrive in the international market. Through financial management training, the organization equips these women with the skills needed to rebuild their lives.

I also wish to express my respect and gratitude to all my faculty and mentors from ULAB, whose guidance has shaped my academic progress. It is because of their teachings that I was able to apply my learning effectively during this internship.

A special note of thanks to my academic advisor, Bikash Ch. Bhowmick Sir, Assistant Professor at the Department of Media Studies and Journalism (MSJ), University of Liberal Arts Bangladesh (ULAB), and to my internship advisor, Arwin Ahmad Mitu Ma'am, Lecturer at ULAB. She guided me from the very beginning of my internship, providing invaluable instructions and suggestions.

Moreover, I am grateful to our internship coordinator, Muhammad Aminuzzaman Sir, Senior Lecturer and Internship Coordinator at ULAB. His continuous support made it possible for me to successfully complete the internship process.

Last but certainly not least, my heartfelt thanks go to the people who stood by me throughout my university life, never giving up on me even during my toughest moments.

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: Melissa Ayeshe Adhikary
ULAB ID: 192012009



Signature _____

INTERNSHIP REPORT APPROVAL FORMStudent Name Melissa Ayeshe Adhikary ID No. 192012009Major: Digital Journalism Year: 2024Local Phone: 01705282854 Email: melissa.ayeshe.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

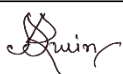
Internship Organization/Project: Action Joy Enterprise Ltd.Internship /Project Report Topic: Social Media Management- Communication InternshipSemester (Tick one): ☐ Spring 242 ☒ Summer 242 ☐ Fall 242

Advisor APPROVAL

(Please place a Tick)

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

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

Signature:  Date: 14 September, 2024Name: Arwin Ahmad Mitu Title: LecturerE-mail: arwin.ahmad@ulab.edu.bd Phone: +880 1521-43877

INTRODUCTION

From the beginning, I knew I wanted to study something that not only intrigued me but also allowed me to apply my learning in real-world scenarios. That desire led me to the Media Studies and Journalism Department, where I could blend my passion for reading with practical application in the field. My journey took a significant turn during my second year at university, when I was working as a marketing manager while continuing my studies. As I observed the rapid shift to digital platforms, I realized that I could integrate my marketing skills with my academic pursuits, which greatly enhanced my knowledge and abilities.

By the time I reached my final year, I felt drawn to research, recognizing it as an area where I could combine my journalism ethics with my growing expertise in marketing and social media. This sparked my interest in interning with a social organization, where I could make a meaningful impact. That opportunity came when I joined Action Joy Enterprises Ltd., a wing of BEJOY International, known for their work in supporting underprivileged women and children affected by human trafficking in Bangladesh.

During my three-month internship at Action Joy Enterprises Ltd., I worked in the social media and communication department. I gained a deep understanding of the organization's structure and how my work in communication directly connected with the organization's goals. I learned how effective communication strategies are essential for reaching our audience and securing funding to sustain our projects.

Action Joy Enterprises Ltd., founded by Joya and Jacob Berlin, aims to restore dignity and purpose to women and children in Bangladesh who have been marginalized and exploited. They offer critical support, including ongoing counseling and therapy, to help these individuals rebuild their lives. One of the organization's key initiatives is training these women to create handicrafts, enabling them to generate income and become financially independent. Many of these women have achieved success in the international market, receiving professional certifications and steady income.

Additionally, Action Joy Enterprises collaborates with government institutions, such as the Department of Social Services, to manage facilities like Government Shelter Homes and Sarkari Shishu Paribar, providing safe spaces for at-risk women and children. The organization's impact has been widely recognized, with Joya Berlin receiving multiple accolades, including সাহিত্য দিগন্ত পুরস্কার ২০২৩ and the জয় বাংলা আওয়ার্ড ২০২৩, for her outstanding contributions to human welfare and social service.

This internship has been a rewarding experience, allowing me to apply my academic learning while contributing to an organization making a profound difference in people's lives.

EXPECTATIONS

My primary expectation for this internship was to apply the knowledge I gained from my academic studies in journalism, particularly from the textbooks and theoretical concepts I had explored. I also hoped to draw on my experience in the marketing industry, especially given the growing influence of digital media on journalism. I aimed to understand how modern journalism is shifting from traditional formats to digital platforms and to see how I, as a communicator, could contribute to this evolving landscape. I also aimed to explore how I could effectively contribute as a communicator within the research field.

The key objectives based on the expectations:

- Understanding Funding Communication
- Story Collection and Reporting
- Social Worker-Victim Relationship
- Empathy in Service Delivery
- Social Media Strategy for Sensitive Content
- Conducting Interviews with Social Workers
- Maintaining Ethical Standards

HOST ORGANIZATION

Organization Type: Social Enterprise

Incorporation Status: Private Limited

Company Year of Establishment: 2014

Address: Bilmamudpur, Karimer Dangi, Faridpur Sadar, Faridpur

Address (Remote Office): Baridhara DOHS, road 6, 366/A

Website: <https://bijoyinternational.org/>

Facebook: <https://www.facebook.com/p/Action-Joy-Enterprise-Ltd-100088638816206/>

LinkedIn: <https://bd.linkedin.com/company/actionjoy>

CEO: Joya Berlin

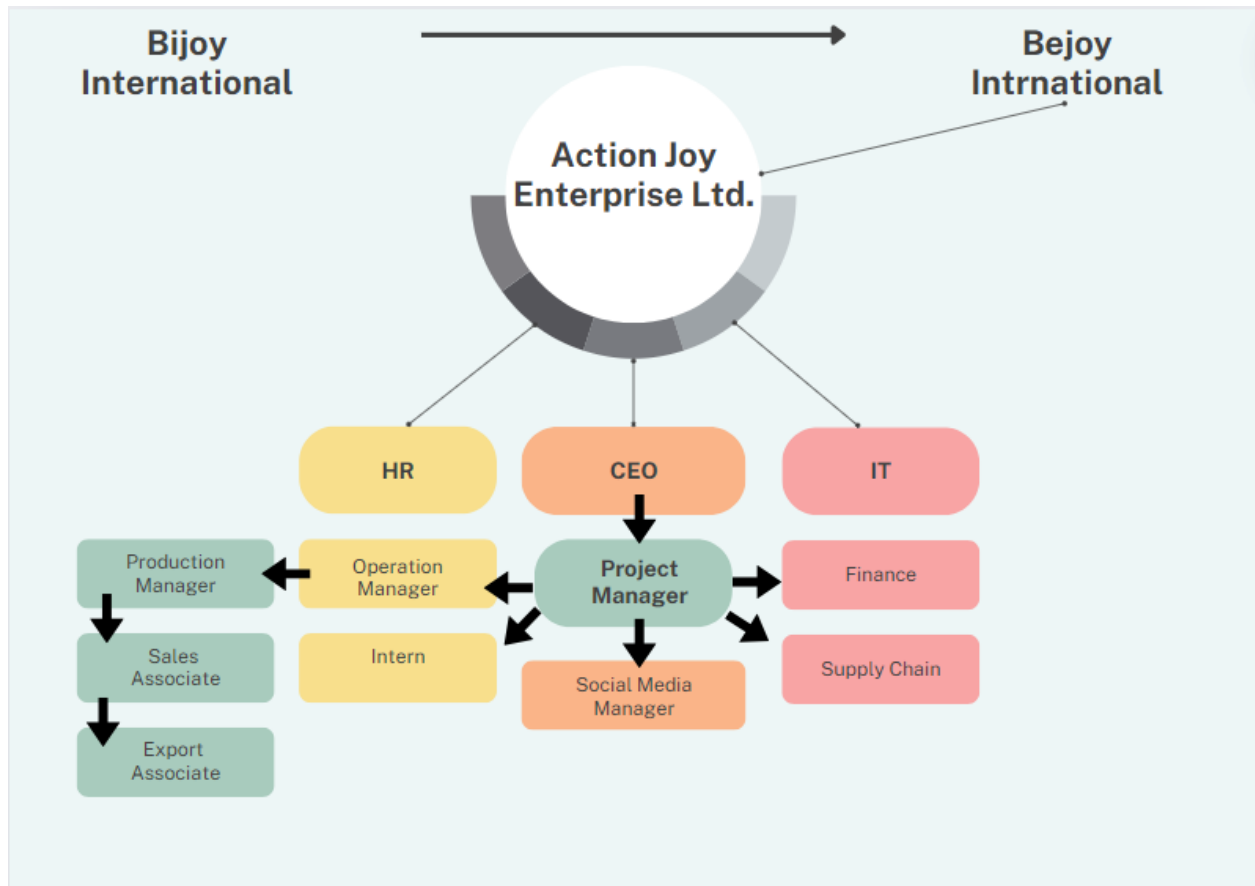
Awards and Accolades:

- সাহিত্য দিগন্ত পুরস্কার ২০২৩
- জয় বাংলা আওয়ার্ড ২০২৩

Affiliation in social work

- Department of Social Services
- Sarkari Shishu Paribar
- Shelter Home
- PHWC- Psychological Health and Wellness Clinic
- Safe Home

Company's Organogram



Company Brochure

ACTION JOY ENTERPRISE LTD.

BEJOY
International

WE WON'T HELP YOU, INSTEAD WILL
STAND WITH YOU TO ACCOMPLISH
YOUR DREAMS.



 Action Joy Enterprise Ltd

MISSION

Our mission is to provide jobs, for women and men who are victims of human trafficking, orphaned, helpless and disabled. This is done by creating dignified jobs with a therapeutic approach empowering all to exist without assistance or dependence on others.

VISION

Our Vision is to employ and bring therapeutic transformation to thousands of women and men every year all over the world.





INSPIRING JOY EMPOWERING INDIVIDUALS TO BECOME SELF-SUFFICIENT

At present, our primary focus is working with traffic women, orphans above the age of 18, deaf and mute individuals, and even those who are blind.



Job Opportunity

We offer job opportunities for anyone, including those with disabilities. The only qualification required is the desire to learn, grow and adapt.





Joya Berlin
Founder & CEO

Our business is social work; we cannot separate social impact from business, as it's designed to provide employment opportunities to those who may not be qualified or finding opportunities elsewhere.

Address :

**Bilmamudpur, Karimer Dhangri,
Faridpur Sadar, Fardipur.**

Contact Us:

Phone : +880 1775-868169
Email : office.for.joy@gmail.com
Website : actionjoy.com

Do it with Joy

OUR CORE VALUES

We are professional, accountable, always helpful, trauma-informed, excellent, and self-supporting.



TASKS

During my 3-month internship, starting on June 1st, 2024, I worked full-time from Saturday to Thursday, 9 am to 5 pm, within the Social Media Management Team in the communication sector. My responsibilities included:

1. Content Creation and Scheduling: Developing and scheduling engaging social media posts across various platforms.
2. Engaging with Fundraisers: Managing communication with fundraisers and fostering relationships to support the organization's objectives.
3. Social Media Metrics Analysis: Monitoring and analyzing social media performance metrics to assess the effectiveness of campaigns and content.
4. Content Strategy Development: Assisting in the development of comprehensive content strategies for social media growth and audience engagement.
5. Managing Social Campaign Ideas: Generating and managing ideas for social campaigns aligned with the organization's goals.
6. Artisan Reporting: Documenting and reporting on the work and progress of artisans within the organization.
7. Story Collection and Reporting: Collecting personal stories from victims and creating detailed reports to highlight their experiences.

PROJECT DESCRIPTION

Project-1

Project Name:

Empowering Voices Project: Collecting and sharing stories of women from Government Shelter Homes through meaningful content.

Project Overview:

During my internship, I had the opportunity to work with a social enterprise (AJE) operating across eight districts of Bangladesh, focusing on social work in those areas. In each district, social workers are dedicated to assisting vulnerable individuals, particularly those in shelters or under the Department of Social Services. These workers identify individuals in need and collect their stories, which are then documented in our protocol system.

As part of my responsibilities, I was assigned to work on 10 to 15 case studies, including individuals such as Akhlina, Asma, Chaiti, Iti, Josna, Mitu, Parvati, and Rasheda. Many of these individuals had experienced family abuse, exploitation, or were victims of forced marriages that had led to hardship. I gathered and organized these life stories, prepared detailed reports, and ensured confidentiality due to the sensitive nature of their situations. One significant case was that of Afsana Akter Shila, a young girl who had faced unimaginable challenges but, with the help of Action Joy Enterprise Ltd., was able to rebuild her life.

Shila's story, like many others, required extensive documentation and reporting. After suffering abuse at the hands of her father and being sold for sexual exploitation, Shila was rescued and provided support through Action Joy Enterprise Ltd. Despite her traumatic past, she has now developed skills in dancing, singing, and sewing, with hopes of furthering her education and helping other underprivileged girls.

My Task and Responsibilities:

I was assigned a series of critical tasks that required attention to detail and sensitivity, particularly when dealing with personal stories of individuals in vulnerable situations. My responsibilities began with receiving reports from my supervisor, which contained fragmented narratives. My first task was to organize these stories, categorize them by individual names, and translate them into coherent, structured reports.

Once the translation was complete, I verified the accuracy of the information by cross-referencing it with updates from the social workers stationed in the relevant areas. A key responsibility was

working on Shila's case, which required obtaining her consent to proceed with reporting on her story. Ensuring ethical practices were followed, I secured her approval before moving forward.

Next, I delved into video editing, where I worked on compiling the soundtrack, audio, video, and images. Throughout this process, I carefully reviewed all content to ensure it adhered to the necessary standards and guidelines. I also sought permission to use captions for the video content before sharing it in our official group.

After preparing the video and accompanying materials, I presented the content to my team leaders for feedback. Following their input, I made the necessary adjustments and submitted the final version for official use. My role in this project not only enhanced my skills in communication and editing but also deepened my understanding of the ethical responsibilities required when handling sensitive topics.

Project Follow-up Report

Date: 09th June, 2024

Reporting Month: June

Report Type: Weekly Report

Area: Barisal

Report Prepared By: Tripty Bishwas

Organization/Person Name	Report/ Observation
Barisal Safe Home	We visited Barisal Safe Home on 7th June with our four team members. We provided training to the 19 girls of the safe home at Barisal. The names of the girls are Ferdousi, Nazma Akter, Sumaiya, Afsana, Mira Akter, Toma, Laboni, Sharmin, Shirin Akter, Fatema, Tania, Sonia, Happy, Rahima, Ruma, Moni, Sharmin (Mute), Lamiya, & Rani. There are a total of 25 girls among them 6 girls who are mentally sick that's why they didn't attend our training sessions. We provided art processing on Jute and counseling sessions during the follow-up visit. We've arranged snacks for all the safe home members with the AD Mr. Shazzad's guidelines. He also suggested visiting them twice a month or at least 3 days of training sessions at once. He said this visiting time was too short. We found the NGO Justice Care is super actively working there. They arranged fast food training. A doctor is presently counseling every week, and they arranged Eid gifts for all the shelter girls.
Barisal Childs Family (Girls North)	We visited the Barisal child family (Girls North) on 6th June. We provided Jute Pot Bag hand stitch training to the girls. There were five types of hand stitches. There was a total of 40 girls were present among them Fatema Akter Moni (18), Rehena Akter (18), Salma (18), Khadiza Akter (18), Farzana(18).

Fatema (17), Suraiya (17), Tanzila (17), Nipa (17), Fahima (17), Maria (17), Dalia (17), Nasima Akter(10), Tahmina (16) & Tina(10) learned

Image1.1- Monthly report on shelter girls

Name	Date modified	Type	Size
2024 Brothel Stories By Rintu	9/4/2024 3:09 PM	File folder	
Akhlima- Shelter, Collected by- Rintu, (Life ...	6/12/2024 4:29 PM	Microsoft Word D...	105 KB
Akhlima- Shelter, Collected by- Rintu, (Life ...	6/12/2024 4:30 PM	Microsoft Edge PD...	705 KB
Asma- Shelter, Collected by- Tripty, (Life ...	5/30/2024 11:13 AM	Microsoft Word D...	105 KB
Asma- Shelter, Collected by- Tripty, (Life ...	5/30/2024 11:14 AM	Microsoft Edge PD...	705 KB
Chaiti- Shelter, Collected by- Tripty, (Life ...	6/5/2024 4:38 PM	Microsoft Word D...	104 KB
Chaiti- Shelter, Collected by- Tripty, (Life ...	6/5/2024 4:38 PM	Microsoft Edge PD...	695 KB
Eity- Shelter, Collected by- Tripty, (Life St...	6/19/2024 12:58 PM	Microsoft Word D...	108 KB
Eity- Shelter, Collected by- Tripty, (Life St...	6/19/2024 12:58 PM	Microsoft Edge PD...	757 KB
Josna- Shelter, Collected by- Tripty, (Life ...	6/3/2024 4:55 PM	Microsoft Word D...	106 KB
Josna- Shelter, Collected by- Tripty, (Life ...	6/3/2024 4:55 PM	Microsoft Edge PD...	519 KB
Mitu- Shelter, Collected by- Nadira, (Life ...	5/29/2024 10:48 AM	Microsoft Word D...	104 KB
Mitu- Shelter, Collected by- Nadira, (Life ...	5/29/2024 10:48 AM	Microsoft Edge PD...	517 KB
Parboti- Shelter, Collected by- Hazera, (Li...	6/10/2024 3:44 PM	Microsoft Word D...	105 KB
Parboti- Shelter, Collected by- Hazera, (Li...	6/10/2024 3:46 PM	Microsoft Edge PD...	625 KB
Rasheda- Shelter, Collected by- Rintu, (Li...	6/2/2024 5:01 PM	Microsoft Word D...	105 KB
Rasheda- Shelter, Collected by- Rintu, (Li...	6/2/2024 5:01 PM	Microsoft Edge PD...	706 KB
Ripa- Shelter, Collected by- Rintu (Life St...	6/4/2024 3:55 PM	Microsoft Word D...	104 KB
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Romana- Shelter, Collected by- Hazera, (...)	6/13/2024 11:43 AM	Microsoft Word D...	108 KB
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Sabiha- Shelter, Collected by- Hazera, (Li...	6/8/2024 11:21 AM	Microsoft Word D...	104 KB
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Sathi- Shelter, Collected by- Tripty, (Life ...	6/6/2024 4:58 PM	Microsoft Word D...	104 KB
Sathi- Shelter, Collected by- Tripty, (Life ...	6/6/2024 4:58 PM	Microsoft Edge PD...	610 KB
Sheuli- Shelter, Collected by- Rintu, (Life ...	6/1/2024 11:21 AM	Microsoft Word D...	106 KB

Image1.2- Shelter Girl's stories

ACTION JOY ENTERPRISE LTD. 
Bilmamudpur, Karimer Dangi, Faridpur Sadar, Faridpur.
Mobile: 88017758688169, E-mail: office.for.joy@gmail.com

শিলার গল্প

মাদকশক্ত বাবার মাধ্যমে বিক্রি হয়েছিলেন শিলা

পৃথিবীর বুকে জন্ম নেওয়া আর দশটা শিশুর মতই নিষ্পাপ হয়ে জন্মেছিলেন আফসানা আকতার শিলা। কিন্তু জন্মের পর থেকেই যেন দুঃস্বপ্ন-কণ্ট পিছু ছাড়েনি তার। জুয়াড়ি ও নেশাসক্ত বাবা এবং গৃহিণী মায়ের তিন সন্তানের মাঝে শিলা সবার বড়। মাদকশক্ত বাবার অবশিষ্ট অত্যাচার এবং দুঃখিনী মায়ের কাছেই অনেক কষ্টে বড় হতে থাকেন শিলা। কিন্তু একসময় শিলার গৃহিণী মায়ের পক্ষে পাঁচ জনের মুখে ঘাবার তুলে দেওয়া অসম্ভব হয়ে পড়ে। ফলে মাত্র সাত বছর বয়সেই মায়ের অনুরোধে বিভিন্ন গৃহস্থলির কাজ করতে শুরু করেন শিলা। একজন বাড়ি ওয়ালার 'মেয়ে' সন্তান না থাকায় শিলা কে তারা দত্তক নেন। সেই বাড়িতেই রাত দিন কাজ করে দিন কাটতে লাগল শিলার এবং কাজের বিনীম্যে প্রাপ্ত অর্থের একটি অংশ দিয়ে তার মা সংসার পরিচালনা করতে লাগলেন।

কয়েক মাস পরে শিলা বাড়ি ফিরে আসেন বাবা-মায়ের কাছে। বাড়ি ফিরে সে জানতে পারে বাবার দ্বিতীয় বিবাহের কথা। আর তখনই বাড়ি ফেরার আনন্দ মিলিয়ে যায়, বাবার দ্বিতীয় বিবাহ নিয়ে পিতা ও কন্যার বাক-বিত্তার মাঝে। একটা পর্যায়ে শিলার বাবা তার গায়ে হাত তুললে, অনেক কষ্টে তার মা তাকে বাচিয়ে নেন। কিন্তু বাবার পৈশাচিক মন, কন্যার উপর প্রতিশোধ নিতে মাত্র দুই হাজার টাকার বিনীম্যে শিলতাহমীর জন্য তাকে বিক্রি করে দেয়। ক্রেতা ছিলেন তার নিজেরই বাবার বন্ধু। একটা পর্যায়ে শিলাকে কয়েকজন সমাজ সেবক ফরিদপুরের পতিতালয় থেকে উদ্ধার করেন।

উদ্ধার হওয়ার পরবর্তি ৩-৪ দিন শিলা খোঁতে, ঘুমতে কিংবা কারও সাথে কথা বলতে পারেননি। ব্রেইন স্ট্রোকের কারণে শিলার শরীরের বাম পাশ সম্পূর্ণ অকাজে হয়ে যায়। বর্তমানে আকস্মিক জ্বর এন্টারপ্রাইজের সহযোগিতা এবং নিজস্ব মনোবলে শিলা নাচ ও গান চর্চা করে, সেলাই পারে এবং নিজের পোশাক নিজেই পরিধান করতে জানে। সে পড়ালেখা করতে চায় এবং আকস্মিক জ্বরের সম্মানিত সিইও জয়া বালিনের মত অসহায় মানুষের পাশে দাঁড়াতে চায়।

শিলার মত এমন শত শত অসহায় মেয়েদের পাশে থেকে তাদেরকে সাবলম্বি করে তোলাই আমাদের লক্ষ্য। আমরা বিশ্বাস করি, 'একসাথে আমরা করব জয়'

Image1.3- Akhlma's story in Bangla

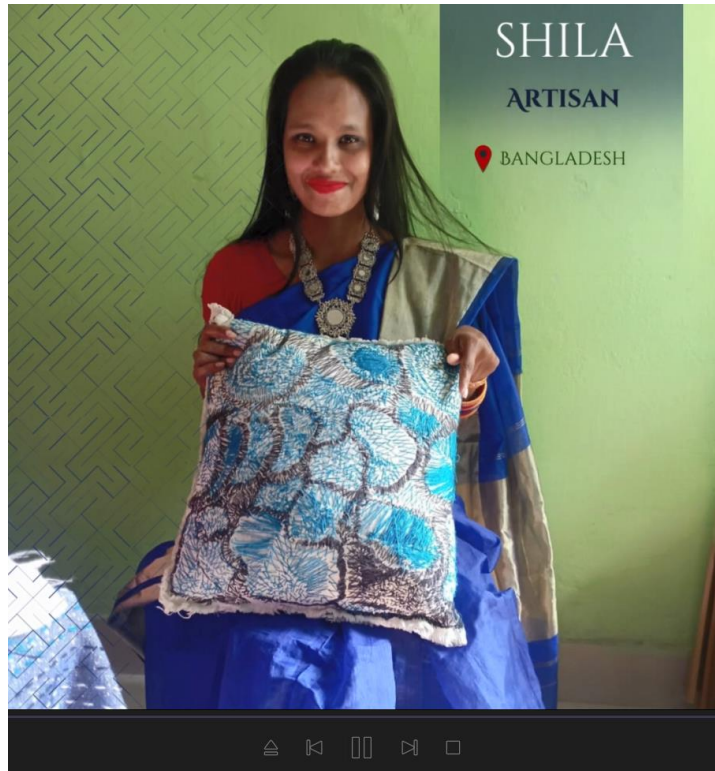


Image1.4- Video content of Afsana Akter Shila

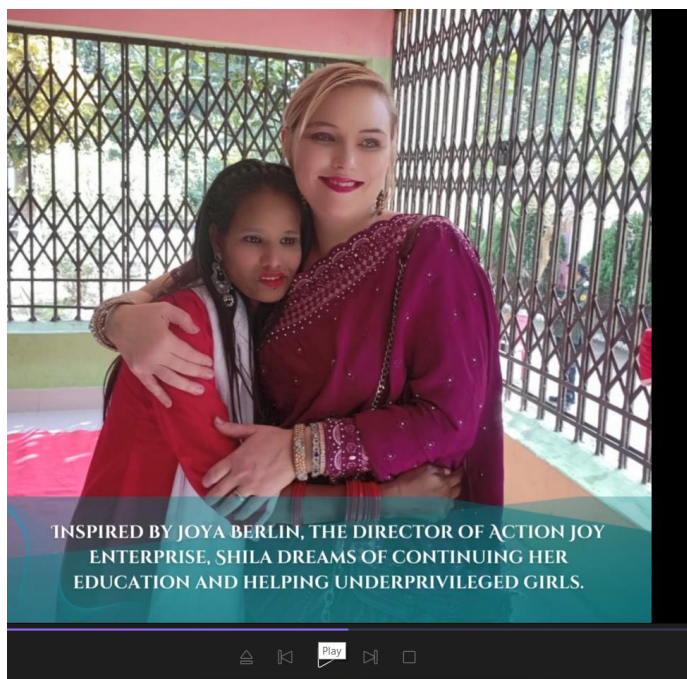


Image1.5- Video content of Afsana Akter Shila. (2)

Challenges:

One major challenge was not being able to meet the victims personally, making it difficult to capture their emotions and voices authentically. Additionally, working on such sensitive and emotionally charged stories affected me deeply as I worked through the narratives.

Mistakes:

In my initial draft, I failed to adjust the soundtrack properly, but this was corrected in subsequent edits.

Learnings:

- Maintaining professionalism when working on sensitive topics.
- Balancing personal emotions with professional ethics.
- Practicing empathy while reporting on difficult and emotional stories.

Project-2

Project Name:

Artisan Showcase Initiative: Creating and promoting content highlighting artisans' products.

Project Overview:

At Action Joy Enterprise (AJE), the social service team works closely with victims of human trafficking, guiding them through a trauma-healing process. This journey begins with counseling, helping them address their emotional scars. Afterward, the focus shifts to empowering them towards self-reliance. Rather than providing short-term solutions, AJE offers them opportunities to solve their problems by teaching them manual skills and transforming them into skilled artisans. Through their handcrafted work, these women are able to express their past pains and emotions, which acts as a form of therapy.

As part of the process, we collect, showcase, and promote these artisanal products. The creations are then presented as images or videos, which serve as valuable resources for both therapeutic expression and product marketing. These handmade items are exported to international markets, providing the artisans with a steady income. My role was to ensure that the products were effectively displayed to both domestic and global buyers, encouraging them to support the cause by purchasing these unique crafts.

My Task and Responsibilities:

One of my core responsibilities during the internship was to present the images and videos of our artisans' work in a manner that was both effective and engaging. To achieve this, my first task involved collecting visual content, including images and videos, from our photographer. With this content in hand, I used specialized graphic design software to design and create templates that would best showcase the artisans' work.

The process of presenting this content involved several key steps. Initially, I focused on Template Creation, where I utilized the graphic design software to develop templates for the videos and images. These templates featured our company logo and relevant captions, which were crafted to highlight the artisans' work and their unique contributions.

Following this, I proceeded to the Content Assembly. In this stage, I incorporated the collected images and videos into the templates. My goal was to ensure that each visual representation accurately captured the essence of the artisan's work, reflecting their personal stories and emotions.

Once the draft was prepared, I moved on to Approval and Revisions. I submitted the draft to our official group for review. Based on the feedback received, I made the necessary revisions to enhance the presentation, ensuring that it met the desired standards of quality and effectiveness.

The final stage was Final Presentation. After incorporating all revisions, the content was finalized and prepared for distribution. This step was crucial to ensure that the presentations effectively communicated the artisans' stories and showcased their craftsmanship.

In summary, my role was instrumental in transforming raw visual content into polished, professional presentations. This work not only promoted the artisans' work but also conveyed their personal journeys and the therapeutic value of their crafts.

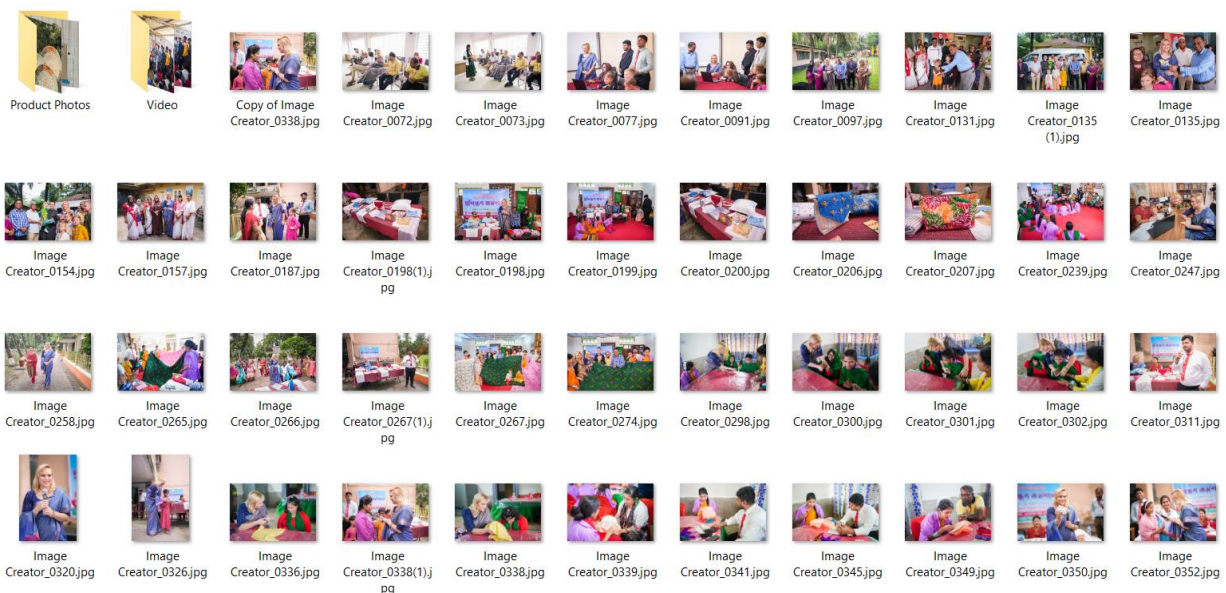


Image2.1- Product Photo- storage

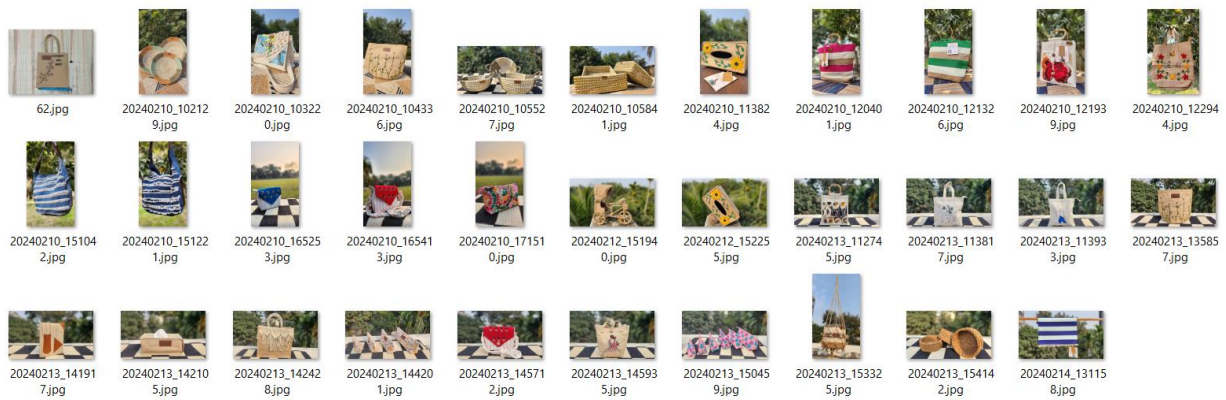


Image2.2 - Product Photo- storage

*Crafted with care,
carried with pride*

**DISCOVER THE ARTISTRY IN
EVERY STITCH OF OUR
HANDCRAFTED BAGS**

BOOK NOW!

Features:

- Comfortable Straps
- Functional Compartments
- Unique Design Elements

www.actionjoy.com

Image2.3- Product content

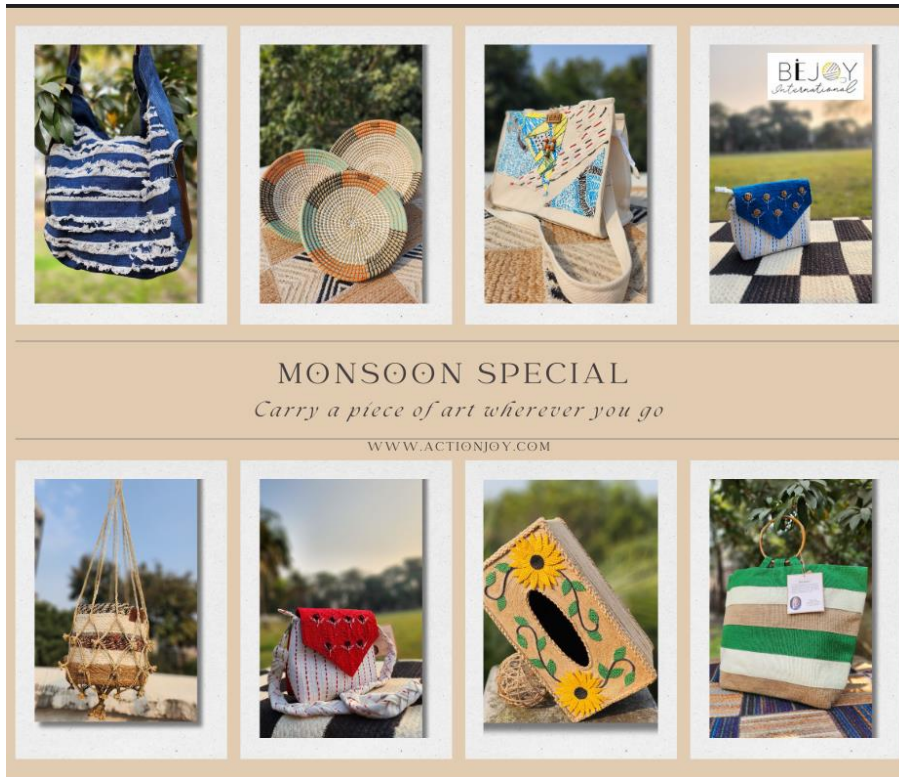


Image2.4 - Product content 2



Image2.5- Product Content- 3

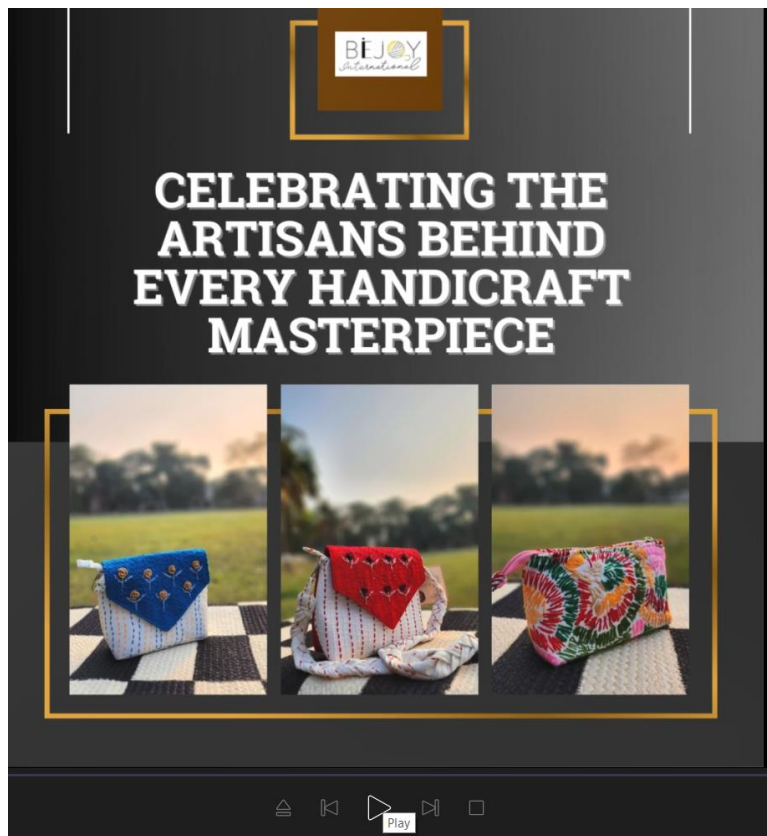


Image2.6 Product video content

Challenges:

One of the main challenges I faced was that the folder containing images and videos was unorganized. I had to meticulously match each product to the correct artisan and organize the files by date and topic. This process required significant attention to detail and time management.

Mistakes:

At one point, I mistakenly shared images of products that had already been sold. I had to coordinate with the project manager to rectify this and ensure the correct products were showcased.

Learnings:

Throughout this project, I gained valuable insights, including:

- Understanding the demand for artisan work.

- Conducting competitive analysis for handicrafts.
- Utilizing color schemes to create visually appealing templates.
- Designing eye-catching images and content that engage potential buyers.

This project not only strengthened my technical skills but also deepened my appreciation for the resilience and creativity of the artisans we worked with.

Project-3

Project Name:

Inspiring Feature Report: Documenting and creating content about the Sarkari Shishu Paribar (Girls) Tejgaon event.

Project Overview:

In 2023, Action Enterprises began its collaboration with the Social Services Department at the Sarkari Shishu Paribar Tejgaon branch, focusing on supporting orphaned children. This initiative aims to address the needs of children without parents or family, providing them with essential resources and opportunities for self-expression. The program includes distributing food and clothing, giving colored pencils to encourage emotional expression, and offering training in sewing. By teaching sewing and showcasing previous handicrafts, the program helps children become self-reliant and develop employable skills. We engage with the children to understand their ideas and provide them with the tools needed to create their own handiwork, thereby fostering their independence and potential for earning.

My Task and Responsibilities:

In this project, my primary responsibility was to create comprehensive and engaging content, including videos that captured the essence of the program's events. To start, I collaborated closely with key team members, such as the project manager, project coordinator, and human resources, to meticulously plan and organize the program, ensuring every detail was addressed effectively.

Once the program was underway, I collected essential visual materials, including photos and videos from the photographer and recordings of the children's songs. These materials were then uploaded to my hard drive, setting the stage for the next phase of content creation.

The editing process was a crucial part of producing a polished final product. I integrated a narrative or storyline provided by my supervisor, incorporating various audio and visual elements to enhance the coherence and engagement of the video.

After completing the initial edit, I submitted the content to the official group for review. I carefully considered their feedback and made any necessary revisions to improve the final product's quality and effectiveness. By following these steps, I ensured that the content not only documented the events thoroughly but also conveyed the intended message clearly and effectively.

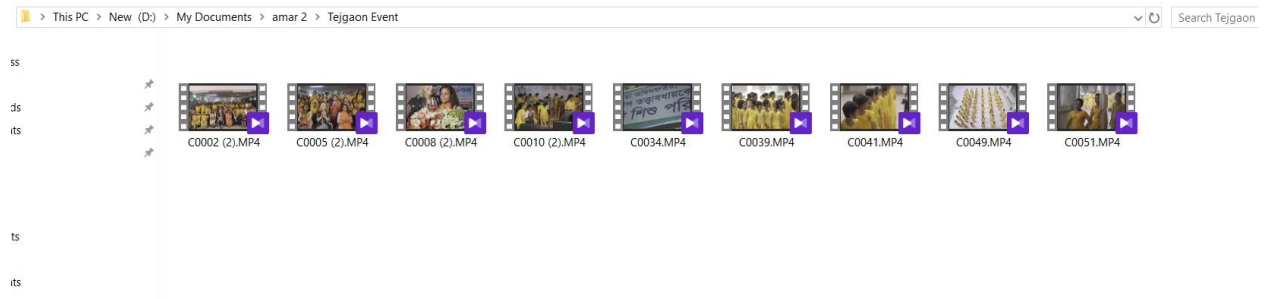


Image3.1- Tejgaon Event's folder

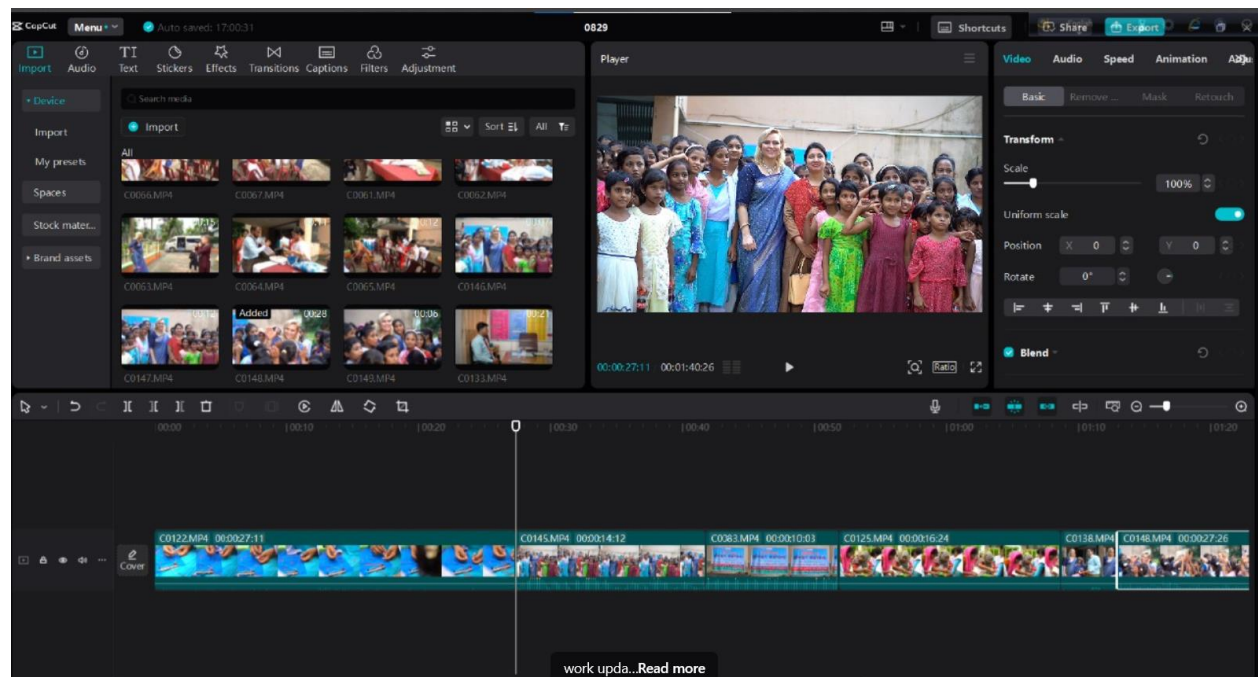


Image3.2- Editing content in CapCut



Image3.3- Video content- Tejgaon Event

Challenges:

During the project, one significant challenge was receiving unusable footage from the photographer. Some of the footage had poor audio quality, which was marred by background noise and muted sections. As a result, I was unable to use several important clips, which impacted the overall quality of the final content.

Mistakes:

In my initial draft, the video transitions were not as smooth as required. This issue was noted in feedback, necessitating further editing to ensure that the transitions between scenes were fluid and professional.

Learnings:

- Importance of Capturing Critical Moments: Recognized the need to effectively capture key moments, especially when working with children.
- Working with Children: Gained insights into the cooperative and appreciative nature of children, which influences the content creation process.
- Creating a Comfortable Environment: Learned how to ensure participants feel relaxed and at ease, which contributes to a more natural and effective filming process.

Project-4

Project Name:

Awareness Design Hub: Designing posters for various causes and events

Project Overview:

At Action Joy Enterprise, founders Joya Berlin and Jacob Berlin actively manage and update their Facebook pages to promote various awareness projects. Each year, or every six months, we prepare a detailed contact calendar for scheduled events. This calendar is updated regularly to reflect upcoming programs, special days, and events. Our preparation involves creating and scheduling content in advance, monitoring special days for timely posts, and generating relevant and impactful content.

In addition to our social service activities, such as flood relief donations, family support, traffic management assistance, and political peace initiatives, we also focus on personal branding for Joya Berlin and Jacob Berlin. Given that they are expatriates residing in Bangladesh, we ensure that their posts are crafted with attention to security and shared through community mentors or their network in the USA. We also provide updates about Bangladesh through these channels.

My Task and Responsibilities:

In my role, I was primarily responsible for creating and managing a comprehensive content calendar, which was essential for tracking both past and upcoming events. This calendar ensured that content production was timely and organized. I managed the content calendar by recording past events and scheduling future activities to keep all content prepared and up to date.

Under my supervisor's guidance, I designed a variety of posters for different occasions. This included creating visuals for special days such as Father's Day, significant religious events, and urgent situations like floods. Additionally, I created posters related to traffic management and patriotic themes. I used Canva, a graphic design tool, to incorporate specific information and imagery provided by the company into these posters. My aim was to ensure that each poster adhered to company guidelines and effectively conveyed the intended message.

Once the initial drafts were completed, I submitted them for review. I gathered feedback from my team and made necessary revisions to refine the content. This iterative process allowed me to polish the final posters to meet the required standards before finalizing and uploading them. Overall, my role required a blend of organizational skills, creativity, and attention to detail to produce effective and timely visual content.

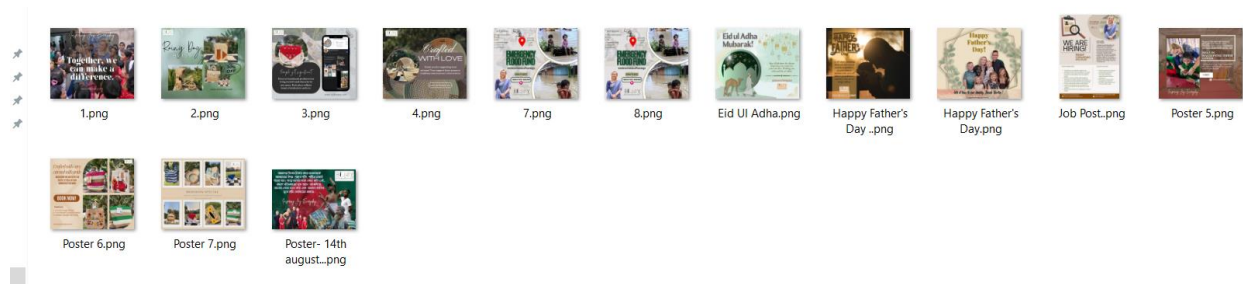


Image4.1- All the posters in a folder



Image4.2- Poster for fathers' day



Image4.3- Poster for social awareness

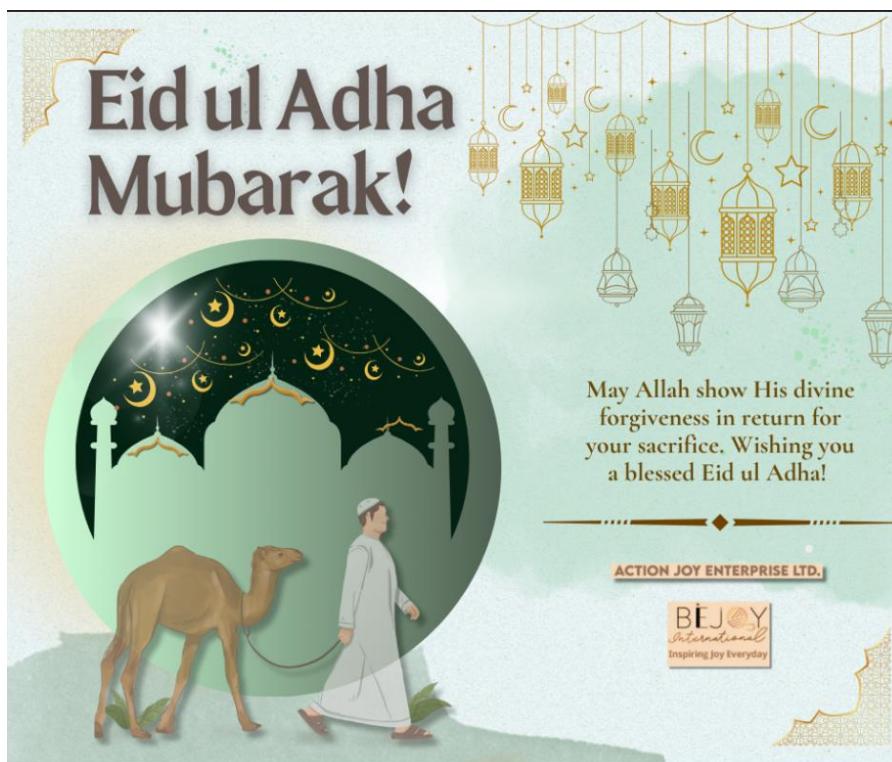


Image4.4- Poster for Eid



JOYA BERLIN
Founder & CEO



WE ARE HIRING!

FREIGHT FORWARDING SPECIALIST

LET'S JOIN OUR TEAM!

At **Action Joy Enterprise Ltd.**, we're proud of our impactful contributions to society by providing meaningful jobs and empowering women and girls who have faced trafficking. We're looking for a skilled Freight Forwarding Specialist to manage logistics for our export operations in Alaska, Alabama, Tennessee, Delaware USA. If you're passionate about making a difference while excelling in your career, we'd love to have you on.

RESPONSIBILITIES:

- The ability to coordinate multiple local delivery and ensure timely delivery is crucial.
- Handling customs documentation requires precision to avoid delays and compliance issues.
- Effective communication with suppliers, carriers, and customs officials is essential.
- The ability to quickly address and resolve any issues that arise during the shipping process.
- Communicate with carriers and customs brokers to facilitate smooth transactions.
- Track local shipment progress and provide updates.
- Address and resolve any shipping or customs issues.

QUALIFICATIONS:

- Proven experience in freight forwarding and logistics.
- Strong knowledge of international shipping regulations and customs procedures.
- Proficient in using freight management software.
- Excellent organizational and communication skills.

Send your CV and portfolio to:
 bjjoyofficebangladesh@gmail.com

For more information, call this number
 +8801775868169

Image4.5- Job post template

ত্রাণ কার্যক্রম:

- উদ্ধার কাজে সহায়তা
- খাদ্য
- বস্ত্র
- প্রয়োজনীয় ঔষধ
- বিশুদ্ধ পানি
- ত্রাণ বিতরণ



খাগড়াছড়ি
নোয়াখালী
ফেনী
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Image4.6- Poster for flood fund



Image4.7- Poster for Joya Berlin account

Challenges:

One major challenge was the absence of a defined brand color and color palette when I joined the company, which made it difficult to design posters that aligned with the brand's visual identity. Additionally, internet outages and working from home posed communication difficulties with the team, impacting the efficiency of draft creation and feedback processes.

Mistakes:

In one instance, I mistakenly used an incorrect caption on a poster, which required correction.

Learnings:

Time Management: Effectively managing time to ensure timely completion and posting of content.
Design Alignment: Ensuring all information was creatively integrated into the poster design.
Element Adjustment: Adjusting the size and placement of elements to make the posters visually appealing and engaging.

Project-5

Project Name:

Facebook Monetization Strategy: Research proposal focusing on how to maximize monetization on Facebook.

Project Overview:

As part of my internship at Action Joy Enterprise, I was involved in building a comprehensive social media strategy for Bejoy International's business wing. Action Joy Enterprise operates across various structures, making it essential to identify the right media platforms to support our social work. Key areas of focus included counseling and psychological services, which required a presence on multiple platforms, including Facebook, Instagram, and YouTube.

Since we had no pre-existing pages or platforms, we started from scratch, creating a strategy for three distinct pages: one official page for the enterprise, another for selling artisan products, and a personal branding page for Jacob and Joya Berlin. Our team's initial task was conducting market research and developing action plans for each platform.

The core of the project revolved around Facebook, where we studied ways to keep the three platforms active and engaging. Our research, titled "Leveraging Facebook and Personal Engagement to Grow Our Following," explored strategies to increase engagement and build a follower base. The study emphasized the importance of personal engagement, highlighting how authentic interactions foster trust, loyalty, and organic growth. Facebook's algorithm rewards content with higher engagement, so understanding user behavior and creating relevant content—such as photos, videos, and personal stories—was critical.

The presentation also outlined best practices, including timely responses to comments, asking open-ended questions, and encouraging interactions through live sessions, polls, and Facebook Groups. Building a community was a key aspect, as was tracking success using metrics like engagement rates, follower growth, and content performance.

My Task and Responsibilities:

During my internship at Action Joy Enterprise, I was tasked with a range of responsibilities aimed at enhancing the organization's social media presence and engagement, particularly on Facebook. A key part of my role involved creating comprehensive content calendars that outlined the posting schedules and topics for upcoming campaigns. This ensured a consistent flow of content, keeping the audience engaged throughout.

I also contributed by developing slides for the presentation titled "Leveraging Facebook and Personal Engagement to Grow Our Following." This project focused on strategies to increase audience interaction and build trust, helping to grow our follower base organically. In line with this, I researched and identified Facebook trends to ensure that our content remained relevant and resonated with our target audience.

To further strengthen our efforts, I created detailed content plans that aligned with our objectives. I also compiled a list of Facebook groups for promotional activities, targeting communities that would benefit from and support our initiatives.

Another major responsibility was designing an action plan for Facebook monetization, which laid out the steps needed to activate revenue streams through the platform. I also developed a checklist for Facebook campaigns and page optimization, ensuring that all aspects of our campaigns met best practices and compliance requirements.

Additionally, I prepared a research proposal focused on activating a vlog page for Joya Berlin. This proposal outlined the content strategy and platform management necessary to launch a successful vlog, with a focus on engagement and audience growth.

My role was central to organizing and executing the social media strategy, ensuring that Action Joy Enterprise leveraged Facebook effectively for both engagement and monetization.

JUNE						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11 Story, Short video	12 Upcoming Event based poster	13 Summer Festival Product Reel, story	14	15 Story, Short Video of product packaging
16 Father's Day Post	17 Eat at Aaha poster	18 Story, Product based reel	19 Awareness Poster	20 Story, Event Photo Video	21	22 Top summer products Reel, Story
23 Story	24 Heart Touching story (Video)	25 Story, Summer Sale reminder	26 Post on Customer Feedback top followers	27 Reel highlighting Best Sellers	28	29 Story, Thanking Customers for Their Support
30 Video: Recap of June's highlights						
NOTES						

JULY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Video: Beaten's Family Sharing Mission and Vision, Story	2 Post: Pictures of Social Workers	3 Story: Mission Handicrafts	4 Reels: New Items in the Store, Story	5	6 Promotional Product Video, Story
7 Handicrafts Product Packaging Video	8 Event based Poster, Upcoming Event Shout	9 Reels: Making of Handicrafts Products	10 Promo Video of Previous Event, Story	11 Reel: Social Workers' Stories, Story	12	13 Promotional Product Video
14 Awareness post, Story	15 Story highlighting Handicrafts Sale, Reels	16 Post: Who Are Involved in This Mission, Story	17 Short video: Handicrafts Product Packaging	18 Upcoming Event Shout Out, Story	19	20 Promotional Product Video, Story
21 Post on benefits of using these products	22 Customer reviews, Story	23 Contents on Reels: How to use the product Reel, Story	24 Reel: How to use the product Reel, Story	25 Promo Video of Previous Event, Story	26	27 Making a post: examples which product they usually like.
28 Offers and sales	29 Promotional product post, offer related story	30 Story: Thanking Customers for Their Support	31 Video: Recap of June's Highlights, Story			
NOTES						

Image5.1- Content calendar

Personal Vlog page		BEJOY business page	
Content Plan	TOPIC IDEA	CHECK LIST	
1 Pre-Production- script, location and setting	Bangladesh! Outfit review	listing the products that are available	
2 Production of 3 videos (15 min-20 min video)	5 favourite foods of bangladesh	prepare Order slip	
3 Video editing and upload 1	Day in the Life Vlog	listing the price of the products	
4 Making reels and upload	Weekend activities	sorting out the delivery process	
5 Video editing and upload 2	Favourite places of dhaka city	fixing a location and estimated time for delivery	
6 Making reels and upload	Morning Routine Vlog	setting up automated message, making a drafts of common response	
7 Video editing and upload 3		listing hashtags	
8 Making reels and upload		Setting up Page Roles	
9 Scheduling new location and ideas		Inviting friends	
10 Pre-production for new 3 topics		Sharing page links	
11 Production of new 3 topics (20min)			
12 Planning for a live QA, editing video and upload 1		Content Plan	
13 Making reels and upload		1 Introduction Post, Welcome post- mission, vision	
14 Editing video and upload 2		2 Feature-Artisan Story	
15 Editing video and upload 3		3 Product Teaser	
		4 Product Launch- video	
		5 Product pictures with detail	
		6 Behind-the-Scenes- craftsmanship	
		7 Product video	
		8 Previous Customer Testimonial	
		9 Product pictures with detail	
		10 Customer Engagement post- making a poll or sharing opinion	
		11 Product Showcase	
		12 Thank You Post	
		13 Product video	
		14 Live video- Joya Berlin	
		15 Giveaway Announcement	

Image5.2- Content plan

Facebook groups

- <https://www.facebook.com/groups/Volunteer725/>
- <https://www.facebook.com/groups/164457684523558/>
- <https://www.facebook.com/groups/365838337808176/>
- <https://www.facebook.com/groups/318184118847381/>
- <https://www.facebook.com/groups/339772730862146/>
- <https://www.facebook.com/groups/316105385709476/discussion/preview>
- <https://www.facebook.com/groups/1028471170499838/>
- <https://www.facebook.com/groups/2181795502053103/>
- <https://www.facebook.com/groups/TheSparrowsFree/>

Image5.3- Facebook group lists- for promotion

10. What kind of vibe or tone do you want to convey through your content?

11. What are your corporate mission and vision for this vlog page? Where do you see it in three years?

12. What are your internal mission and vision, particularly in terms of financial targets?

<https://docs.google.com/forms/d/1P14MEAgY4UBRywn142B3n610L7BuA/v/8Bqj8UCX1x48>

4/7

9/4/24, 3:31 PM Goals and Target

13. Would you prefer to launch the social media campaign simultaneously across four platforms (Facebook, Instagram, TikTok, and YouTube), or would you rather begin with a test campaign on Facebook and expand to other platforms based on its success?

Image5.4- Prepared questionnaire for target and goals

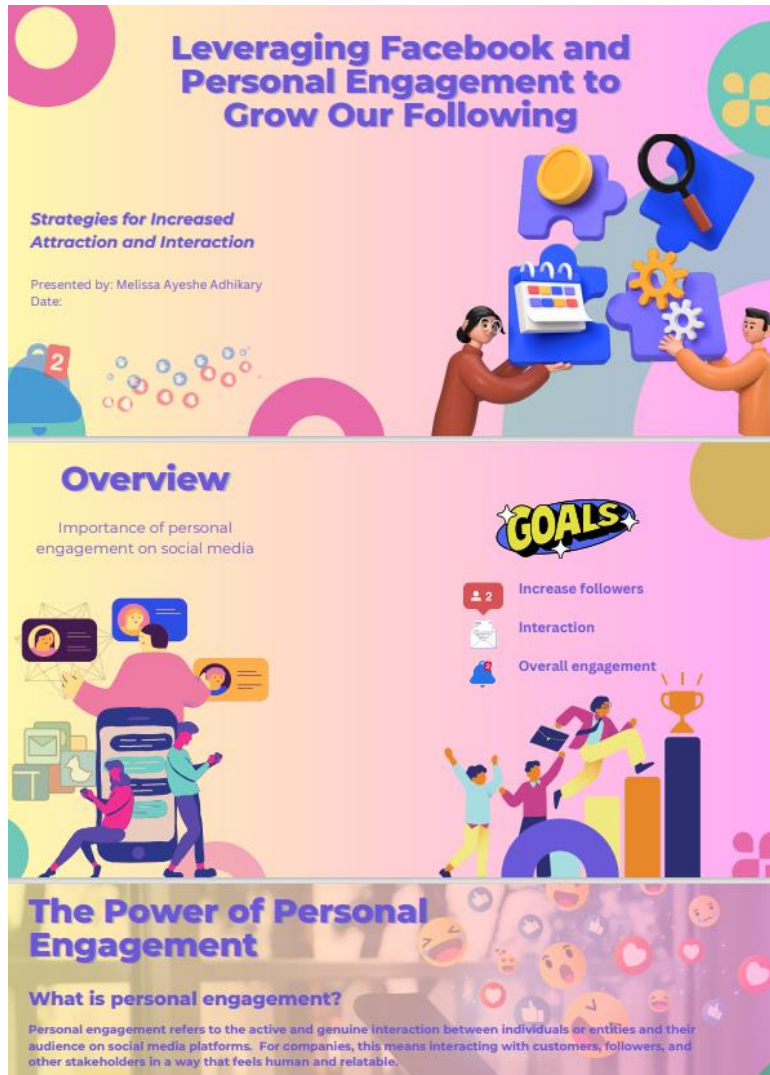


Image5.5- Facebook presentation slides

Challenges:

During my internship at Action Joy Enterprise, I encountered several challenges, gained valuable insights, and made notable progress in understanding social media strategy. One of the primary challenges was the absence of any pre-existing active social media pages or websites for the organization. This limitation made it difficult to leverage Google Analytics for research on internal data and audience engagement. As a result, it required a more foundational approach to building the social media presence from scratch.

Mistakes:

- Initially, I did not understand their approach to maintaining social media due to their confidential issues.
- This made it difficult to develop an action plan because of numerous content publication restrictions.

Learnings:

- Maintaining social media guidelines effectively.
- Understanding Facebook's algorithm.
- Creating an action plan before execution.
- Familiarizing with Facebook monetization requirements.

Project-6

Project Name:

YouTube Revenue Guideline: Presentation outlining YouTube monetization operations and strategies.

Project Overview:

This project delves into a detailed research plan focused on YouTube monetization. It encompasses a thorough examination of the YouTube Monetization Guide, which outlines a strategic approach to effectively monetize a YouTube channel. To qualify for monetization, channels must meet the YouTube Partner Program requirements, including having at least 1,000 subscribers, 4,000 watch hours over the past year, and an active AdSense account. Adherence to YouTube's Community Guidelines, Monetization Policies, and copyright laws is crucial. Channels must also have no active strikes and must enable 2-Step Verification.

The monetization avenues explored include ad revenue, channel memberships, Super Chat and Super Stickers, YouTube Premium revenue, and merchandise sales. To enhance earnings, creators should prioritize producing high-quality content, optimizing for SEO, engaging with their audience, promoting their channel, and analyzing performance. The expected timeline for achieving monetization ranges from 6 to 12 months, encompassing the phases of initial setup, growth, application, and approval.

My Task and Responsibilities:

I created a detailed checklist and guide for setting up a YouTube channel, which includes several key steps. The guide covers setting up and linking a Gmail account, creating the YouTube channel, and designing and uploading a profile picture and banner. It also ensures that the channel meets eligibility criteria for accessing various features. The process involves uploading videos, crafting optimized descriptions, and managing copyright claims. Additionally, it includes adding relevant hashtags and timestamps for better video discoverability, incorporating clickable links and YouTube end cards to enhance engagement, and organizing content into playlists while scheduling video releases. Moreover, I provided insights on generating revenue through ads, memberships, YouTube Premium, Super Chat, and Super Stickers. The guide also addresses monetizing channel settings, managing applications while following copyright guidelines, and obtaining a YouTube verification badge.

- Adjust your content strategy based on the insights gained from analytics.

Average Timeline- **6-12 months**

- **Initial Setup and Content Creation (0-3 months):** Channel Creation: Set up your YouTube channel and start creating content.
- Content Quality: Focus on producing high-quality, engaging videos.
- Growth: Begin growing your subscriber base and increasing watch hours.
- **Building Subscribers and Watch Hours (3-6 months):**
- Subscriber Count: Work towards reaching 1,000 subscribers. This may take longer if you're starting from scratch.
- Watch Hours: Aim to accumulate 4,000 watch hours within the last 12 months. This requires consistently uploading content and increasing viewer engagement.
- **Meeting Monetization Requirements (6-9 months):**
- Eligibility: Once you hit the subscriber and watch hour thresholds, you can apply for the YouTube Partner Program (YPP).
- Application Review: After applying, YouTube typically reviews your channel within a few weeks, but this can vary.
- **Approval and Monetization (1-2 months):**
- Review Process: YouTube's review process for YPP applications usually takes a few weeks, but it can be longer depending on the volume of applications and your channel's status.

Image6.1- YouTube monetization guidelines

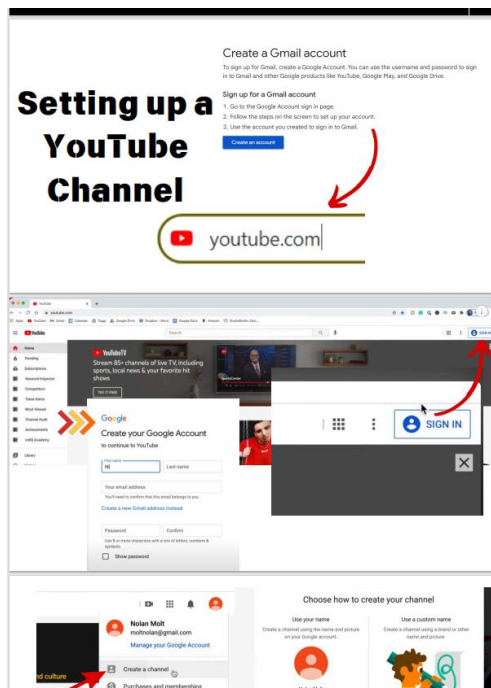


Image6.2- Setting up YouTube channel (presentation slides prepared by me)

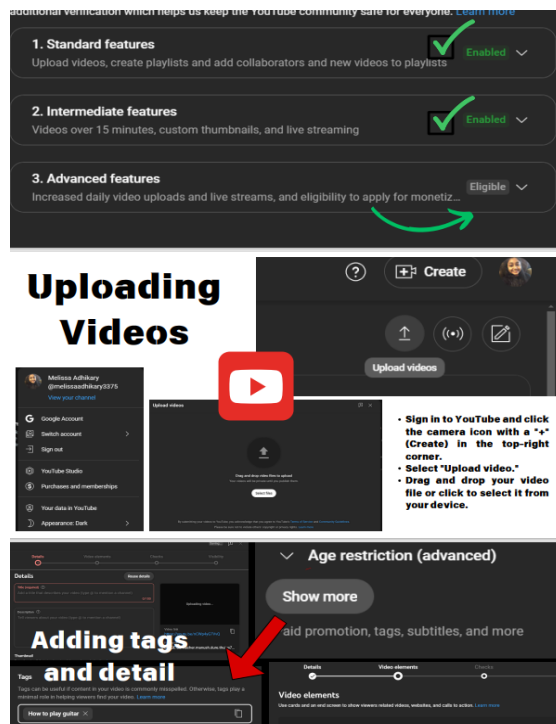


Image6.3- The process of uploading video on YouTube

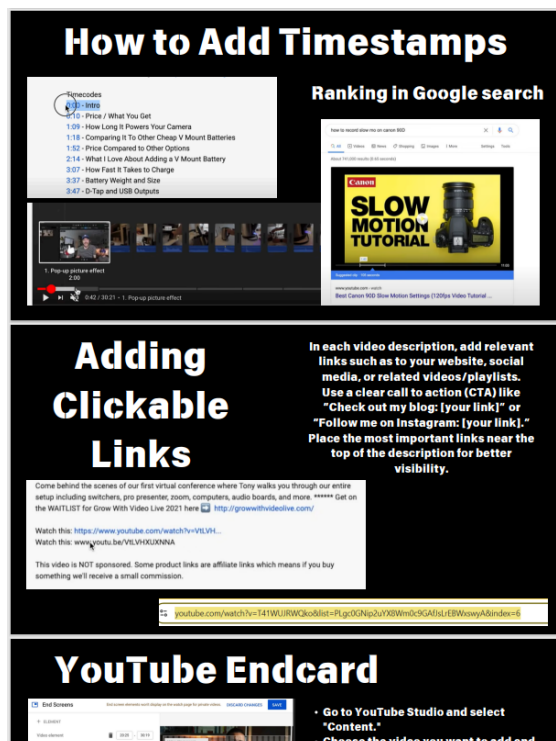


Image6.4 Using the features of YouTube



Image6.5 - Copyright issues

Challenges:

Keeping up with Meta's frequent feature updates posed a significant challenge, as it was difficult to continuously update the research and action plans to reflect the latest changes.

Mistakes:

Initially, I created a presentation slide that was overly detailed and technical, making it difficult for some colleagues to grasp the information. Recognizing this, I revised the slide to be more practical and user-friendly, ensuring that it was comprehensible to everyone, including those unfamiliar with social media platforms.

Learnings:

I gained valuable insights into the differing marketing strategies for Facebook and YouTube, understanding how each platform operates. I also learned about running ads on YouTube and the specific guidelines for monetization on the platform.

Project-7

Project Name:

Dhaka Traffic Management Support: Assisting in traffic management for a local event in Dhaka.

Project Overview:

After the conclusion of the state reform movement in Bangladesh, it became evident that students and citizens were grappling with an unstable social environment. In response, we initiated a supportive campaign to aid the community in any way possible. Our efforts were twofold: we assisted with traffic management and provided financial aid to those injured. As students worked to control traffic across various locations in Bangladesh, including Dhaka, Action Joy Enterprises supported their efforts and encouraged them in their service to the community. Our initiative took place on August 12th and 13th, focusing on areas such as Gulshan, Banani, and Dhaka Medical College. We also extended our support to injured individuals by providing financial aid and emotional comfort. Our team visited Dhaka Medical College, where we engaged with the families of patients—many of whom were seriously injured—and provided them with food and water.

My Task and Responsibilities:

In this project, my initial responsibility was to thoroughly review the project details and discuss our individual roles with the team. Following this, I collected the necessary devices for reporting and communicated the plan to everyone involved. I then drafted a script for the event. Once preparations were complete, I organized a group chat for those handling social media and video coverage. I contacted channels interested in covering the event, sharing our directions, location, program timings, and other relevant details. During the event, I captured videos and photos, conducted interviews with key individuals, and edited the footage. After editing, I presented the video to the official group for feedback. Additionally, I compiled a list of viral videos and news from various channels, shared it with our group, and uploaded our video to Joya Berlin's personal profile with captions. I also managed responses to comments on the post.

Footage: AJE team members helping
Caption: Coming together with passion and purpose

Intro-
Interview of Joya Berlin: Purpose of the Event
Caption- subtitle

Footage: students helping in traffic management and other social activities
Caption-

Footage: Interview of the student
Question- what are the struggles they are facing, what kind of help they need from the society,
Caption- subtitle

Footage: Berlins handing over the gifts
Caption-

Footage: long shots of the Berlins (kids)
Caption-

Footage: students instructing the drivers, taking risks
Caption-

Footage: Interview of students
Question: How can we build a peaceful bangladesh, feedbacks about todays event
Caption- subtitle

Footage: any long shot

Footage type
Long shot of roads and students
Mid shots/over the head shots of interviews

Ending- Joya Berlin sharing her thoughts about Bangladesh.

Image7.1 - Event script

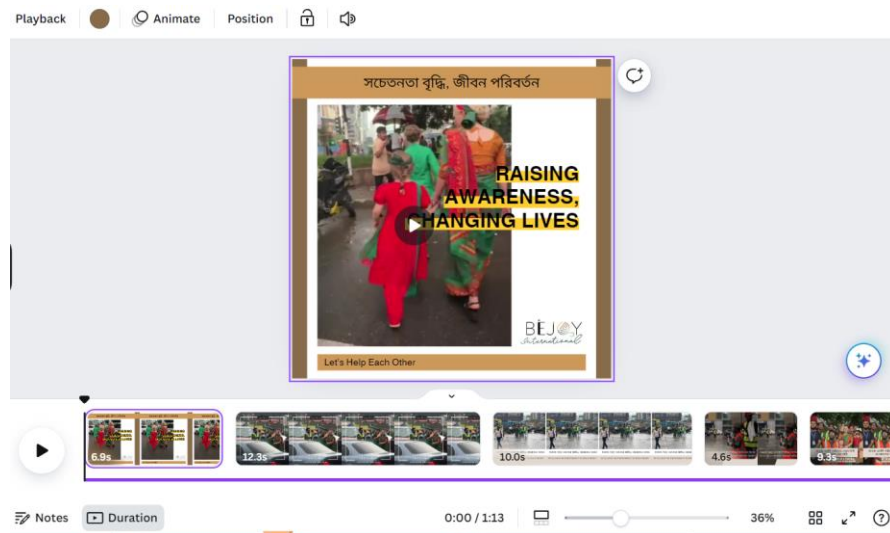


Image7.2- Video editing in Canva

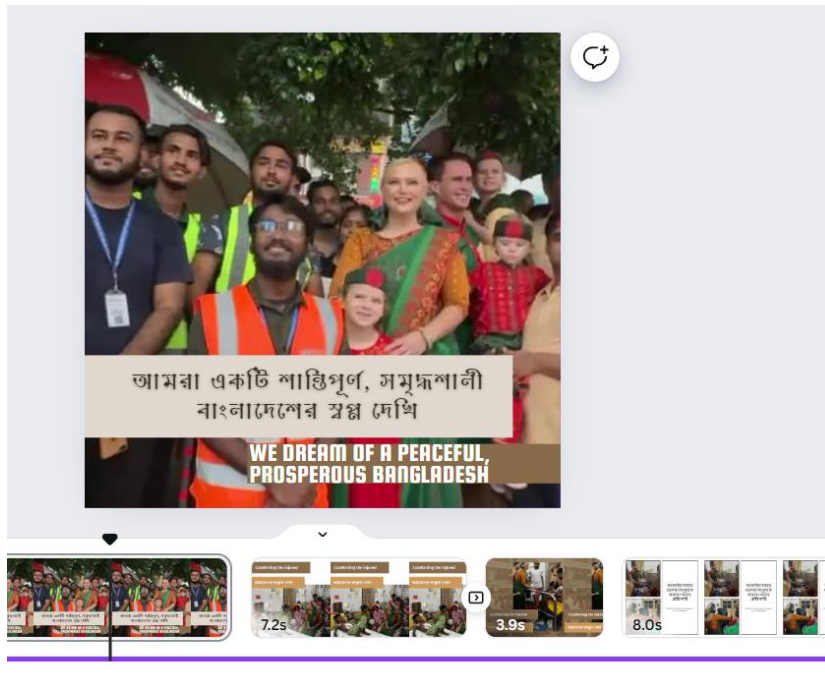


Image7.3 Draft video



Image7.4- Channels covering our event

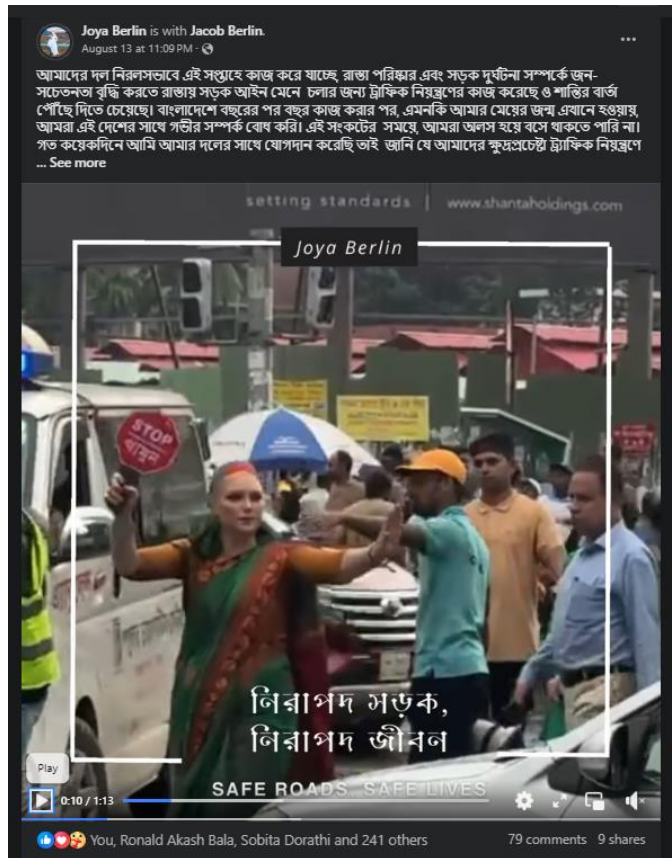


Image7.5- Post in Joya Berlin's profile

Challenges:

The event schedule contained several errors, which made it challenging for me to fully understand the details of the program.

Mistakes:

The device I used lacked a battery backup or charging option, making it difficult to retrieve the files immediately after the event. This affected the efficiency of the video production process.

Learnings:

- Gained valuable insights into communicating effectively with media outlets.
- Acquired a better understanding of the overall process of covering an event.

Project-8

Project Name:

Faridpur Traffic Support Initiative: Contributing to traffic management efforts during an event in Faridpur.

Project Overview:

Our first event took place in Faridpur, where we aimed to support students with traffic control and environmental initiatives. Despite the head office being located elsewhere, our Faridpur committee members took charge, assisting with traffic management and organizing tree-planting activities to enhance the local environment. The campaign was held on August 10, 2014.

My Task and Responsibilities:

My role involved creating video content for this event. Initially, I collected videos and pictures from our Faridpur social service worker, a photographer. I then developed a storyline and prepared captions, which I sent to the group for approval. After receiving feedback, I edited the video, added music, and shared the draft with my supervisor. Upon final approval, I uploaded the video from Joya Berlin's profile and managed post comments.

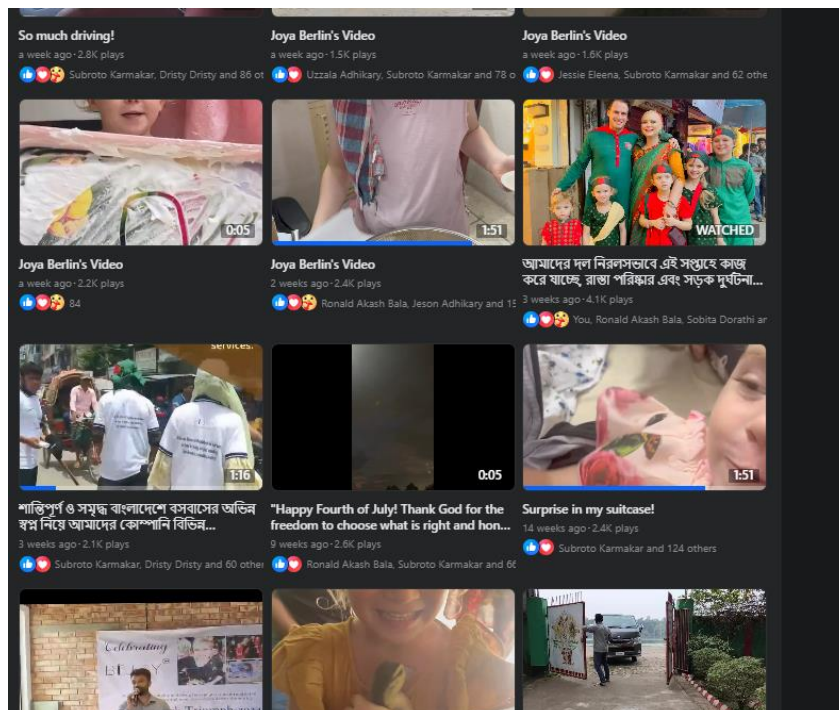


Image8.1- Video posts from Joya Berlin's account



Image8.2- Editing in Canva



Image8.3- Facebook post- event (Faridpur)

Challenges:

- Video and Photo Quality: The quality of the video and photos was subpar.
- Team Communication: Difficulties in contacting the team in Faridpur

Mistakes:

- Time Management: Struggled with maintaining effective time management.

Learnings:

- Communication with Media Outlets: Improved my ability to communicate effectively with media.
- Event Coverage Process: Gained insights into the overall process of covering an event.
- Remote Collaboration: Learned how to work remotely and coordinate with colleagues in different locations.
- Content Production: Developed skills in producing engaging content.

INTERNSHIP OUTCOME

Joining Action Joy Enterprise Ltd. was an enriching experience where I delved into understanding the structure of social organizations and their community communication protocols. I am grateful for the knowledge I gained and the opportunity to make a tangible impact on society. This sense of contribution brought me immense satisfaction, knowing that my efforts were making a difference.

Despite facing challenges, I felt privileged to work for underprivileged communities and hoped to bring positive change to those affected. The internship underscored the critical importance of communication and research in social work, as outreach is essential for driving meaningful change.

I observed the trauma healing process in action and saw how Action Joy Enterprise goes beyond immediate assistance by providing opportunities for self-dependence. This approach proved to be more effective than short-term solutions, emphasizing the value of creating systems that empower individuals to overcome past trauma and effect their own positive change. Overall, this experience was transformative and highlighted the significance of long-term, sustainable support.

PROFESSIONAL COMPETENCIES

The capacity to function well in a professional environment and exhibit high-caliber abilities is referred to as professional competence. This includes the professional expertise, mindset, and abilities necessary to land jobs in a certain industry. I learned skills at Action Joy Enterprise throughout my internship that would surely help me in the future. The following is a summary of the competencies I acquired during the internship:

Skills:

- Proficiency in Microsoft Word and PowerPoint
- Expertise with Google Drive, including Docs, Slides, and Sheets
- Developing strategies for social media engagement
- Creating and managing digital content calendars
- Drafting research proposals based on market analysis
- Writing content for reports
- Pitching ideas and delivering presentations
- Ability to multitask effectively

Attitude:

- Understanding the importance of meeting deadlines
- Embracing teamwork and collaboration

Knowledge:

- Running fundraising campaigns
- Mastering effective time management
- Crafting formal proposals for project execution
- Coordinating a team while working remotely

SELF-ASSESSMENT FORM

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

Name of Intern: Melissa Ayeshe Adhikary

University ID: 192012009

Name of the Institute/Organization:

Action Joy Enterprise Ltd.

Corporate Office Address:

Bilmamudpur, Karimer Dangi, Faridpur Sadar, Faridpur

Email:

Office.for.joy@gmail.com

Web:

<https://bijoyinternational.org/>

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

40-48 hours per week

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

Yes, 30,000 BDT

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

☐ Not at all

☐ Slightly

☒ Moderately

☐ Quite a bit

☐ A great deal

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

1=Not at all

2=Slightly

3=Moderately

4=Quite a bit

5=A great deal

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

13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
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	4
18	I feel my classroom learning was enriched	3
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	4
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.4

5. General Comments

This was my first time participating in social service work, and it was a completely new experience for me. I am pleased with the opportunity and look forward to applying what I have learned in the future.



Signature of Intern

WORKPLACE LOG

1/6/24

In - 10 11 am

Out - 12 pm

- contract paper sign
- NDA sign

2/6/24

in - 9:17 am

out - 5:10 pm

- audience engagement
- report.
- data collect

3/6/24

in - 9:43 am

out - 6 pm

- video edit + image
- shikha story
- report - brother
- constant plan.

sat sun mon tue wed thu fri / /

5/6/24

in - 12:24 pm
out - 5:15 pm

poster
checklist print
draft check
whatsapp test



6/6/24

in - 9:30 am
out - 5:30 pm

work report
organize file
a product pic
any picture of recent event

8/6/24

in - 9:30 am
out - 5:46 pm

→ Rahim bhuiya for ask
recd 2nd 1 → page info.

sat sun mon tue wed thu fri / /

9/6/24

in - 2:20 am
out - 5:5 pm

office: jay@grail.com
mangin - call
office structure

10/6/24

in - 12:30 pm
out - 6:30 pm

- NOL collect
- Faridpur address
- google link → ma'am
- log book

11/6/24

in - 9:20 am
out - 5:20 pm

- reselling group info.
- community standard.

HEART

HEART

sat sun mon tue wed thu fri Date

20/6/24

in - 9am out - 5pm

maa's ranga television - call
→ official email.

ATN Bngla head office - call,

22/6/24

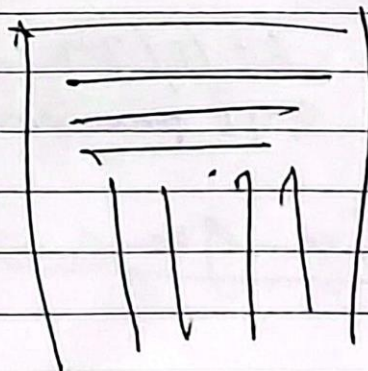
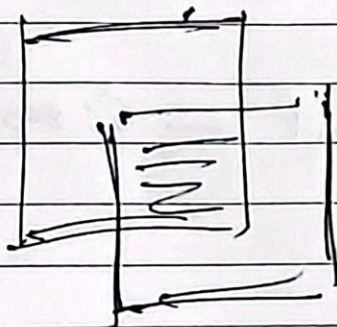
in - 9:15am out - 5:10am

- News check

- feature video
location

23/6/24

in - 9:5am out - 5pm



24/6/24
in - 12:07am out - 6:07pm

report
Rimmer, no ite, skini report
→ consent.

25/6/24
in - 9:35pm out - 6:00pm

DBE - test about detail
→ number HR.

26/6/24
in - 2pm out - 5pm

1/4kg meat
caption - B angla + English

27/6/24
in - 2:40pm out - 6:30pm

Face groups

29/6/24
in - 11am out - 5:44pm

check whatsapp
+ shirt - food - cap.

30/6/24
in - 9am out - 6:37pm

channel I - 880 2889160

DBE - whatsapp.
Mr. Yessman
(#Rheel)

1-2 min

- greeting

- sharing what we are doing

- rebuilding Bangladesh.

- promote peaceful Bangladesh.

reinforce

local area

2/7/24

Berlin family

3 p.m.

Melissa

Gulshan road-2

email → ashrafmohsin20@gmail.com

chief representative.

360

str

10/11

eh 9 am 5.16 12

in - 11am out 5pm

sat sun mon tue wed thu fri Date: 3/7/24

Uber - ~~extra take~~ 13 August

uber cash 12 August

Mikona.

~~office laptop~~ * Melissa

Ayeshe

• Video - fest update. Adhikary

• channel - info

• comment reply - draft.

• check drive pic - subbnest da.

• pic - edit.

4-7-24

Brand name

Branding

logo
name
color

• Best international

B&J

Jaya Benlin

Action Jay Enterprise

studio platform
error 201

on page I need email address.

Do you want to expand
 → Business
 → personal
 → Vlog side

Team Discussion

need planning
need to understand the whole
picture.

(new page)

in - 9:10 am out 6:30 pm

7/7/24

Facebook
→ Insta
→ TikTok

Facebook ID

→ Facebook page

→ Insta / TikTok

→ Snapchat

Youtube

Facebook

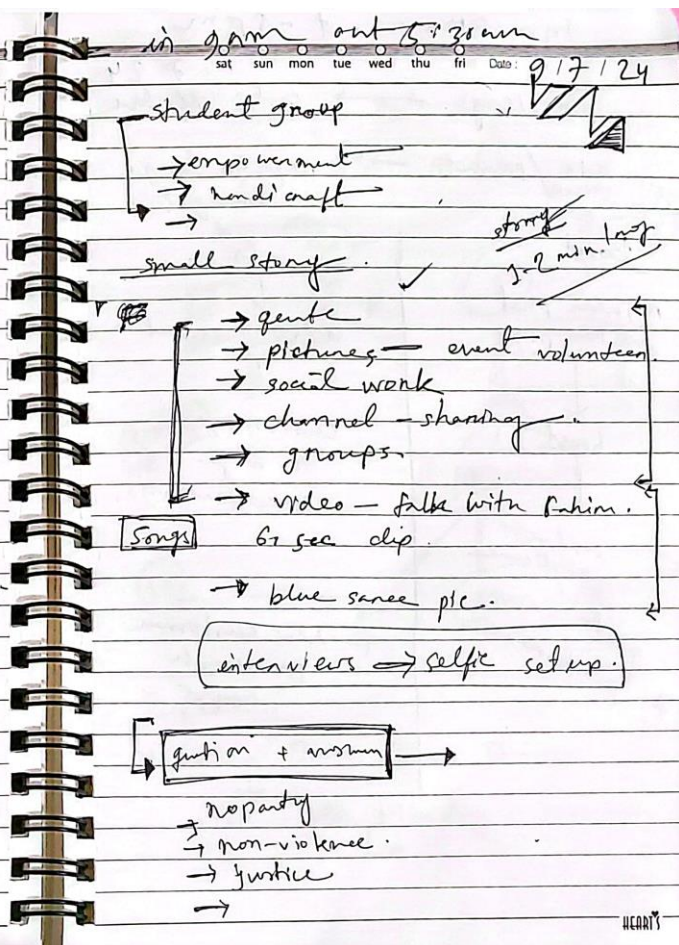
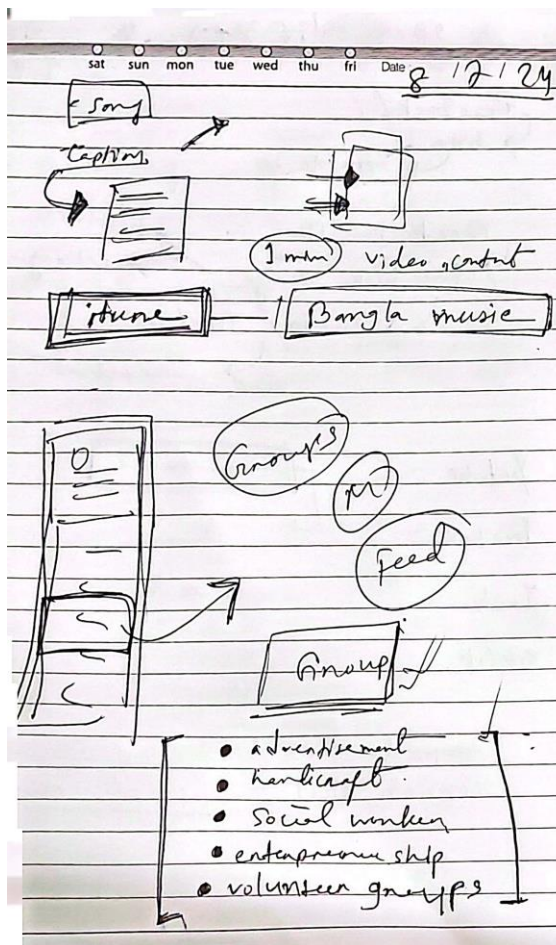
Insta

TikTok

The fantabulous

Snapchat - vs Dillon

screen shot - Google account



sat sun mon tue wed thu fri Date: 10/27/24

ads/promote $\rightarrow$ require large budget.

regular post
existing post

Widen audience

als

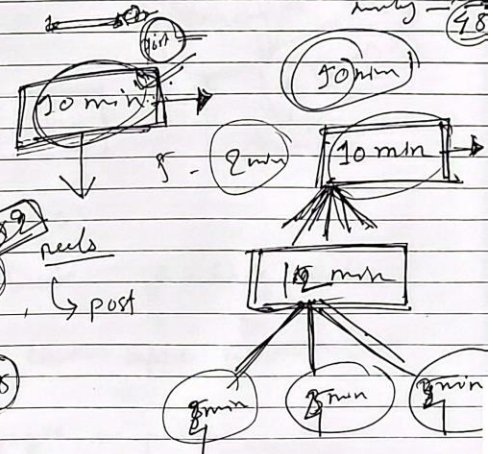
Customized
to my
specifications.

new customer
or reach
app.

sat sun mon tue wed thu fri Date: 11 / 7 / 24

weekly - 78r post

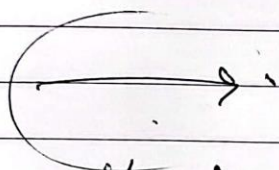
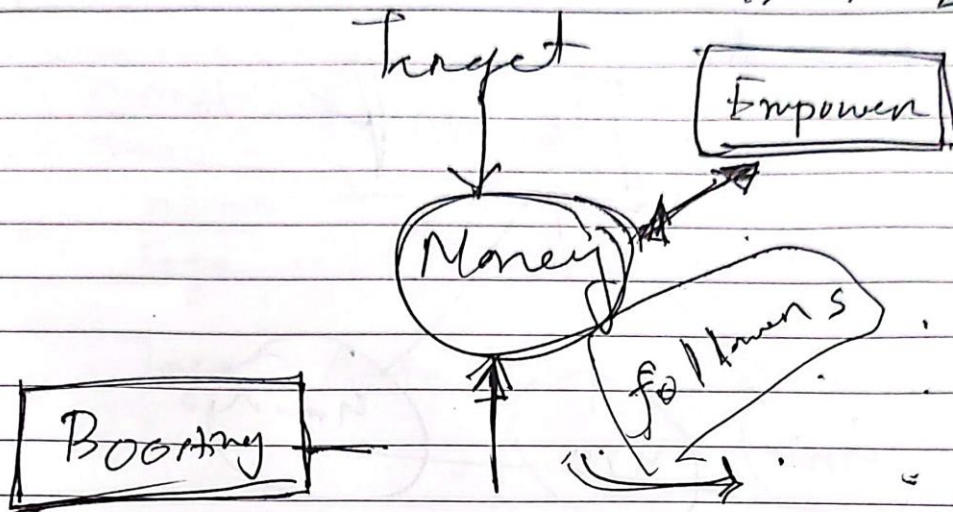
directly - 12
 multiply - $\times 4$
 48



→ Fahim Bhedya / Farabi Bhingyan

class 10th Monday & Wednesday

in - 10 am out 5 pm
sat sun mon tue wed thu fri Date 13 / 7 / 24



Music — facebook studio.

↳ checken before uploeding

pages are public —

sat

sun

mon

tue

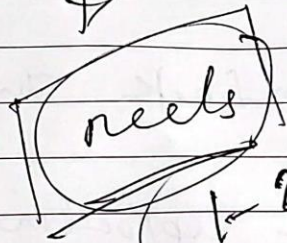
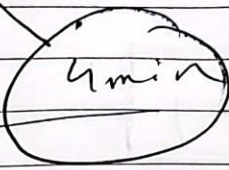
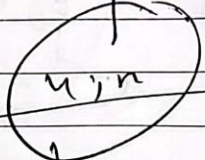
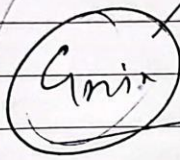
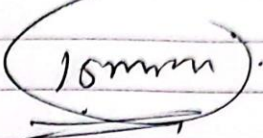
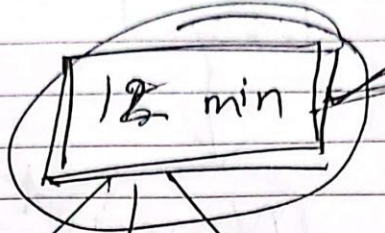
wed

thu

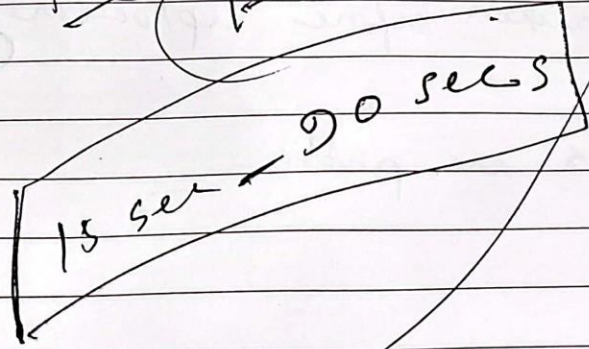
fri

Date:

14/7/24



2 min



in 12pm out 5pm

sat sun mon tue wed thu fri Date: 15/7/24

Vlog

category?

Basic
Information

[Restriction
Mission
Vision

Name

family privacy

privacy for for group 2000

for words and phrase ban?

Task

⇒ reply to comments

sat sun mon tue wed thu fri Date: 16/7/24

Youtube

basic stage

not a magic pill

reverse
engineer

who is my channel for
what problem I will solve?

vid IQ

research
record

release

Title
thumbnail
description
tags

adding to a playlist

rocket
rank

preview

Melissa sat sun mon tue wed thu fri Date: 17/7/24

custom thumbnail
post videos. 1 min on longer.
live stream
content ID claiming

profile picture
banner

video

too big?
export in the right setting
doe MP4

- ① setting up channel
- ② profile
- ③ uploading videos

hashtag
tag
time stamps
time codes
link

sat sun mon tue wed thu fri Date 27/7/24

end card 5-10 sec video for outro.

play list
comments

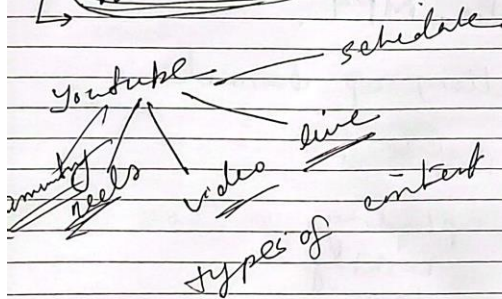
monetization
in Youtube.

* Verified on Youtube

* Set date a video

* copy rights issues

* affiliate links



LEADY

sat sun mon tue wed thu fri Date 28/7/24

- Verification (V) check mark.

1. verified. 100,000 subs.

2. ↓ apply for

100,000 subs

verified 20 with well known outside of Youtube

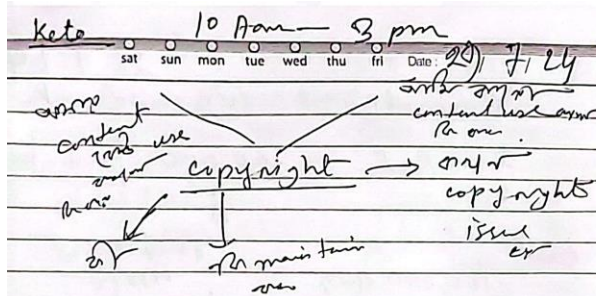
↓ authentic

↓ active

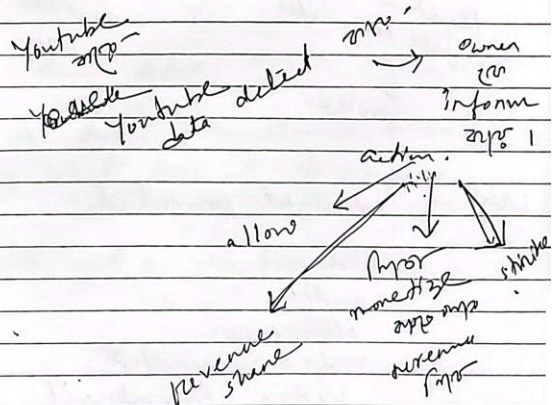
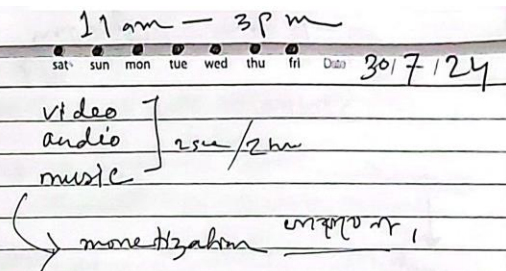
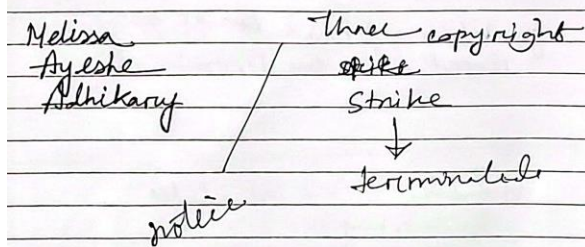
guidelines follow or reject / terminate.

vidIQ. visibility schedule.

HEARTY



season/phase - make it easy

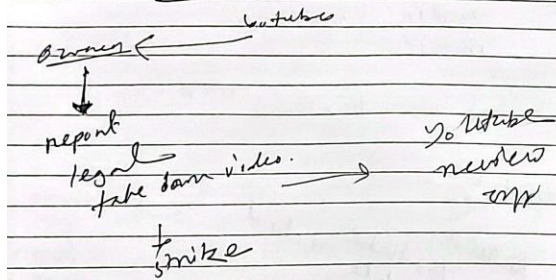


when

- Do nothing
- Dispute
- trim
- replace . Youtube studio
- Mute

9:10 am - 3pm
sat sun mon tue wed thu fri Date 3/17/24

Strike



Why? — copyright protected

video

audio

music

video screenshot

video thumbnail

* 90 days
no appeal
strike
2 week suspend

9:10 am - 3pm
sat sun mon tue wed thu fri Date 3/18/24

90 days or 2 strikes strike

→ 54 suspensions channel.

Gmail - no youtube account.

no video to 2nd strike.

video delete or 2nd strike or 1

→ don't use other's content.

→ wait for it to expire (90 days)

→ get a retraction

→ convince request

→ counter notification.

(legal documents)

copyright strike may affect the ability to monetize.

2:30 pm - 3 pm
sat sun mon tue wed thu fri Date 3/8/24
Error

- Ads
- no direct connection with subscribers.
- ad revenue is 55% of

1. length of video

10 min or video 2 min
ad video 10 min

2. types of ads

non-skippable ad - rate 10 min

3. play back based CPM

RPM
revenue per mille

2:20 pm - 4 pm
sat sun mon tue wed thu fri Date 4/8/24
Slide

Setting up youtube channel.

1. Gmail account
2. create channel
3. profile picture, banner
4. feature eligibility

Video upload

1. tags tag, description
2. check copyright
3. visibility
4. hash-tag
5. time stamp
6. clickable links
7. youtube endcard.
8. adding playlist
9. comment
10. scheduling video

05:00 am - 4 pm

sat sun mon tue wed thu fri Date: 6/8/24

Income

Revenue source

1. ads
2. membership
3. pr Youtube premium
4. super chat
5. Super sticker.

Monetization.

1. Settle
2. ads

Copyright

Youtube verification badge.

01:30 am - 5 pm

sat sun mon tue wed thu fri Date: 7/8/24

bijoy

bijoyofficebangladesh@gmail.com.

notes

- ↳ script + feedback
- ↳ face and studio



on going process
what's going on

data driven

→ update.



HEART

Fun.

8/8/24

→ Thread
→ story
deadline → 5 days.

12-1

Business
vlog

★ page list → vlog
★ questionnaire → personal profile
★ → brand
★ → action gay entertain

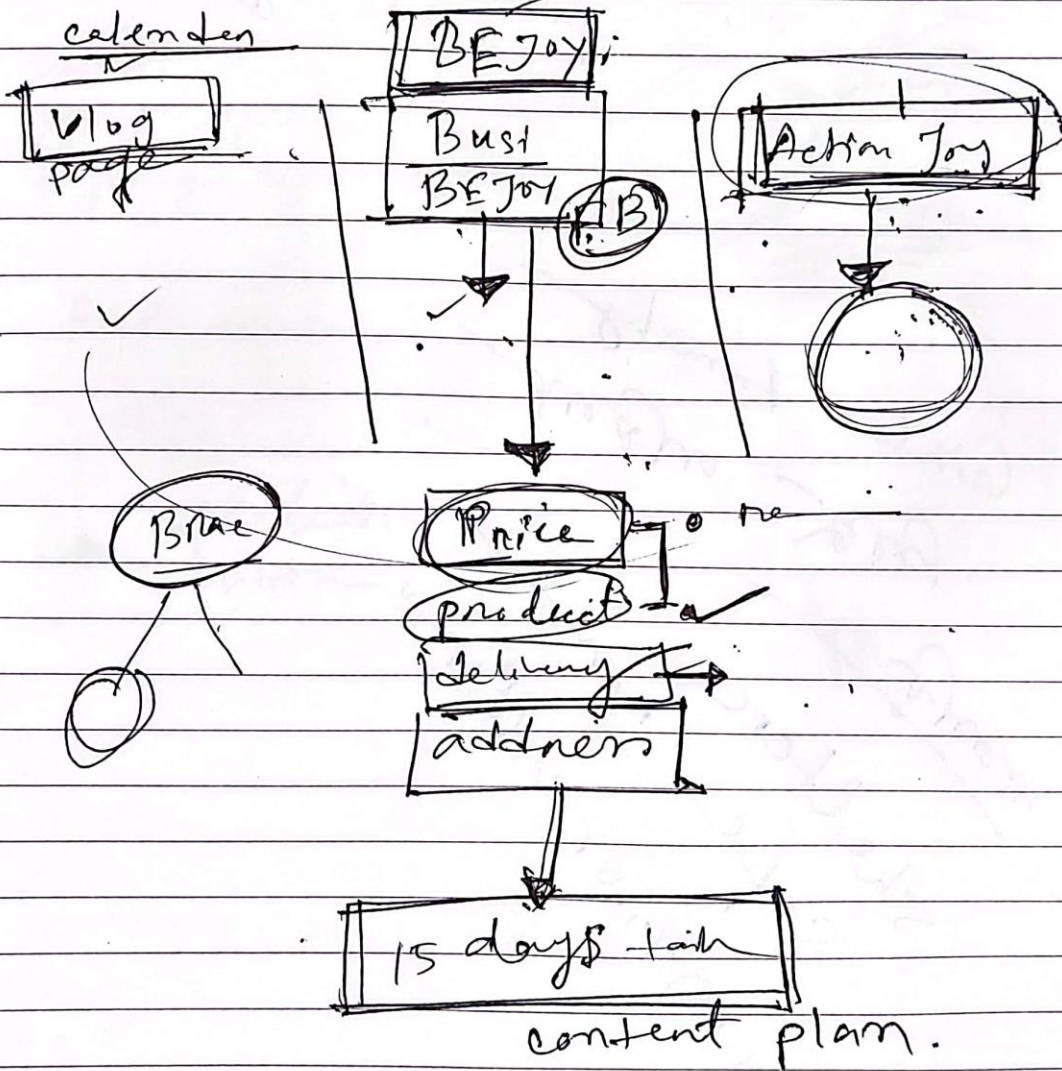
Business page → priority
→ post — 10

stage vlog page

9am - 5:30 pm

sat sun mon tue wed thu fri Date 10/18/24

3 → Social work 1 video.
2 poster.



MELISSA

Melissa Ayeshe
Adhikary

sat

sun

mon

tue

wed

thu

fri

Date:

11/18/24

check

= abbreviation

= supervisor - detail

= award 50

= insights add rpr

→ news coverage

= Berlin

9-5 → 8x6 48

Melissa

Ayedhe

Akhikany

MELISSA

Portfolio -

Bot → Blog link

sat sun mon tue wed thu fri Date 13/8/24

50
• host organisation → 50

project 1

Shila

Melissa
Hume

- Report
- translation
- Verify
- social workben - updates
- story line permission
- story line
- video & picture collect
- alignment
- sound track
- draft edit
- caption
- draft ready
- update in group
- & feedback & in & draft

sat sun mon tue wed thu fri Date 14/8/24

- Trauma Healing →
- counseling →
- self dependent →
- motivation
- art work
- art therapy
- product showcase
- product display

- picture & video
- template
- 1. go
- caption
- edit
- approve
- feedback
- submit

2am - 5:30 pm

sat

sun

mon

tue

wed

thu

fri

Date:

19/8/24

~~script~~

→ project schedule → group members

→ device check

→ script

→ planning with group mates

→ ~~video record~~ contacting channels for who wanted to cover

→ video & picture

→ interview

→ editing video

→ feedback

→ ~~time list~~ — channel news

→ upload - caption

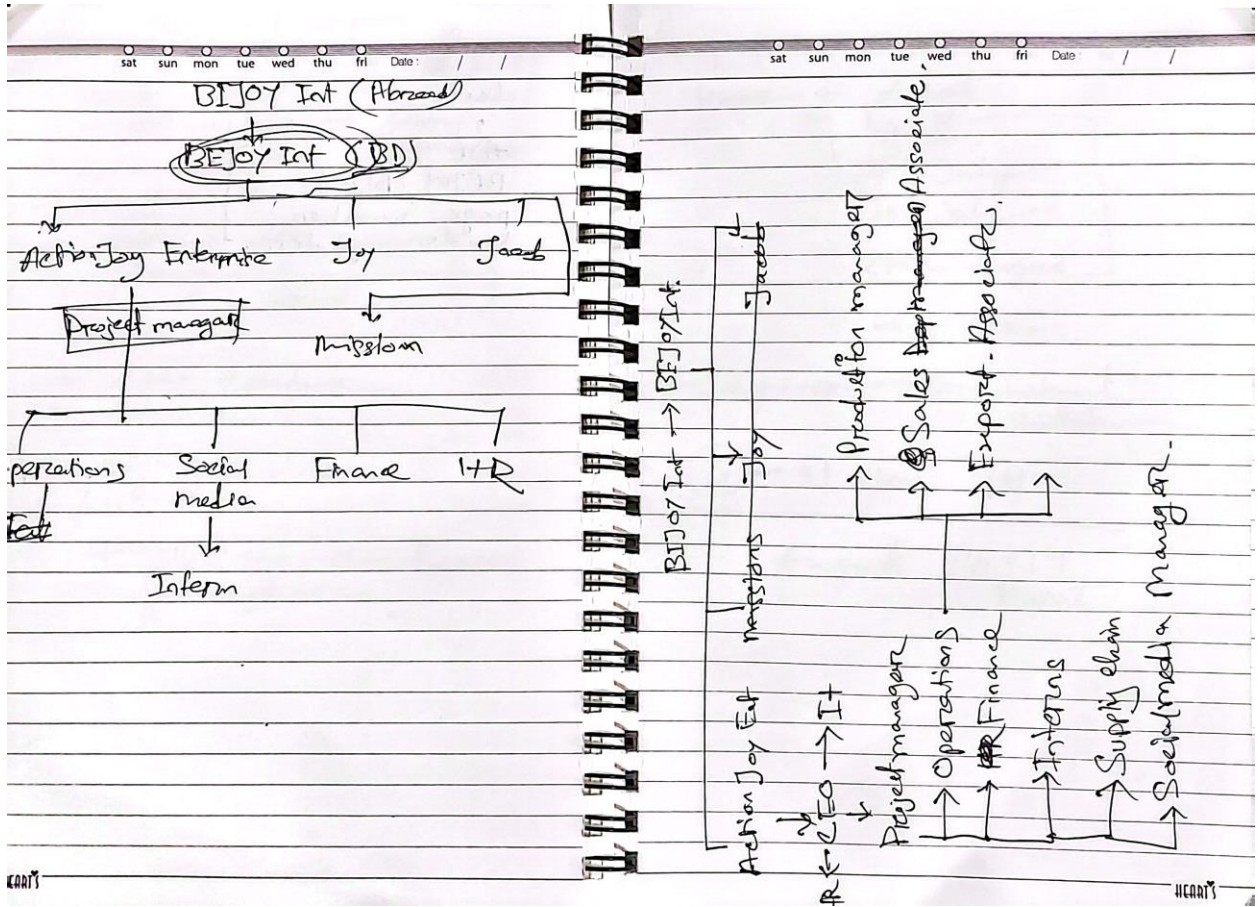
→ connect



Melissa

Ayesha

Adhikary



sat sun mon tue wed thu fri Date: / /

20/8/24

9:20 am - 5:40 pm

poster
video

21/8/24

9:10 am - 5:20 pm

→ Hashtags — keywords
— shorts — mktg, event.

22/8/24

9:30 am - 5 pm

London

food, clothing medicine
water.

24/8/24

9:20 am - 5 pm

→ poster — flood fund.

HEARTS

sat sun mon tue wed thu fri Date: / /

25/8/24

9:10 am - 5 pm

— caption
— hand-drawn print out
— work report

26/8/24

9:20 am - 5:30 pm

— event checklist
— Youtube monetization
— facebook personal page

27/8/24

— sick leave

28/8/24

in - 9 am out - 5:05 pm

look up
Project overview
tik tok.

HEARTS

28/8/24

9 am — 5:05 pm

Gov. Shelter Home

Safe Home

Report

Sankari Shishu ~~Pott~~
Pottiban.

29/8/24

9:10 am — 5:15 pm

Recent proposal
content plan

office closing paper

31/8/24

9 am — 6 pm

— project handover

— video + audio + poster
file → new folder.

CONCLUDING REMARKS

As my internship at Action Joy Enterprise Ltd. comes to an end, I am incredibly grateful for all of the priceless lessons learned and perspectives I have gained. This opportunity has given me a plethora of knowledge and useful skills that will help me in my future endeavors, in addition to enabling me to effectively contribute to the organization's mission. Working directly with a committed group, overseeing projects, and taking part in meaningful community service has been a fulfilling and educational experience. I am appreciative of my mentors' and colleagues' support and advice, which has greatly aided in my professional development. My dedication to changing society for the better has been strengthened by this internship, and it has motivated me to keep pushing for significant change. I am thrilled about the chances that lay ahead and am looking forward to using the knowledge and abilities I have gained here in my future career.

Thank you.