Department of Media Studies & Journalism

Internship Report

Name: Moumita Sultana Hema

Student ID: 201012044

Term: Spring 2024

Course Code: MSJ11498

Host Organisation: The Asia Foundation

The Asia Foundation
Improving Lives, Expanding Opportunities

Date Submitted: 20th April 2024

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Student Details

Name	Moumita Sultana Hema
Student ID	201012044
Department	Media Studies and Journalism
Major Concentration	Digital Journalism
Minor Concentration	English
Career Goal	My goal is to become a Crime Journalist in order to expose social injustices, find the truth, bring victims' rights to justice, and punish offenders responsible. In a few years, I also hope to work as a humanitarian to aid the impoverished, while contributing to academics since I have a passion for teaching, which will also help me with continued learning through research, conference presentations, or interactions with students.

Internship Details

Host Organization	The Asia Foundation
Address	House 5, Road 8, Baridhara Diplomatic Zone
Web	https://asiafoundation.org/
Host Organization Supervisor	Sukla Dey
Designation	Senior Program Manager
Internship Area	Communications Intern
Internship Start Date	04-02-2024
Internship End Date	30-09-2024
Average Working Hour	6 Hours
Weekly Working Hour	30 Hours
Total Internship Timeline	8 months

Acknowledgements

I extend my sincere gratitude to The Asia Foundation for providing me with the invaluable opportunity to serve as a communications intern for their Let's Read Bangladesh project. This internship has been a profoundly enlightening and fulfilling journey, enabling me to contribute to the crucial mission of nurturing children's growth by promoting diverse cultural values through reading.

I am deeply appreciative and thankful for the exceptional guidance, mentorship, and steadfast support extended to me by my supervisor, Sukla Dey, and Let's Read Program Manager, Jaco Roesch. As a result of their expertise in content development and encouragement as well as constructive feedback, my skills have been honed and my understanding of effectively communicating childhood literacy to parents has been enhanced.

Additionally, I express gratitude to the entire team at The Asia Foundation Bangladesh for their warmth, encouragement, and willingness to share their knowledge and experiences. Their consistent hospitality has fostered a supportive work environment where my recent weeks have felt more like a collaborative endeavour than mere work.

Special thanks are due to the faculty and staff of the University of Liberal Arts Bangladesh, particularly my internship advisor, Md. Farhad Rahman, and portfolio advisor, Sarkar Barbaq Quarmal, PhD, for their patience in guiding me through challenges, including my struggles with time management in completing the report.

Lastly, I am indebted to my family and friends for their unwavering support throughout the years, motivating me to strive for excellence. I must extend special thanks to my friends for recognizing my passion for journalism and encouraging me to pursue Media Studies. A debt of gratitude goes to my mother, who comforted and supported me constantly, as well as to my late father, who overcame numerous obstacles to provide us with the kind of life we are living today.

I dedicate everything I have achieved to my elder sister, Mousumi Sultana Happy, who selflessly sacrificed her aspirations for over a decade to ensure my education. I dedicate not only this moment but also the past four years, and those to come, for her unwavering belief in my potential.

ULAB
UNIVERSITY OF LIBERAL ARTS BANGLADESH

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: Moumita Sultana Hema
ULAB ID: 201012044

Signature 

ULAB
UNIVERSITY OF LIBERAL ARTS BANGLADESH

MSJ042

INTERNSHIP APPROVAL FORM

Student Name: Moumita Sultana Hema ID No.: 201012044

Major: Digital Journalism Year: 2024

Local Phone: 01629669125 Email: moumita.sultana.msj@ulab.edu.bd

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Semester (Tick one): ☑ Spring 2024 □ Summer 2024 □ Fall 2024

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: Farhad Rahman Date: 28/04/24

Name: Md. Farhad Rahman Title: Adjunct Faculty

E-mail: farhad.rahman@ulab.edu.bd Phone: +8801617539753

Introduction

As a Communications Intern at Let's Read Bangladesh, I gained valuable knowledge and practical skills in children's literacy. My responsibilities included social media outreach, digital library maintenance, and assessing the effectiveness of Let's Read Bangladesh's efforts. I focused on crafting messaging tailored to our priority audience, parents of young children, and expanding Let's Read Bangladesh's online presence. I translated text, engaged with users, and tracked post-performance.

Maintaining Let's Read Bangladesh's digital library ensured its visual appeal and relevance to the audience. I curated thematic book collections, updated featured titles, and commemorated special events, enhancing user experience and promoting diverse content. I also supported translation efforts and facilitated accessibility across language barriers.

My internship at Let's Read Bangladesh provided me with practical skills in marketing and digital content management, as well as a deeper understanding of program development, collaborative teamwork, and effective communication strategies. I connected with inspiring individuals within the education sector, building a professional network that will support my future endeavours.

In summary, my internship at Let's Read Bangladesh was a transformative journey, allowing me to apply my skills in a meaningful context while learning from experienced professionals. I am grateful for the guidance, feedback, and opportunities for growth, and eager to apply the lessons learned into my future endeavours.

Expectations

As a Communications Intern at Let's Read Bangladesh, my goal is to contribute to the organization's mission of promoting children's literacy in the Asia-Pacific region. I aim to use my communication skills to engage with parents, educators, and communities to promote early childhood reading, thereby enhancing Let's Read Bangladesh's message and empowering children through literacy. My ultimate goal is to contribute meaningfully to Let's Read Bangladesh's mission.

Specifically, I expected to:

1. Develop and implement compelling messaging strategies: I plan to create persuasive narratives that resonate with their target audience, highlighting the transformative impact of reading on children's lives and encouraging parents and caregivers to prioritize literacy.
2. Expand Let's Read Bangladesh's reach through digital platforms: I intend to utilize social media and other digital channels to enhance Let's Read Bangladesh's visibility, aiming to curate engaging content and foster meaningful interactions to attract new readers and stakeholders to the cause.
3. Foster collaboration and partnerships: I plan to establish strategic partnerships with organizations, educational institutions, and community leaders to enhance Let's Read Bangladesh's impact in the education sector, aiming to advance children's literacy across diverse communities.
4. Contribute to program enhancement and innovation: I am passionate about program development and aim to contribute to Let's Read Bangladesh's growth and evolution by refining digital library features, optimizing outreach strategies, and exploring new engagement avenues.
5. Cultivate personal and professional growth: I expected it to be a transformative learning experience, enhancing skills and knowledge in communications and education. The aim is to seek mentorship, feedback, and self-reflection to become an effective communicator and advocate for children's literacy.

In summary, as a Communications Intern at Let's Read Bangladesh, I am eager to contribute my passion for communication and literacy to a cause that holds immense significance in shaping the future of young generations. I am committed to leveraging my skills and enthusiasm to support Let's Read Bangladesh's mission and drive positive change within the communities we serve.

Host Organization

The Asia Foundation (https://asiafoundation.org/) is a renowned nonprofit international development organization with a rich history spanning over 70 years. Committed to fostering positive change and enhancing opportunities across Asia and the Pacific, the Foundation operates with a deep understanding of the region's diverse cultures, challenges, and potential.

Mission and Focus Areas:

The Foundation's mission revolves around improving lives and expanding opportunities for individuals and communities throughout Asia and the Pacific. To achieve this, it concentrates its efforts on several key areas:

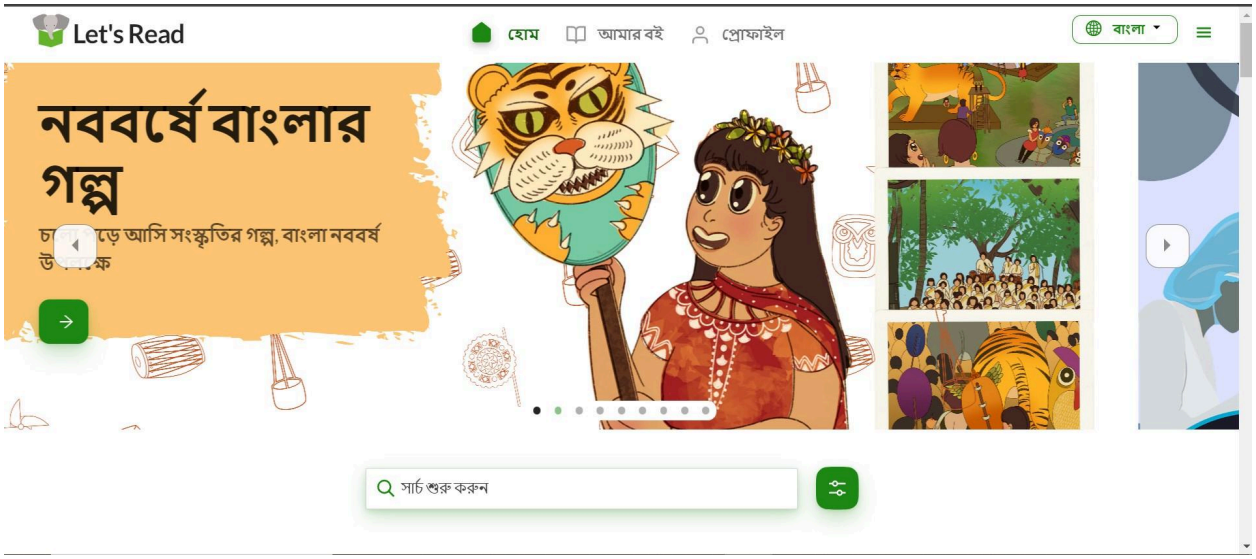
1. **Governance:** Promoting transparent, accountable, and inclusive governance structures to strengthen democratic processes and institutions.
2. **Climate Action:** Addressing environmental challenges and promoting sustainable development practices to mitigate the impact of climate change.
3. **Gender Equality:** Advancing gender equality and women's empowerment to ensure equal rights and opportunities for all.
4. **Education and Leadership:** Supporting education initiatives and fostering leadership development to empower individuals and drive social progress.
5. **Inclusive Growth:** Promoting inclusive economic growth and poverty reduction strategies to uplift marginalized communities.
6. **International Cooperation:** Facilitating collaboration and dialogue among countries in the region to address common challenges and promote peace and stability.

Geographic Reach and Organizational Structure:

Operating in more than 20 countries across Asia and the Pacific, The Asia Foundation has established 17 permanent country offices that serve as hubs for local programs and initiatives. These offices are complemented by headquarters in San Francisco and an office in Washington, DC, which provide strategic guidance, coordination, and support.

Let's Read Bangladesh Project:

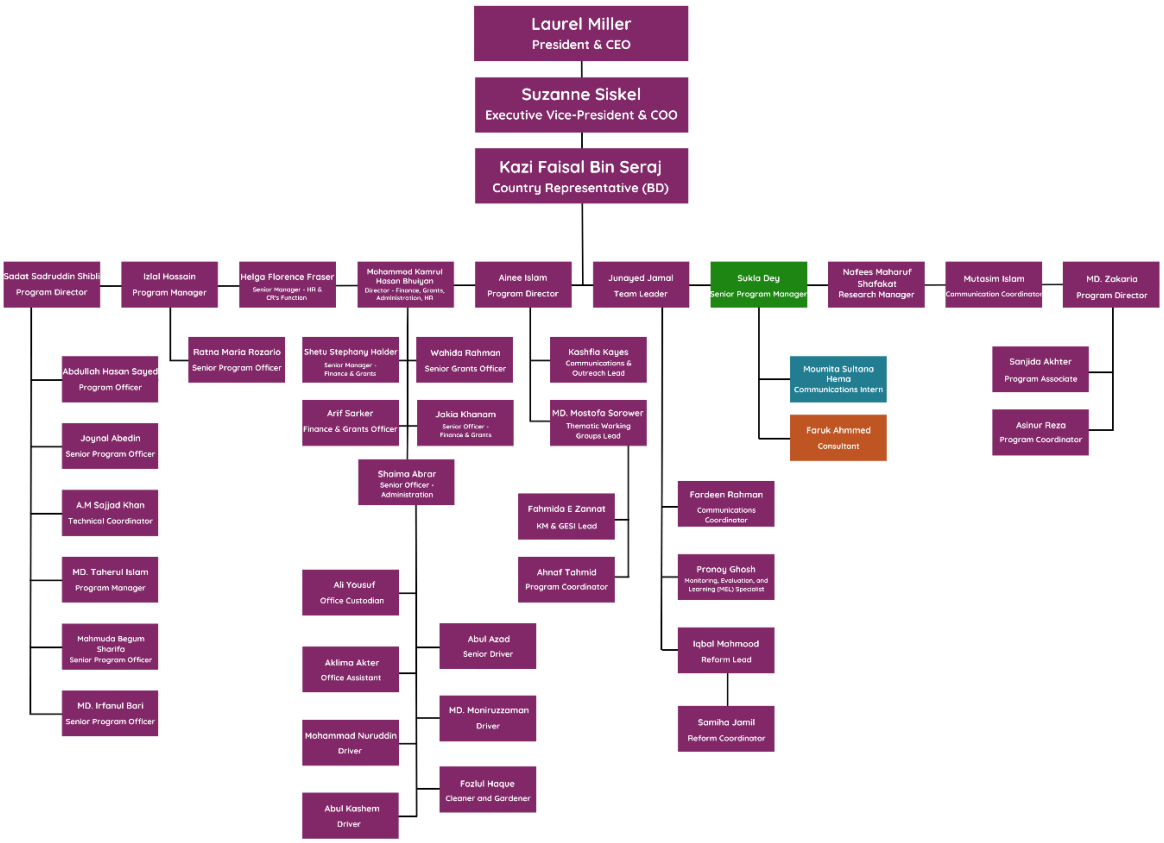
One of the notable projects undertaken by The Asia Foundation is Let's Read Bangladesh (https://www.letsreadasia.org/), an initiative aimed at promoting children's literacy and fostering a culture of reading across the region. Let's Read Bangladesh leverages technology and local partnerships to create and translate engaging children's books in multiple languages, making them accessible to children and families, both online and offline. By providing access to high-quality, culturally relevant reading material, Let's Read Bangladesh empowers children to explore the world of literature, enhance their language skills, and unlock their full potential. Through collaboration with local communities, educational institutions, and other stakeholders, Let's Read Bangladesh exemplifies The Asia Foundation's commitment to inclusive education and sustainable development in Asia and the Pacific.



The Asia Foundation

Improving Lives, Expanding Opportunities

Bangladesh Office Organogram



The Asia Foundation

years in bangladesh
working together
realizing potential

Tasks

As a Communications Intern at Let's Read Bangladesh, my role is pivotal in advancing our mission of promoting children's literacy and nurturing a love for reading across Asia and the Pacific. Here's a detailed overview of my tasks based on the provided information:

1. **Social Media and Outreach:**

- Crafting Messaging: I develop messaging tailored to resonate with our priority audience, particularly parents of young children.
- Social Media Strategies: I devise strategies to expand Let's Read Bangladesh's presence on Facebook and introduce the project to new readers.
- Content Creation: I modify templates and images using Canva to maintain Let's Read Bangladesh's branding standards and style on Facebook.
- Translation and Copywriting: I translate text from English to Bangla and create original copy for post captions, ensuring linguistic accessibility for diverse audiences.
- Community Engagement: I regularly interact with users, respond to comments/messages, and engage with related pages and groups on Facebook to foster a supportive network.
- Performance Tracking: I monitor post-performance metrics to gauge effectiveness and inform future strategies, including analyzing specific images and posting timings.
- Reporting and Recommendations: I compile reports and provide recommendations based on performance analysis and firsthand experience to optimize future posting strategies.
- General Strategy Discussions: I contribute to design decisions and strategy discussions, including outreach efforts beyond social media platforms.

2. **Digital Library Maintenance:**

- Content Management: I help maintain the appearance and functionality of the Let's Read Bangladesh digital library, ensuring a seamless user experience.
- Featured Books Rotation: I change featured books on the digital library carousels weekly or bi-weekly to showcase a diverse range of content.
- Thematic Book Collections: I assist in creating and promoting thematic book collections to cater to different interests and learning needs.
- Event and Holiday Banners: I design and post banners to celebrate specific events and holidays, enhancing the digital library's engagement and relevance.
- Translation Support: I aid in the translation of documents from English to Bangla or vice versa, facilitating accessibility for users across language barriers.

3. **Additional Experiences:**

- Documentary Support: I use photography and videography to document live book creation events or other Let's Read Bangladesh-related activities, capturing moments that highlight the project's impact and initiatives.

Through these tasks, I play a crucial role in amplifying Let's Read Bangladesh's message, enhancing its digital presence, and contributing to the project's overall success in promoting children's literacy and fostering a culture of reading across the region.

Project Brief: Let's Read Bangladesh Initiative

Overview:

Let's Read Bangladesh is a transformative initiative dedicated to nurturing a love for reading among children across Asia and the Pacific. Through innovative approaches and strategic partnerships, Let's Read Bangladesh aims to provide accessible, culturally relevant, and high-quality children's literature, thereby empowering young minds and fostering a lifelong passion for learning.

Mission:

Let's Read Bangladesh is committed to building a world where every child has the opportunity to discover the joys of reading and unlock their full potential. By leveraging technology, local expertise, and community engagement, Let's Read Bangladesh endeavors to create an inclusive and diverse library of children's books that reflects the rich cultural tapestry of the region and promotes literacy as a fundamental right.

Key Objectives:

1. Promoting Accessible Literature: Ensure that children from all backgrounds have access to a wide range of age-appropriate, culturally relevant, and engaging reading materials.
2. Fostering a Love for Reading: Cultivate a culture of reading by instilling a passion for books and storytelling in children from a young age, laying the foundation for lifelong learning.
3. Empowering Communities: Empower communities to participate in the creation, translation, and dissemination of children's literature, fostering a sense of ownership and pride in local languages and cultures.
4. Supporting Educational Development: Support educational development by providing resources that enhance language skills, cognitive development, and critical thinking abilities among children.
5. Building Sustainable Partnerships: Forge sustainable partnerships with local organizations, educators, publishers, and governments to ensure the long-term success and impact of Let's Read Bangladesh initiatives.

Approach:

Let's Read Bangladesh adopts a multi-faceted approach to achieve its objectives, focusing on the following key strategies:

- Content Creation: Collaborate with local authors, illustrators, and publishers to create original children's books that reflect the diversity of cultures, languages, and experiences in the region.
- Digital Platform: Utilize technology to create a digital library platform that provides free and easy access to children's books in multiple languages, accessible from any device with an internet connection.
- Community Engagement: Engage with communities through outreach programs, reading events, and educational workshops to promote the importance of reading and encourage parental involvement in children's literacy.
- Capacity Building: Provide training and resources to educators, librarians, and parents to support them in promoting literacy skills and fostering a reading-friendly environment at home and in schools.
- Monitoring and Evaluation: Implement robust monitoring and evaluation mechanisms to assess the impact of Let's Read Bangladesh initiatives, gather feedback from users, and continuously improve program effectiveness.

Let's Read Bangladesh is not just a project—it's a movement that seeks to transform lives through the power of reading.

Projects

Project 1: International Mother Language Day Book Spotlight and Collection

Start Date: Feb 6, 2024

End Date: Feb 21, 2024

Overview:

In celebration of International Mother Language Day, Let's Read Bangladesh embarked on a special project to honor the diversity and richness of Bangla language and culture. The project involved creating a book spotlight post for Facebook, highlighting a selected children's book, as well as curating a book collection on the Let's Read Bangladesh website dedicated to Bangla language and culture.

Tasks and Responsibilities:

1. **Book Spotlight Post for Facebook:**

- Crafted engaging messaging to commemorate International Mother Language Day.
- Selected a relevant children's book from the Let's Read Bangladesh library.
- Utilized Canva to design a visually appealing post, incorporating the book cover and compelling copy.
- Scheduled the post for publication on Loomly for Facebook, ensuring alignment with Let's Read Bangladesh branding and style standards.

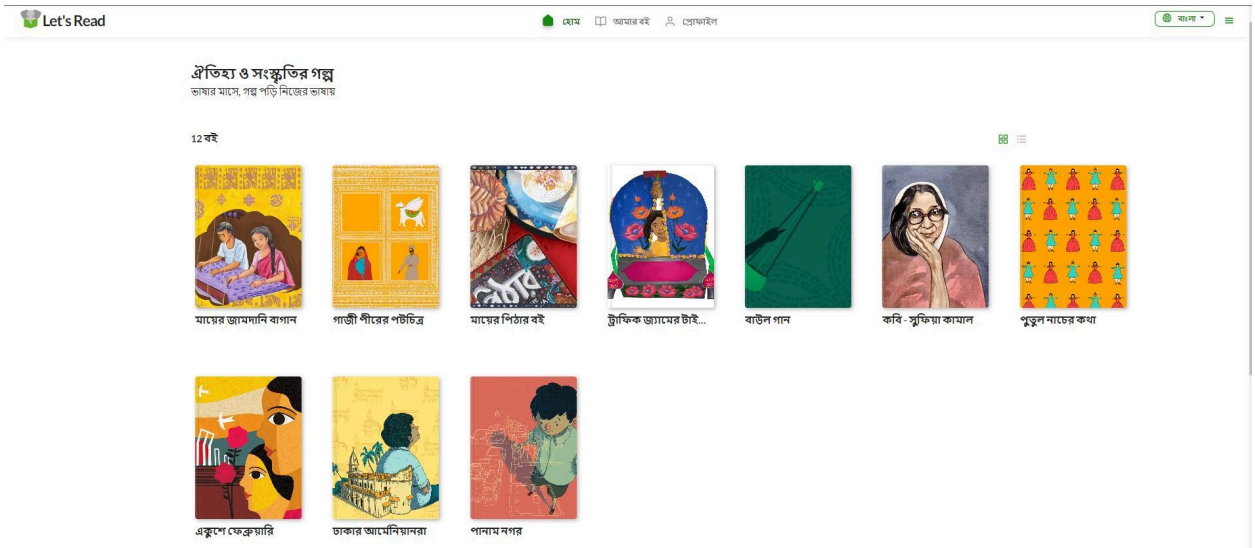
2. **Book Collection for Website:**

- Reviewed approximately 20-25 local storybooks available on the Let's Read Bangladesh website.
- Identified and selected books that showcase Bangla language and culture, considering diversity and cultural relevance.
- Curated the collection to reflect the essence of International Mother Language Day and celebrate Bangla heritage.
- Created a banner using Canva to highlight the book collection on the Let's Read Bangladesh website, drawing attention to the significance of the occasion.

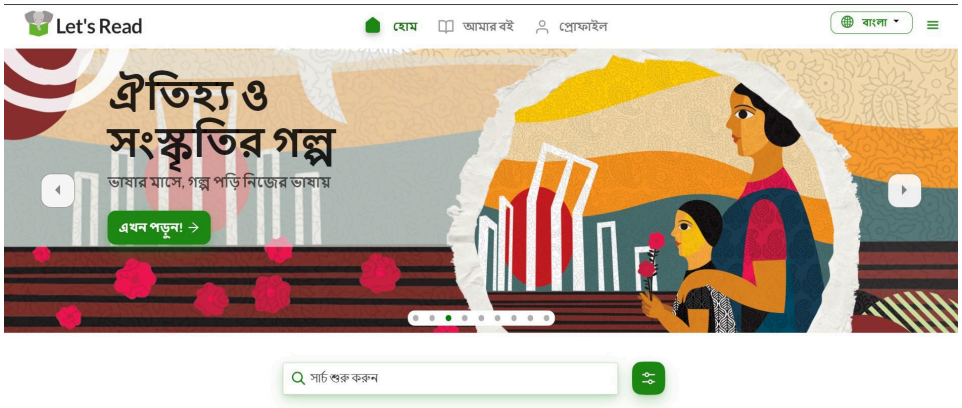
Challenges:

- **Content Selection:** Narrowing down the selection of books for the collection posed a challenge due to the wealth of diverse content available on the Let's Read Bangladesh platform. Ensuring the representation of various aspects of the Bangla language and culture while maintaining coherence was crucial.

Book Collection:
https://www.letsreadasia.org/collection/22821434-d5b0-4fe2-9efc-de141d36a9b2

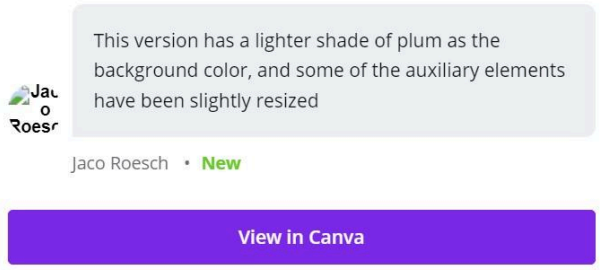


Book Collection Banner:



- **Visual Design:** Balancing aesthetic appeal with informational clarity in the design of the Facebook post and website banner required careful consideration. Finding the right imagery and layout to convey the essence of International Mother Language Day was a creative challenge.

  The following is the feedback I received from Jaco Roesch on my first draft of the design:



  Here he moved a few elements on my draft of the Book Spotlight post for Facebook, resized them to make the design look a little more cohesive, and this was the final design:



Learnings and Outcomes:

- **Cultural Sensitivity:** Through the process of curating the book collection, I gained a deeper appreciation for the nuances of Bangla language and culture, as well as the importance of cultural sensitivity in content selection.
- **Design Proficiency:** Working with Canva to create visually engaging social media posts and website banners enhanced my proficiency in graphic design tools and digital content creation.
- **Community Engagement:** The project provided an opportunity to engage with the Let's Read Bangladesh community and celebrate cultural diversity, fostering a sense of inclusivity and belonging among readers.

Project 2: Let's Read Bangladesh Stall at Kids Time Fair

Start Date: Feb 16, 2024

End Date: Feb 18, 2024

Overview:

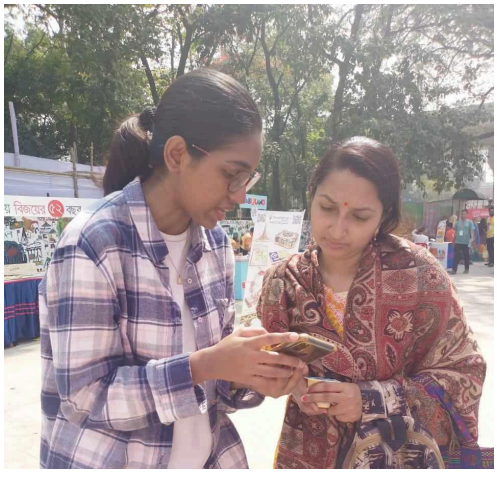
Let's Read Bangladesh participated in the Kids Time Fair organized by Light of Hope Ltd., aiming to engage parents and children in promoting literacy and fostering a love for reading. The stall served as an interactive platform to educate attendees about the Let's Read Bangladesh program, its benefits, and facilitate the installation of the app on their devices. Additionally, the stall provided hands-on training on app usage, while capturing memorable moments through photography and videography.

News Coverage: RTV, The Asia Foundation

Tasks and Responsibilities:

1. **Educational Outreach:**
- Engaged with parents and children, providing information about the Let's Read Bangladesh program and its significance in promoting literacy.
- Assisted attendees in installing the Let's Read Bangladesh app on their smartphones, tablets, or other devices.
- Conducted quick training sessions on navigating the app and utilizing its features to maximize reading enjoyment.







2. **Photography and Videography:**

- Documented the activities and interactions at the Let's Read Bangladesh stall through photography and videography.
- Captured candid moments of parents and children exploring the app and participating in training sessions.
- Ensured the quality and relevance of visual content to showcase the engagement and impact of Let's Read Bangladesh at the event.





3. **Content Management:**

- Uploaded all photographs and videos to Onedrive for centralized storage and easy access.
- Selected the best shots to be shared on Let's Read Bangladesh's Facebook page, highlighting the success of the event and encouraging community engagement.



Challenges:

- **Technical Assistance:** Providing on-the-spot technical support to install and navigate the Let's Read Bangladesh app on various devices required patience and adaptability, especially in addressing diverse user needs and preferences.
- **Time Management:** Balancing between engaging with attendees, conducting training sessions, and capturing photographic content within the limited time frame of the event posed a challenge, necessitating efficient time management and multitasking skills.

Learnings and Outcomes:

- **Effective Communication:** Interacting with parents and children at the event honed communication skills, enabling clear and concise explanations of the Let's Read Bangladesh program and its benefits.
- **Hands-On Experience:** Assisting attendees in installing and using the Let's Read Bangladesh app provided valuable hands-on experience in user engagement and support, enhancing proficiency in-app navigation and troubleshooting.
- **Community Engagement:** The event fostered meaningful connections with parents and children, raising awareness about Let's Read Bangladesh and its role in promoting literacy, while also generating positive feedback and testimonials from participants.

Project 3: International Women's Day Book Spotlight and Collection

Start Date: Feb 20, 2024

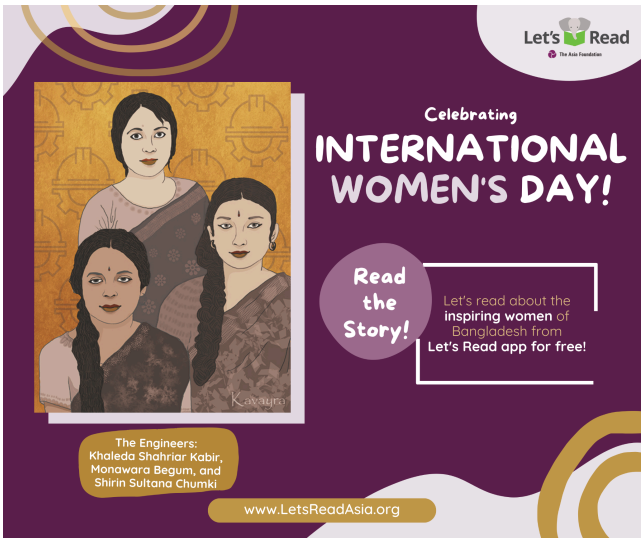
End Date: Mar 8, 2024

Overview:

In commemoration of International Women's Day, Let's Read Bangladesh embarked on a special project to honor the contributions and achievements of pioneering Bangladeshi women. The project involved creating a book spotlight post for Facebook, highlighting a selected children's book featuring strong female characters, as well as curating a book collection on the Let's Read Bangladesh website dedicated to the stories of inspiring Bangladeshi women.

Tasks and Responsibilities:

1. **Book Spotlight Post for Facebook:**



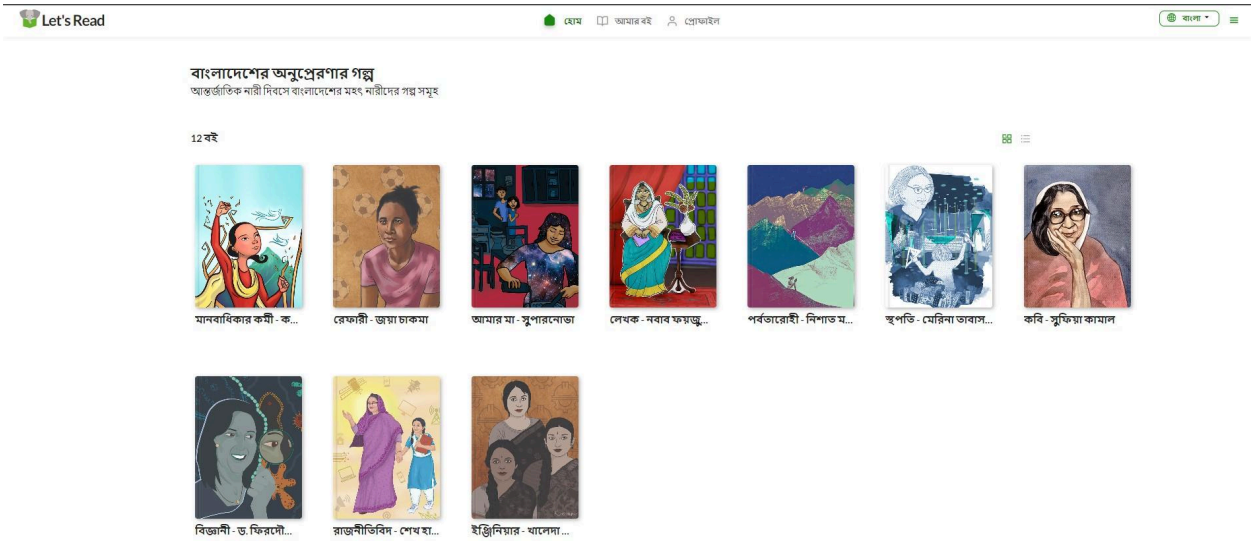
- Crafted compelling messaging to celebrate International Women's Day and highlight the importance of female representation in children's literature.
- Selected a relevant children's book from the Let's Read Bangladesh library featuring pioneering Bangladeshi women or strong female protagonists.
- Utilized Canva to design a visually appealing post, incorporating the book cover and engaging copy that resonates with the theme of empowerment.
- Scheduled the post for publication on Facebook, ensuring alignment with Let's Read Bangladesh branding and style standards.

2. **Book Collection for Website:**

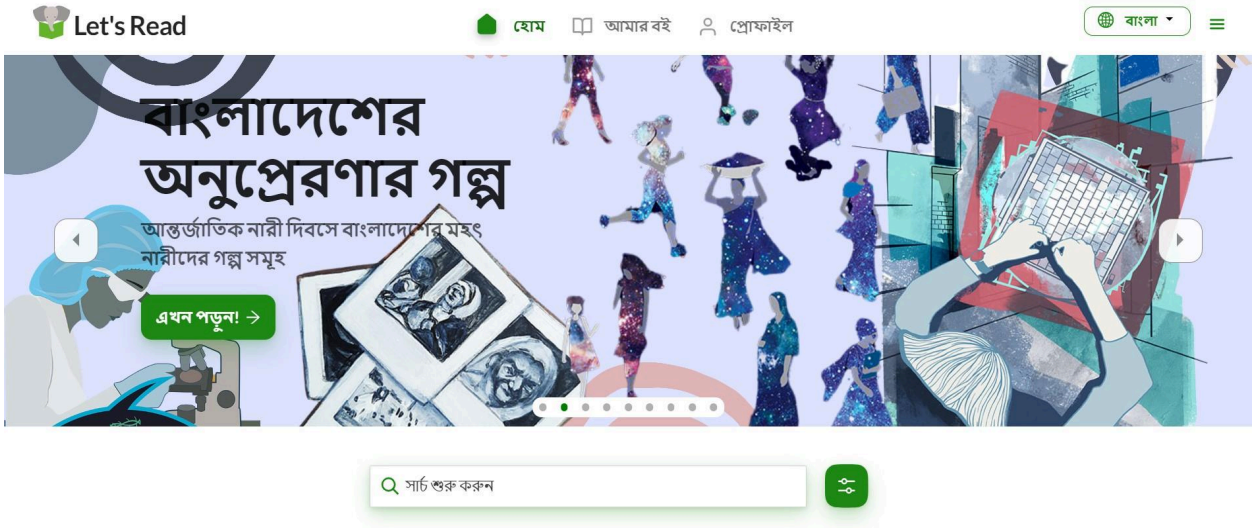
- Reviewed approximately 20-25 local storybooks available on the Let's Read Bangladesh website, specifically focusing on those depicting the stories of pioneering Bangladeshi women.

- Identified and selected books that showcase the achievements, resilience, and leadership of inspiring Bangladeshi women, spanning various fields and backgrounds.
- Curated the collection to reflect the spirit of International Women's Day and celebrate the diversity of female role models in Bangladeshi society.
- Created a banner using Canva to highlight the book collection on the Let's Read Bangladesh website, drawing attention to the significance of the occasion and the stories of remarkable women.

Book Collection:
https://www.letsreadasia.org/collection/2fed9878-6a84-4c43-ad83-42b8c19d9a4f



Book Collection Banner:



Challenges:

- **Content Selection:** Navigating through a large pool of storybooks to identify and curate those specifically featuring pioneering Bangladeshi women required thorough review and evaluation, considering both cultural relevance and storytelling quality.
- **Graphic Design:** Balancing visual appeal with informational clarity in designing the Facebook post and website banner presented a creative challenge, necessitating effective use of design tools and principles to convey the project's message effectively.

Learnings and Outcomes:

- **Cultural Appreciation:** Through the process of curating the book collection, I gained a deeper appreciation for the diverse contributions of Bangladeshi women to society, culture, and history, reaffirming the importance of representation and inclusivity in children's literature.
- **Design Proficiency:** Working with Canva to create visually engaging social media posts and website banners enhanced my proficiency in graphic design tools and digital content creation, enabling effective communication of complex ideas and themes.
- **Community Engagement:** The project provided an opportunity to engage with the Let's Read Bangladesh community and spark conversations about gender equality, women's empowerment, and the importance of diverse representation in literature, fostering awareness and appreciation among readers.

Project 4: "গল্প হোক মায়ের ভাষায়" Story Competition

Start Date: Feb 8, 2024

End Date: Ongoing



Overview:

In collaboration with Room to Read Bangladesh and The Asia Foundation's Let's Read Bangladesh, Kishore Batayan organized a children and adolescent story competition titled "গল্প হোক মায়ের ভাষায়" to commemorate International Mother Language Day 2024. The competition aimed to celebrate linguistic diversity and promote storytelling in native languages, encouraging children and adolescents to express themselves creatively.

Tasks and Responsibilities:

1. **Competition Organization:**

- Assisted in the planning and coordination of the story competition, including setting the theme, establishing submission guidelines, and announcing the competition details.
- Collaborated with partners to promote the competition through various channels, including social media, schools, and community organizations.
- Managed the submission process, including receiving and cataloging entries, ensuring compliance with guidelines, and addressing inquiries from participants.

2. **Story Selection and Finalization:**

- Reviewed approximately 100 story submissions received for the competition.
- Conducted copy-checking and editing to ensure clarity, coherence, and grammatical accuracy in the selected stories.

- Collaborated with a team to finalize the best 30 stories for recognition and publication, considering creativity, originality, and adherence to the theme.

গ্রুপ ক- গল্প লেখা (Responses)

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19	2/21/2024 19:04:41	আবদুল্লাহ আল মাহদী	শাহ মজিদিয়া ইসলামী কম	পুকুরিয়া, বাঁশখালী, চট্টগ্রাম	৫ম	https://drive.google.com/open?id=1PCLOuEV5IOKLB4YgD_bs54EC5Og_2xWK			8
25	2/22/2024 21:16:24	পরানন্দা রায় পুনম	ঠাকুরগাঁও সরকারি বালিকা	কালিবাড়ি, ঠাকুরগাঁও সদর,	৩য়	https://drive.google.com/open?id=1mcXTVsEF-9A3wP-Wf7PECoLAY5wtqe_B			8
26	2/23/2024 17:47:56	রাফিয়া ইসলাম	সরকারি অগ্রগামী বালিকা '	সিলেট সদর,সিলেট	৪র্থ	https://drive.google.com/open?id=1kQnCK7Ps88ixtwfulPhcN-1I7rgosQ5h			8
27	2/23/2024 19:34:34	মুনতাসির আহমেদ মুবিন	মাশরা সরকারি প্রাথমিক বি	মাশরা, বুড়িচং, কুমিল্লা।	৫ম	https://drive.google.com/open?id=18Hkg82QLnDGEsLHRc14RO7WXxJWMT25I			8
31	2/26/2024 11:16:48	আখিদুল ইসলাম আরাফ	৯৪নং ঝিলটুলি সরকারি প্রা	ফরিদপুর সদর	৫ম	https://drive.google.com/open?id=1AcP8obDl28i1LJYFJb291JDqDnWUB8A0			8
32	2/26/2024 21:03:13	পল্লব দাস নিরব	সীতাকুন্ড থানা সরকারি প্রা	সীতাকুন্ড পৌরসদর , উপ	৫ম	https://drive.google.com/open?id=1SRAUujgON6nBUe07qu_w5Td6e7QrKenU			8
38	2/28/2024 8:12:58	Nusrat Jahan Nila	Bangladesh Noubahini S	EPZ Bandar Chittagong	৫ম	https://drive.google.com/open?id=1fXFD4hPNtiQjDIA6hHF3b-MV4tzLQdZq			8
40	2/28/2024 10:08:25	আফিয়া আনকিতা জুনাইর	মদনপুর বৈরাতি সরকারি প্র	ডাকঘরঃ করিমপুর, উপজে	৪র্থ	https://drive.google.com/open?id=1TPoLkmeaNBqkIlbQbafQ3pk-cLhy5-21			8
50	2/28/2024 15:55:36	TASFIA ISLAM	Santahar Harvey Govern	Santahar, Adamdighi, Bo	৫ম	https://drive.google.com/open?id=13bZXvVKu5_uMv8cYUgCGkbKWcre6Y5K0			8
56	2/28/2024 19:45:36	সানিয়া খান	ইকরা বাংলাদেশ বাংলাদেশ	ইকরা বাংলাদেশ স্কুল, ভবন	৫ম	https://drive.google.com/open?id=1Z2qOuyX1p_sVal7yO2gYmjFLRoxit0aE			8
73	2/29/2024 20:45:25	সাখাওয়াত তালুকদার	কালিয়াপাড়া ডাকাতিয়া মা	আড়াইপাড়া, সখিপুর, টাঙ্গা	৫ম	https://drive.google.com/open?id=1zD-mSCdrKd0-AQ05R0-4vIgw8ZiYAssn			8
80	2/29/2024 22:40:29	সৈয়দা সাদিকা সিদ্দিক	বিএএফ শাহীন কলেজ ঢাব	ঢাকা ক্যান্টনমেন্ট	৫ম	https://drive.google.com/open?id=1pTGuTE4PsqUjiPTslOl1-I99Ib63-G6P			9
81	2/29/2024 22:40:42	SHILAJIT PAUL	SCHOLARSHOME	PATHANTULA, SADAR,	৪র্থ	https://drive.google.com/open?id=1aeN2FSxuKpJQRRP6Bq7t797IQWQ-OQYm			8
83	2/29/2024 23:51:52	Riasat Al Nahin Muttaki	Mohimagonj Girls Model	Sreepotipur,Mohimagonj,	৪র্থ	https://drive.google.com/open?id=1XrDld9laj6PD-8q4I5CzG7zTOlca-4c5			9

Final list | All Form Responses 1 | Sheet1 | 17 of 87 rows displayed

3. Gift Packing:

- Assisted in organizing and packing gifts for the 30 children whose stories were selected for recognition.
- Ensured that each gift package was prepared with care and included appropriate tokens of appreciation for the young storytellers.



4. **Photography and Videography:**

- Documented the process of gift packing and preparation for the award ceremony through photography and videography.
- Captured candid moments of excitement and anticipation among the children and organizers, as well as the presentation of gifts and certificates.



5. **Social Media Management:**

- After the gifts reach the participants, we will be uploading photos and videos of the competition gifts on Let's Read Bangladesh's Facebook and LinkedIn pages.
- Will be crafting an engaging caption to accompany the visual content, highlighting the achievements of the young storytellers and the success of the competition.

Challenges:

- **Story Evaluation:** Reviewing a large number of story submissions and selecting the top 30 posed a challenge in terms of time management and ensuring fairness in the evaluation process.
- **Logistics:** Coordinating gift packing and ensuring that each package was prepared accurately and efficiently required meticulous planning and attention to detail.

Learnings and Outcomes:

- **Celebrating Diversity:** The competition underscored the importance of celebrating linguistic diversity and promoting storytelling in native languages, fostering cultural pride and self-expression among children and adolescents.
- **Community Engagement:** The project provided an opportunity to engage with young writers, educators, and community members, fostering a sense of belonging and connection among participants and supporters.
- **Impact:** Recognizing and celebrating the creativity and talent of young storytellers through the competition inspired other children to embrace their linguistic heritage and explore the power of storytelling as a means of communication and self-expression.

Project 5: Reading Champions Alliance

Start Date: Mar 2. 2024

End Date: Sep 2024

Overview:

Let's Read Bangladesh, in collaboration with Ghashful and Light of Hope, announced the launch of the inaugural cohort of the Reading Champions Alliance. This partnership aimed to support children's literacy through engaging school-based activities, online competitions, and other initiatives designed to foster a love for reading and learning.

Tasks and Responsibilities:

1. **Collaboration Announcement:**

- Drafted a compelling announcement message to introduce the Reading Champions Alliance collaboration.
- Created a visually appealing poster using Canva to accompany the announcement, incorporating branding elements from all collaborating organizations.
- Uploaded the poster on Let's Read Bangladesh's Facebook and LinkedIn pages to announce the collaboration to the online community.



2. **Content Creation:**

- Generated engaging content to highlight the key objectives and activities of the Reading Champions Alliance.
- Crafted informative captions to accompany the poster on social media platforms, providing context and inviting audience engagement.
- Ensured alignment with Let's Read Bangladesh's branding guidelines and maintained consistency in messaging across all communication channels.

3. **Social Media Management:**

- Uploaded the collaboration announcement poster on Let's Read Bangladesh's Facebook and LinkedIn pages, maximizing reach and visibility among followers.
- Monitored and responded to comments and inquiries from the online community, fostering interaction and dialogue around the collaboration.
- Scheduled follow-up posts to provide updates and highlight specific activities and achievements of the Reading Champions Alliance.

4. **Collaborative Coordination:**

- Coordinated with partners from Ghashful and Light of Hope to ensure alignment in messaging and dissemination of the collaboration announcement.
- Facilitated communication between collaborating organizations to share resources, coordinate activities, and maximize the impact of joint initiatives.

PROJECT PROPOSAL

1. **Title of the Proposed Project:** Let's Read, Be Reading Champions!

2. **Name of applying organization:** Ghashful
   Address: House#62, Road#03, Block#B, Chandgaon Residential Area, Chattogram-4212, Bangladesh.
   Phone: + 02 413888047, Mobile: +88001777780755
   Email address: ghashful@ghashful-bd.org, ghashfulheadoffice@gmail.com
   Website: https://www.ghashful-bd.org/
   Legal status: Ghashful is a Non-government development organization and registered with District

Let's Read

Light of Hope

Project Proposal Objective

The key objectives of the proposal are:

1. Increase number of new users for Let's Read app
2. Increase engagement of the Let's Read app
3. Organize an event showcasing Let's Read work to encourage other partners to participate in fund raising and ensuring long term sustainability of Let's Read activity in Bangladesh

Challenges:

- **Messaging Alignment:** Ensuring consistency in messaging and branding across collaborating organizations posed a challenge, requiring effective communication and coordination.
- **Audience Engagement:** Generating interest and engagement among the online community amidst competing content and distractions required creativity and strategic planning to capture attention and inspire action.

Learnings and Outcomes:

- **Partnership Synergy:** The collaboration highlighted the power of partnerships in advancing common goals and maximizing impact, demonstrating the value of collective efforts in promoting children's literacy.
- **Community Engagement:** The project provided an opportunity to engage with the online community and raise awareness about the importance of children's literacy, fostering a sense of belonging and support among stakeholders.
- **Communication Effectiveness:** Crafting compelling messaging and visual content for social media platforms enhanced communication skills and proficiency in leveraging digital tools to engage and inspire action.

Project 6: Reading Tips and Importance of Reading Campaign

Start Date: Feb 4, 2024

End Date: Ongoing

Overview:

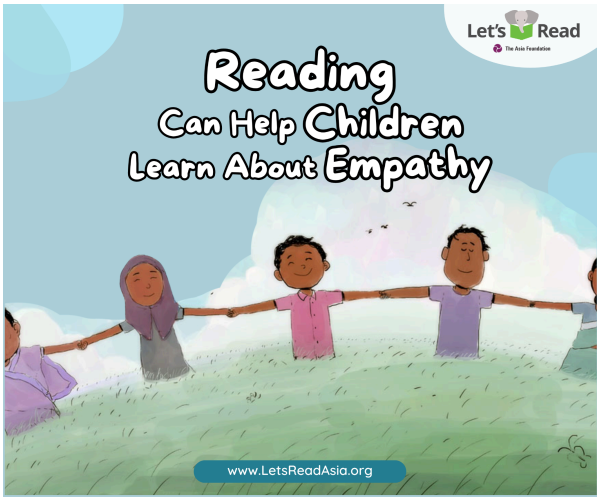
As a Communications Intern at Let's Read Bangladesh, the project involves brainstorming and creating new reading tips and content highlighting the importance of reading for our target audience, specifically parents and teachers. The aim is to provide valuable insights and reminders about the benefits of consistent reading for child development. Additionally, maintaining posting consistency across various communication channels is crucial to ensuring ongoing engagement and impact.

Tasks and Responsibilities:

1. **Brainstorming and Content Creation:**

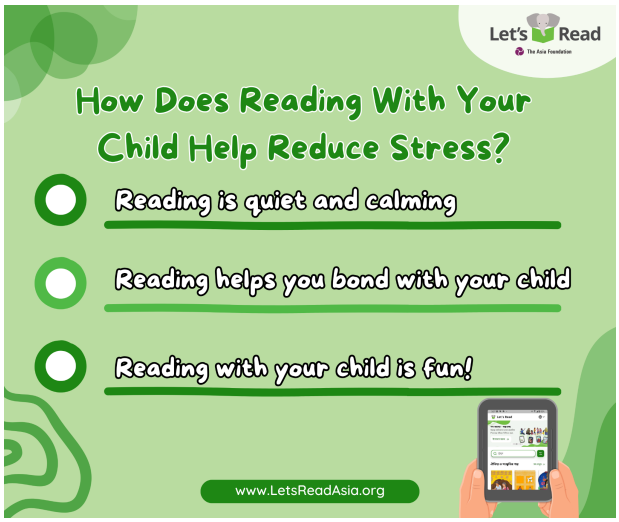
- Collaborate with team members to brainstorm creative and informative reading tips tailored to parents and teachers.
- Research and gather relevant information regarding the importance of reading for child development.
- Develop engaging and educational content pieces, such as infographics, and social media graphics, to convey key messages effectively.





2. **Posting Consistency:**

- Establish a posting schedule to ensure regular dissemination of reading tips and the importance of reading content on Let's Read Bangladesh's Social media page.
- Coordinate with the social media team to schedule and publish content at optimal times to reach the target audience effectively.
- Monitor engagement metrics and adjust posting frequency and timing as needed to maximize audience reach and interaction.





Challenges:

- **Content Relevance:** Ensuring that reading tips and content regarding the importance of reading resonate with the target audience and address their specific needs and concerns.
- **Maintaining Consistency:** Overcoming challenges related to time constraints, resource limitations, and competing priorities to maintain a consistent posting schedule across multiple communication channels.

Learnings and Outcomes:

- **Audience Engagement:** Developing engaging and informative content has led to increased audience engagement and interaction, as evidenced by higher click-through rates, likes, shares, and comments.
- **Educational Impact:** Providing valuable insights and reminders about the importance of reading has contributed to raising awareness and promoting a culture of literacy within the community.
- **Content Strategy:** Through ongoing monitoring and analysis of engagement metrics, valuable insights have been gained into audience preferences and behavior, informing future content strategy and optimization efforts.



Project 7: Pohela Boishakh Book Spotlight and Cultural Stories Collection

Start Date: Mar 20, 2024

End Date: April 14, 2024

Overview:

In celebration of Pohela Boishakh, Let's Read Bangladesh embarked on a special project to honor the rich cultural heritage of Bangladesh through literature. The project involved creating a book spotlight post for Facebook, highlighting a selected children's book inspired by Bangladeshi culture, as well as curating a book collection on the Let's Read Bangladesh website dedicated to cultural stories of Bangladesh.

Tasks and Responsibilities:

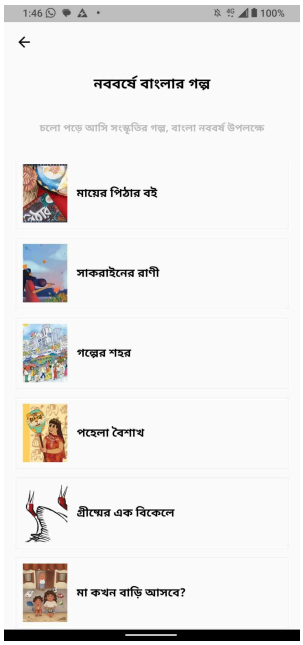
1. **Book Spotlight Post for Facebook:**



- Crafted engaging messaging to commemorate Pohela Boishakh and celebrate the cultural diversity of Bangladesh.
- Selected a relevant children's book from the Let's Read Bangladesh library that showcases Bangladeshi traditions, customs, or folklore.
- Utilized Canva to design a visually appealing post, incorporating the book cover and captivating copy that resonates with the theme of cultural heritage.
- Scheduled the post for publication on Let's Read Bangladesh's Facebook page, ensuring alignment with branding and style standards.

2. **Cultural Stories Collection for Website:**

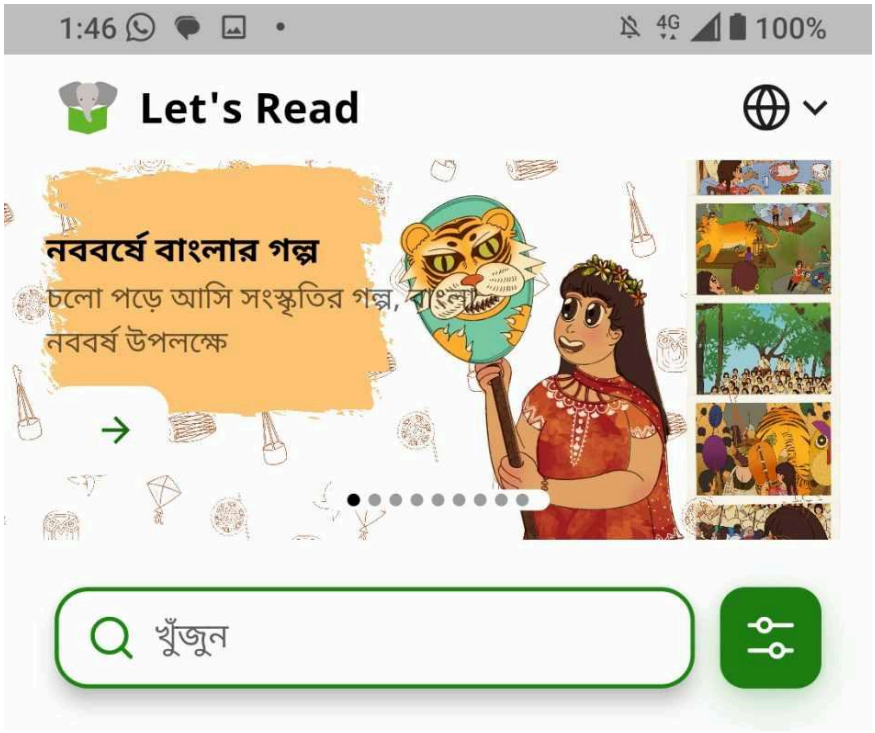
- Reviewed approximately 20-25 local storybooks available on the Let's Read Bangladesh website, focusing on those that highlight Bangladeshi cultural elements.
- Identified and selected books that feature traditional stories, folktales, or cultural practices unique to Bangladesh.
- Curated the collection to showcase the diversity and richness of Bangladeshi culture, catering to readers of all ages and interests.
- Created a banner using Canva to highlight the cultural stories collection on the Let's Read Bangladesh website, drawing attention to the significance of Pohela Boishakh and the cultural heritage of Bangladesh.



Book Collection:

https://www.letsreadasia.org/collection/3811a9c2-6b65-478b-8d48-b14b4e8d068e

Book Collection Banner (phone app view):



Challenges:

- **Content Selection:** Navigating through a large pool of storybooks to identify and curate those specifically focused on Bangladeshi cultural stories required careful consideration of cultural authenticity and relevance.
- **Graphic Design:** Balancing aesthetic appeal with informational clarity in designing the Facebook post and website banner posed a challenge, necessitating effective use of design tools and principles to convey the project's message effectively.

Learnings and Outcomes:

- **Cultural Appreciation:** The project deepened understanding and appreciation for the diverse cultural heritage of Bangladesh, highlighting the importance of preserving and sharing traditional stories with future generations.
- **Design Proficiency:** Working with Canva to create visually engaging social media posts and website banners enhanced proficiency in graphic design tools and digital content creation, enabling effective communication of cultural themes and concepts.
- **Community Engagement:** The project provided an opportunity to engage with the Let's Read Bangladesh community and spark conversations about cultural identity, fostering a sense of pride and connection among readers.

Project 8: Let's Read Quiz Creation for Aga Khan School Fair

Start Date: Apr 15, 2024

End Date: Ongoing

Overview:

The project involves creating a quiz comprising 30 questions and answers sourced from various stories available on the Let's Read website. The quiz will be used as an interactive activity at an upcoming fair hosted by Aga Khan School, aimed at promoting literacy and engaging students with the diverse range of stories available on Let's Read.

Tasks and Responsibilities:

1. **Story Selection and Review:**
- Reviewed approximately 15 stories from the Let's Read website, spanning different genres, themes, and reading levels.
- Identified key plot points, characters, and themes from each story to formulate quiz questions that are engaging and challenging for participants.

Question	Answer	Story
1. Who are some famous people mentioned in the story?	Jashim, Anju Ghosh, Ilias Kanchan	The Tiger in the Traffic Jam
2. What is Mayer Doa?	A prayer	The Tiger in the Traffic Jam
3. Who did Ary recruit to help with writing and illustrating the books?	Classmates, market vendor, father	The Best Book
4. What is an editor's job?	Help writers improve their stories	The Best Book
5. What did Ary's father create for the books?	Sketches and paintings	The Best Book
6. What did the choir sing under the banyan tree?	"Esho Hey Boishakh, Esho, Esho"	Pohela Boishakh
7. What did Ammu make with the ilish fish?	Panta Bhaat	Pohela Boishakh
8. What is panta bhat?	Soaked rice from the old year	Pohela Boishakh

2. **Question Creation:**
- Formulated 30 quiz questions based on the content of the selected stories, ensuring a balanced representation of different narratives and literary elements.
- Crafted clear and concise questions that test comprehension, critical thinking, and recall skills, while also fostering a deeper appreciation for the stories.

3. **Answer Key Compilation:**

- Generated accurate answers corresponding to each quiz question, verifying information and details within the respective stories to ensure correctness and consistency.

4. **Quiz Presentation:**

- Organized the quiz questions and answers into a structured format suitable for presentation at the Aga Khan School fair.
- Designed accompanying materials, such as answer sheets or digital slides, to facilitate participation and scoring during the quiz activity.

Challenges:

- Content Selection: Choosing stories that are diverse yet suitable for the target audience's age and reading level posed a challenge, requiring careful consideration and evaluation of story content.
- Question Formulation: Crafting quiz questions that are engaging, relevant, and appropriately challenging while avoiding spoilers or overly complex concepts presented a creative challenge, necessitating thorough understanding of the story content.

Learnings and Outcomes:

- Literary Exploration: Engaging with a variety of stories on the Let's Read website provided an opportunity to explore diverse narratives and themes, broadening knowledge and appreciation for children's literature.
- Educational Value: Creating quiz questions and answers fostered deeper understanding and engagement with story content, highlighting the educational potential of interactive activities in promoting literacy and comprehension skills.
- Collaborative Efforts: Collaborating with educators and event organizers to tailor the quiz to the needs and interests of the target audience reinforced the importance of teamwork and communication in educational initiatives.

Internship Outcome

Throughout the duration of the internship at Let's Read Bangladesh, I have had the opportunity to engage in a variety of projects and tasks aimed at promoting literacy, fostering community engagement, and supporting educational initiatives. These experiences have contributed to my professional development and provided valuable insights into the intersection of communication, education, and social impact.



The Asia Foundation Bangladesh team with President, Laurel Miller

During the enriching internship journey at Let's Read Bangladesh, a plethora of invaluable learnings and notable achievements have been acquired, significantly enhancing both professional competencies and personal growth. Firstly, the engagement in diverse tasks such as drafting announcements, creating captivating social media content, and orchestrating seamless collaborations with partners has markedly fortified communication skills. This proficiency in articulating ideas effectively has been instrumental in fostering engaging discourse and cultivating meaningful connections with the audience. Moreover, the hands-on experience in content creation spanning a variety of formats including blog posts, visually appealing social media graphics, and thought-provoking quiz questions has not only deepened understanding of storytelling techniques but also augmented proficiency in utilizing digital media tools adeptly.

Additionally, active involvement in numerous projects encompassing event organization, meticulous curation of thematic book collections, and meticulous coordination of partnerships has bestowed a comprehensive understanding of project management principles. The adept handling of multifaceted tasks, adeptly setting and adhering to timelines, and collaborating seamlessly with stakeholders have all contributed to the development of robust project





With my supervisor, Sukla Dey, at the Kid's Time Fair

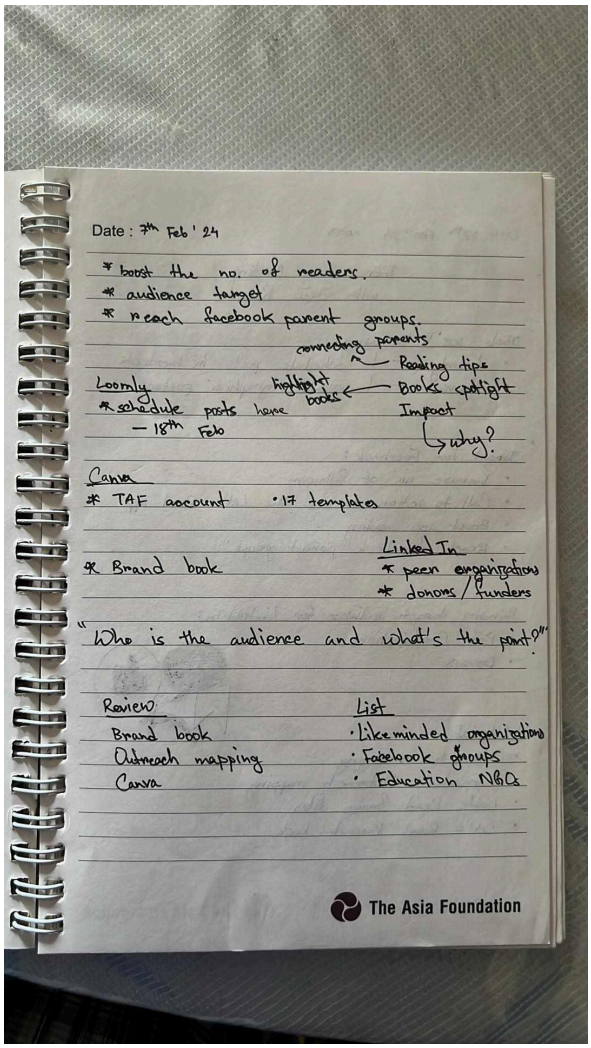
management competence. Furthermore, immersion in projects celebrating cultural events like Pohela Boishakh and International Mother Language Day has fostered a profound appreciation for cultural diversity. This heightened sensitivity to cultural nuances and traditions has been pivotal in tailoring communication and programming strategies to effectively engage and resonate with diverse communities.

Furthermore, forging professional relationships through collaborative endeavors with partner organizations, educators, and event organizers has not only expanded the professional network but also provided invaluable insights into community needs and aspirations. Active participation in community events has further deepened understanding and empathy towards community dynamics. Moreover, navigating through challenges such as ensuring content relevancy, addressing logistical constraints, and adeptly managing time has honed problem-solving skills and adaptability. This ability to navigate obstacles with resilience, creativity, and a positive attitude has been instrumental in achieving project goals effectively.

Lastly, beyond the professional realm, the internship experience at Let's Read Bangladesh has been deeply transformative, fostering personal growth and development. It has instilled a profound sense of purpose and commitment to making meaningful contributions to society, particularly in the domains of education and literacy. This introspective journey has nurtured a deeper understanding of personal strengths and areas for growth, instilling a lifelong commitment to continuous learning and improvement. Overall, the internship at Let's Read Bangladesh has been a profoundly enriching experience, equipping with a diverse skill set, fostering meaningful connections, and igniting a passion for driving positive change in the community.

In conclusion, the internship at Let's Read Bangladesh has been a transformative experience, providing opportunities for learning, growth, and contribution to meaningful initiatives. The outcomes achieved underscore the value of hands-on experience, mentorship, and collaboration in shaping future endeavours in the fields of communication, education, and social impact.

Workplace Logs



Date : 7th Feb '24

* boost the no. of readers.
* audience target
* reach facebook parent groups
  - connecting parents
  - Reading tips
  - highlight books ← Books spotlight
  - Impact → why?

Loomly
* schedule posts heave — 18th Feb

Canva
* TAF account • 17 templates

* Brand book

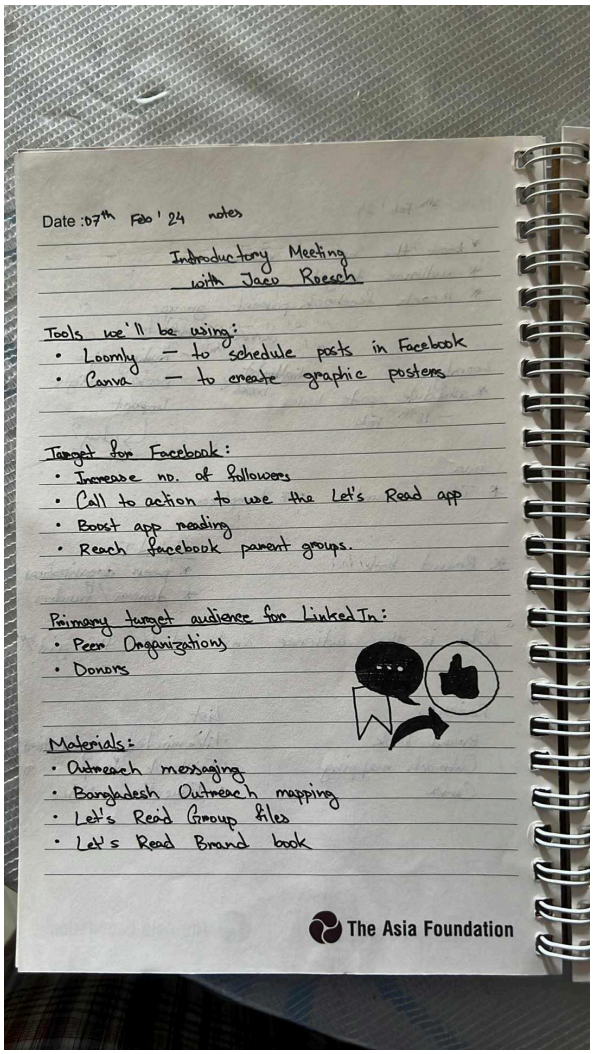
Linked In
* peer engagingations
* donors / funders

"Who is the audience and what's the point?"

Review
Brand book
Outreach mapping
Canva

List
• Like minded organizations
• Facebook groups
• Education NGOs

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Date :07th Feb '24 notes

Introductory Meeting with Jaco Roesch

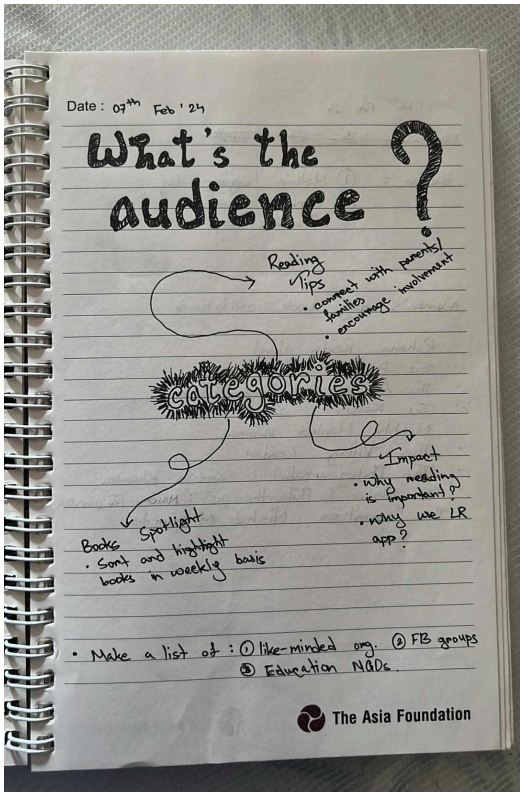
Tools we'll be using:
- Loomly — to schedule posts in Facebook
- Canva — to create graphic posters

Target for Facebook:
- Increase no. of followers
- Call to action to use the Let's Read app
- Boost app reading
- Reach facebook parent groups.

Primary target audience for LinkedIn:
- Peer Organizations
- Donors

Materials:
- Outreach messaging
- Bangladesh Outreach mapping
- Let's Read Group files
- Let's Read Brand book

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Date : 07th Feb '24

What's the audience ?

Reading Tips
- connect with parents/ families
- encourage involvement

categories

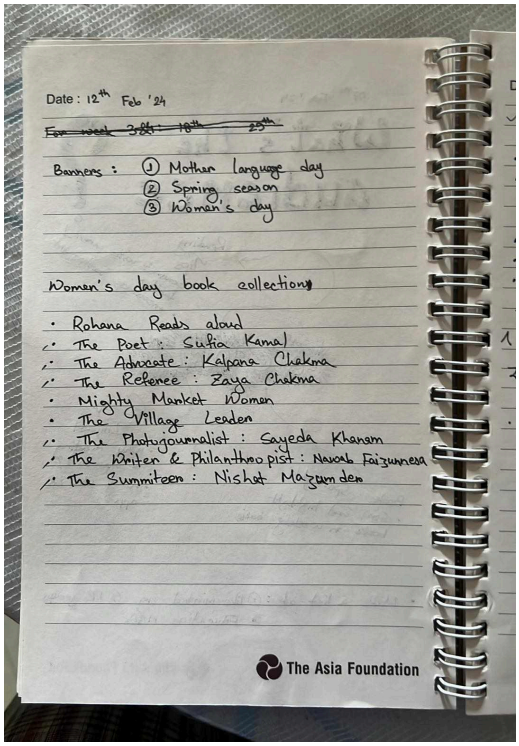
Impact
- Why reading is important?
- Why use LR app?

Spotlight
- Sort and highlight books in weekly basis

Books

- Make a list of : ① like-minded org. ② FB groups ③ Education NGOs.

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Date : 12th Feb '24

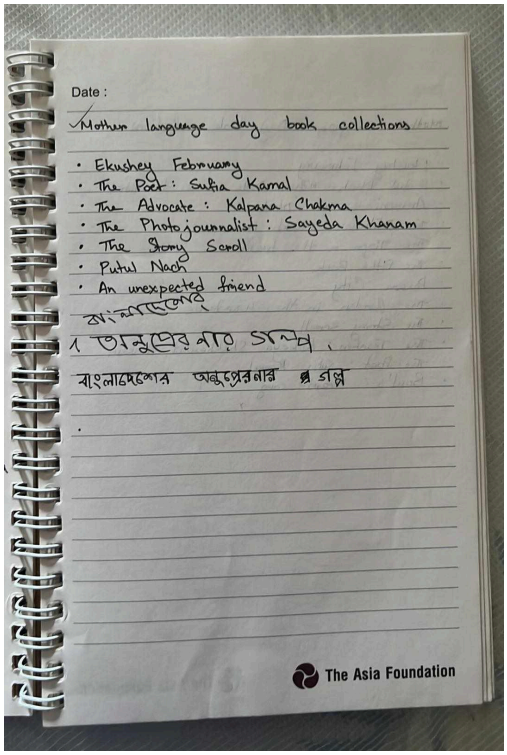
~~For week 3rd: 10th 25th~~

Banners : ① Mother language day
② Spring season
③ Women's day

Women's day book collections

- Rohana Reads aloud
- The Poet : Sufia Kamal
- The Advocate : Kalpana Chakma
- The Referee : Zaya Chakma
- Mighty Market Women
- The Village Leader
- The Photojournalist : Sayeda Khanam
- The Writer & Philanthropist : Nawab Faizunnesa
- The Swimmer : Nishat Mazumder

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Date :

Mother language day book collections

- Ekushey Februaary
- The Poet : Sufia Kamal
- The Advocate : Kalpana Chakma
- The Photojournalist : Sayeda Khanam
- The Story Scroll
- Putul Nach
- An unexpected friend

১। তানুদের নাচ গল্প।

বাংলাদেশের অনুপ্রেরনার ৪ গল্প

The Asia Foundation

Professional Competency

During my internship at Let's Read, I have demonstrated competency in various areas crucial to success in the field of communications and education. The following competencies highlight my strengths and skills developed throughout the internship:

1. **Communication Skills:**

- Proficient in crafting clear, concise, and engaging written communication for diverse audiences.
- Ability to effectively convey complex ideas and concepts through verbal communication and presentations.
- Skillful in adapting communication style and tone to suit different platforms and stakeholders.

2. **Content Creation and Management:**

- Demonstrated proficiency in creating diverse and compelling content, including blog posts, social media graphics, and quiz questions.
- Capable of managing content across multiple platforms, ensuring consistency in messaging and branding.
- Experience in utilizing digital media tools such as Canva and social media management platforms to create and distribute content effectively.

3. **Project Management:**

- Competent in project planning, execution, and evaluation, including setting objectives, establishing timelines, and managing resources.
- Ability to coordinate and collaborate with diverse stakeholders to achieve project goals and deliverables.
- Skilled in problem-solving and decision-making, adept at navigating challenges and adapting strategies as needed.

4. **Cultural Sensitivity and Diversity Awareness:**

- Demonstrated understanding and appreciation of cultural diversity and its impact on communication and programming.
- Ability to engage with diverse communities respectfully and sensitively, ensuring inclusivity and representation in all initiatives.
- Experience in promoting cultural awareness and celebrating diversity through communication and outreach efforts.

5. **Community Engagement and Networking:**

- Proficient in building and maintaining professional relationships with partners, stakeholders, and community members.
- Skilled in networking and collaboration, leveraging connections to enhance project outcomes and expand opportunities.
- Experience in engaging with community events and initiatives to foster meaningful connections and promote organizational objectives.

6. **Problem-Solving and Adaptability:**

- Demonstrated ability to identify challenges, analyze situations, and develop creative solutions to overcome obstacles.
- Flexible and adaptable in managing changing priorities, evolving project requirements, and unforeseen circumstances.
- Resilient in maintaining a positive attitude and proactive approach in the face of challenges, driving continuous improvement and growth.

7. **Personal and Professional Development:**

- Committed to ongoing learning and growth, seeking opportunities to expand knowledge and skills in communications, education, and social impact.
- Demonstrated initiative and self-motivation in pursuing professional development opportunities, including workshops, courses, and networking events.
- Dedicated to upholding ethical standards and integrity in all professional endeavors, embodying a strong sense of responsibility and accountability.

MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: Moumita Sultana Hema

University ID: 201012044

Name of the Institute/Organization:	The Asia Organization		
Corporate Office Address:	House 5, Road 8, Baridhara Diplomatic Zone		
Email:	moumita.sultana@asiafoundation.org	Web:	asiafoundation.org

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

30

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

BDT 12,000

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

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

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

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

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

13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	**What is your average score from this test?**	5

5. General Comments

My time at The Asia Foundation was amazing! Having worked at a fast paced workplace before, I realized that working at an NGO suits me more. I could get enough freedom to present my thoughts and decisions to my team and they listened those with respect. Usually, I don't see interns getting this much important at any organization, However, this internship really made me realize how much positive impact can a good workplace bring in one's life.



Signature of Intern

Concluding Remarks

My internship journey at Let's Read Bangladesh has been nothing short of transformative. Through engaging in a diverse array of projects and tasks, I have not only honed essential communication, project management, and problem-solving skills but also deepened my cultural appreciation and sensitivity. The experience of collaborating with stakeholders and actively participating in community events has broadened my understanding of community dynamics and needs. Moreover, this internship has not only propelled my professional growth but also instilled in me a profound sense of purpose and commitment to contributing positively to society, particularly in the realms of education and literacy. As I reflect on this enriching experience, I am grateful for the invaluable opportunities for learning, growth, and personal development. I look forward to leveraging the skills and insights gained during this internship to drive positive change and make meaningful contributions in my future endeavors.

Thank you!