

Report On

Research on The Effectiveness of Content Policy Planning and Impact Analysis: A look into
the center of BRAC

By

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Student ID: 17104149

An internship report submitted to Brac Business School in partial fulfillment of the
requirements for the degree of Bachelors of Business Administration

Brac Business School

Brac University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

7th October 2021

Mr. Shamim Ahmed

Supervisor, BUS400

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Research on The Effectiveness of Content Policy Planning and Impact Analysis: A look into the center of BRAC”

Dear Sir,

This is to let you know that I am Maisha Quadir Maliha, ID-17104149, hereby submitting my internship completion report on the topic, “Research on The Effectiveness of Content Policy Planning and Impact Analysis: A look into the center of BRAC” for the purpose of successfully and partially completing my Internship course (BUS400) under the BBA Program of BRAC University.

Throughout the course of preparing and documenting this report, I have gained large scale practical knowledge about corporate media coverage, corporate content creation, and policy basics of NGOs in Bangladesh. I have tried my best to portray the company functions, campaigns, marketing activities and my activities as an intern. With the consolidation of my undergraduate learnings and skills along with the practical experience gained at the organization BRAC, I understand that this report is an asset for my future career prospects in the corporate world. I have worked extensively under the guidance of my on-site supervisor in terms of documenting important aspects of the organization and abiding by confidentiality factors completely to produce a greater quality original work. I am blessed and also grateful to you for letting me work with this topic and providing me with a large window of learning. This report would not have been a smooth task had I not received your unending support.

If you have any queries regarding this report, I am eagerly anticipating your valuable comment as I believe it will help me in improving the quality of the report furthermore, I hope I will be successful in exceeding your expectations.

Sincerely Yours,

Maisha Quadir Maliha

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Non-Disclosure Agreement

The following agreement has been decided and agreed into as a form of declaration that none of the content inside it will be harmful towards the organization or its target audiences and it will contain no such element that might lead to rupturing the organization's reputation. Furthermore, this report also does not disclose any such information which might be used by competitors in any way and is limited to only materials approved by the on-site supervisor.

This non-disclosure agreement is between me and my on-site supervisor at BRAC. I hereby declare and promise that this report is made solely for the purpose of fulfilling the internship course BUS400 and in no way it will be published in any online forums or journals, as it will only be saved and archived at BRAC University Ayesha Abed Library server.

Maisha Quadir Maliha

Maisha Quadir Maliha

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BRAC Business School

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Acknowledgement

I will first and foremost thank Almighty Allah, for blessing me with the opportunity to secure an internship at such a good organization and also in successfully completing this report on time without which my graduation would not be considered fulfilled as part of the requirements of the BUS400 Internship course for the Summer 21 semester. I would also like to express my gratitude to all those who have guided and supported me during this internship program and a huge appreciation to the BBA program supervisors and co-supervisors who have provided all interns with clear and concise guidelines from the start of the semester.

I would like to thank my honorable supervisor, Mr Shamim Ahmed, assistant coordinator, BBA Program, BRAC Business School, BRAC University, for his sincere guidance towards me in completing this report.

I would also like to convey my thanks to my honorable co-supervisor, Mr Abir Chowdhury, Lecturer, BRAC Business School, BRAC University, for helping me with many queries regarding sorting out certain confusions that arose in the initial stages of preparing the report.

My appreciation towards BRAC Communications department is unending for all the co-ordination I was offered while my time as an intern even during the work from home period, my team members were always available had I any queries regarding work. The following personnel have extended their full cooperation towards me in representing the organization in my report perfectly-

Rafe Sadnan Adel, Head, Media & External Relations, who also happened to be my on-site supervisor, has provided his support from the start of my internship and took time out of his very busy schedule to get me familiarized with the work environment even though doing so online was a big challenge but his enthusiasm inspired me a lot. He shared in details what specific areas of the organization I can portray in my report which will be easier to extract during this covid risk period and assisted me with any and every query or confusion I had.

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I have also had the opportunity to get introduced to Mr. Fahad Hasan, who is part of the Operations team under Communications department, who also happened to be a BRAC University alumnus and was delighted to share with me information regarding what the other teams are responsible for in creating the overall communication tools.

My sincerest thanks also go out to Ms. Nishita Agnes Gomes, Officer, Human Resources Department, who has provided her unending support towards me from the start of the internship till the end regarding knowing the processes and formalities regarding stipend collection to any details that I wanted to know. I would also thank my family for their cooperation.

Executive Summary

From the inception of BRAC, its sole vision was to empower the poor communities of Bangladesh through providing them with feasible and sustainable options of entrepreneurship via microcredit loan financing and capacity building in these communities to self-sustain for the long run. BRAC International has also similar goals as the visions aspired after here. Overall, the missions and visions of BRAC worldwide lay at the core of a principle that is to help the poor communities rise up the social ladder slowly, self-sustainably and all the while realizing their potentials which can never go to waste if utilized proactively. BRAC realizes that every individual has potential within and the organization takes it upon themselves to move the poorest community otherwise termed as “Ultra Poor” to move beyond situations of extreme poverty and get training from BRAC to become knowledgeable, self-dependent, basic technical skills necessary to attain self-sufficient small businesses, and the most important training as of yet is to impose leadership training and molding these individuals in such a way so that they can further implement their skills and knowledge to improve the total living standard of themselves, their children and all in all the entire community. The Ultra-poor graduation program is such an intervention that gives these people the basic introduction on how to combine livelihoods asset transfer and find access to financial services, utilize the opportunities to entrepreneurial missions which will be sustainable in the long run, helping them work on self-reliance and ultimately leading to a better future free from the strikes of hunger and poverty. The programs are also designed in such a way as to support continued access to capital generation via high amounts of asset transfer, developing business insights as well as train them specifically on topics such as savings and easily communicable financial basic knowledge.

Contents

LETTER OF TRANSMITTAL	1
NON-DISCLOSURE AGREEMENT	2
ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	4
OVERVIEW OF THE INTERNSHIP	5
TABLE OF CONTENTS	6
1.0 INTRODUCTION	8
1.1 ORIGIN OF THE REPORT	9
1.1.1 OBJECTIVES	9
1.1.2 BROAD OBJECTIVE:	9
1.1.3 SPECIFIC OBJECTIVES:	9
1.1.4 SCOPE:	10
1.1.5 METHOD OF DATA COLLECTION:	10
1.1.6 PRIMARY SOURCES:	10
1.1.7 SECONDARY SOURCES:	11
1.1.8 LIMITATIONS:	11

1.1.19CHALLENGES:	11
1.2LEARNING OUTCOMES:	11
2COMPANY OVERVIEW	12
3.0DEPARTMENT OVERVIEW	12
3.1SERVICES:	13
3.1.1SOCIAL DEVELOPMENT	13
3.1.2SOCIAL ENTERPRISES:	14
3.1.3INVESTMENTS:	14
3.1.4UNIVERSITY:	15
3.1.5KEY DEPARTMENTS	15
4.0INDUSTRY ANALYSIS	16
5.0COMPETITOR ANALYSIS	16
6.0CONSUMER BEHAVIOR ANALYSIS:	17
6.1DEMOGRAPHIC SEGMENTATION:	17
6.1.1GEOGRAPHIC SEGMENTATION:	17
6.1.2PSYCHOGRAPHIC SEGMENTATION:	18
7.0SWOT ANALYSIS:	18

7.1STRENGTHS:	18
7.1.1WEAKNESSES:	18
7.1.2OPPORTUNITIES:	18
7.1.3THREATS:	18
8.0MARKETING STRATEGY	19
8.1ABOVE THE LINE MARKETING:	19
8.1.1BELOW THE LINE MARKETING:	19
8.1.2THROUGH THE LINE MARKETING (TTL):	20
8.1.3YOUTUBE MARKETING	20
8.1.4FACEBOOK MARKETING	20
8.1.5INSTAGRAM MARKETING	21
9.0LITERATURE REVIEW:	21
10.0QUANTITATIVE DATA COLLECTION & ANALYSIS	23
11.0ACTIVITIES UNDERTAKEN AS AN INTERN	30
11.1CONTENT POLICY POWERPOINT PRESENTATION	30
11.1.1POWERPOINT PRESENTATION ON UNITED NATIONS CONTENT POLICY	31

11.1.2	REATING PROMPT MEETING MINUTES:	36
11.1.3	CONTENT POLICY INDEX DRAFTING	37
12.0	CHALLENGES AND RECOMMENDATIONS	38
13.0	CONCLUSION	39
14.0	REFERENCE	40
15.0	APPENDIX	41

List of Figures

Figure 1. Age. 24

Figure 2. Gender of the respondents. 24

Figure 3. Profession. 25

Figure 4. Awareness of NGOs in the country. 25

Figure 5. Awareness of BRAC as an NGO. 26

Figure 6. Mediums through which respondents came to know about said NGOs. 26

Figure 7. 80% of the respondents were familiar with BRAC as an NGO.. 27

Figure 8. Awareness of BRAC coming from what sources?. 27

Figure 9. Witnessed the development campaigns of BRAC near their residence. 28

Figure 10. Rating the campaigns of BRAC's social inclusiveness at a very good rating. 28

Figure 11. Aware of BRAC Blogs and Forums. 29

Figure 12. Rating the strategically placed content on a scale of 5. 29

Figure 13. Presence on Social Media Feed. 30

Figure 14. Rating the social media feed as being much curious. 30

Introduction:

From its inception, BRAC has been proactively built up as one of Bangladesh's best and during the war-torn period of 1980s, the only sustainable social business privatization model. Throughout the history of its third of a century's journey, BRAC has rapidly acquired a nationwide market leadership of service economy spheres such as Schools, Microfinance, Healthcare nursing, Milk and Cattle industry, Crafts (Aarong), Sericulture, Poultry and so on tailored specifically in a continuous relatability to its missions of empowering people and communities in situations of poverty, illiteracy, disease and social injustice. The interventions aim to achieve large-scale, positive changes through economic and social programs that enable women and men to realize their utmost potential.

The war-torn, new found independent land was full of challenges and this led to the founder of BRAC, Sir Fazle Hasan Abed, to leave his executive position at Shell Lubricants, to tackle the issues of rising poverty, starvation, inequality, and general chaos in the vast majority of poverty-stricken population. All of these further instigated the importance of establishing a platform that could help tackle this issue head-on and contribute to the vision of creating a world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

With the emergence of a new Bangladesh after the rehabilitation of the war-torn land, BRAC started to diversify their attempts into growing gracefully into the emerged nation and started to get high involvement from the poverty stricken communities whose lives were tremendously improved thanks to BRAC's efforts at establishing the required basic knowledge impartation on microfinance, microcredit, milk and cattle business facilitation and large scale efforts on empowering the women to utilize their free time in helping themselves turn their lives around 360 degrees by enabling the services that BRAC was continuously offering. Now, BRAC is proactively working and engaging in dwelling on more recent challenges that comes within the urban scenario with rapid migration while the ever-rising issues of bursting population. Campaigns are continuously developed by the communications department on targeting the most critical issues the poor community is facing at present.

All these efforts need strategically formed plans and guidelines to abide by in terms of justly executing those plans and content is at the core of achieving higher rates of success to reach the target audience. In this report, I would like to highlight how BRAC is planning and executing their continuous efforts of maximizing their visions.

Origin of the Report

This report is made for the purpose of fulfilling my internship program, BUS400. It is focused on the responsibilities that were assigned to me by my on-site supervisor under his cooperation and information gained through constructive discussion with the other members of the team I worked with in terms of drafting and finalizing a content policy index which will later on be merged into the updated content policy of BRAC which is basically the main objective of the media unit. The report also sheds light onto the learnings and research that I conducted in order to draft the content policy index at BRAC as well as how I applied the knowledge gathered from my undergraduate life at BRAC University in the corporate context. The most useful implication of my undergraduate course was of the courses Basic Marketing Research and Research Methodology when I had to conduct a thorough research on the international content policies formulated by international NGOs such as, UNFPA, UNDP, CCAF and so on. The learnings from my academics helped immensely in attaining an effective way to create various presentations on how I would formulate ideas in restricting the content policy here of BRAC Communications and also the course Basic Marketing Research was a strong point in order to conduct the surveys in gaining insights from various groups of respondents in regards to the effectiveness of content policy formulation and impact analysis.

Objectives

Broad Objective:

In order to fulfil the internship course's (BUS400) basic requirements, which is considered as a full credit course under the Bachelor's of Business Administration program, I intend to specifically observe and learn the general policy of content planning, associated brand guidelines and implement those learnings into the tasks that I had been assigned by my supervisor in drafting the content policy of BRAC. Furthermore, I will also focus on the areas of improvement that I saw as a point of change that could be implemented to strengthen the strategies more.

Specific Objectives:

- Understanding the department's works and previous projects related to content policy planning and execution
- Research on the various materials provided by my on-site supervisor to better understand the context of my job responsibilities
- Understanding how the communications department's different teams collaborate in designing campaigns to cater to the pandemic and post-pandemic affected communities
- Basic understanding on how the media unit team also serve the PR role
- Understanding and implementing the learnings from the brand guidelines of BRAC whilst preparing the draft policy index

Scope:

This report will closely focus on the department that I was assigned to although other relevant departments will also be briefly mentioned to accurately portray the relatability of the department's collaboration cross-functionally as and when necessary.

The communication department is a large group of teams collaborating and working dependently in order to achieve perfection in terms of crafting and executing a wide range of campaigns dedicated to many communities both of urban and rural origin. Now more than ever, the need to depend on teams is ever important due to the looming presence of the COVID-19 pandemic worldwide, which has affected tremendously all previous strategies and workflows and changed the perspectives and plans to slowly integrate this new normal into the communications activities.

Method of Data Collection:

In this report, I will be combining both quantitative and qualitative approaches, rather than focusing solely on one alone in order to deliver a deeper understanding of the context than depending on one only. The primary data was relied on to derive an in-depth overlook into the general perception that city dwellers hold regarding BRAC Communication's activities and campaigns.

The secondary sources were more focused onto the literature review part of this report.

Primary Sources:

This was an essential part for the research topic. One of the fundamental means of primary data sources was designing a questionnaire which I created with the plan to get insight on as many respondents as possible to help understand how the general public were getting familiarized with BRAC's communication campaigns to help attain a larger picture of their point of views. The primary research was conducted based on the responses of the survey that was circulated utilizing multiple online portals mainly, Facebook and E-mail.

Secondary Sources:

The secondary data sources included mostly the different content policy guidelines which were retrieved from the website of UNDP, UNFPA, CCAF. Also, I could get access to the BRAC Brand Guidelines, Content Policy of the previous years through my on-site supervisor who gladly shared these documents with me. I also got vital information from BRAC communication's official newsletter, "The Good Feed" which is a diverse platform to get up-to-date with all the recent campaigns and activities that the organization is carrying out.

Limitations:

Challenges:

The global pandemic was a huge turning point for the entire world, and now more than ever, the poor communities that BRAC communications regard as target audience, was struck hard from this blow. My initial plan was to attend at least one of the field visiting campaigns of BRAC carried out by the Research and Evaluation Unit, in order to gather data firsthand on the impact of the campaigns created by the department on the direct audiences. I joined the organization during April, when the office did not open its regular activities and I had to get oriented online and spend the first month of my internship working remotely from home, which was a big challenge in terms of missing out on a corporate environment like BRAC. Furthermore, in this report, many of the data could not be put into use owing to confidentiality issues.

Learning Outcomes:

The pandemic situation was an open challenge to all employees at BRAC, as several guidelines had to be maintained to adjust to the new normal. Communicating with my supervisor and other team members became increasingly difficult since not everyone attended office on the same day following the roster duty schedule. Online meetings required frequent rescheduling since everyone could not get together at the same time.

In terms of learning outcomes, I got the chance to go through rigorous research work for strategically plan and create the content policy index that I was assigned as a primary job responsibility. I also acquired in-depth knowledge about the nooks and crooks of BRAC Branding guidelines and the core principles behind drafting content policy index for the communication department. In doing so, I also had to research on the content guidelines of

famous international organizations such as BBC, CNN, Aljazeera, and other news and media broadcast stations which helped me gain a whole new perspective on how much of an important role content policy plays in any sort of communication for an organization.

BRAC's mission is to empower people and communities in situations of poverty, illiteracy, disease and social injustice. Its interventions aim to achieve large scale, positive changes through economic and social programs that enable women and men to realize their potential.

While BRAC Bangladesh is proactively spreading positive changes across the nation, BRAC International spans across Myanmar, Afghanistan, Nepal, Philippines, South Sudan, Tanzania, Uganda, Liberia and more nations to serve the collaborative movement of attaining their shared vision of a world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

The key feature of the organization is to educate the poor communities into standing up for themselves by helping them out with opportunities to loan micro credit so that they tackle poverty and starvation and start working hard for earning extra sources of income to become self-sufficient not resorting to begging or other immoral activities. This role of the organization needs massive strategically planned ideas and even more structured campaigns at the core of which lies the necessity of a well-structured content policy for the framework.

On-Site Supervisor: Mr. Rafe Sadnan Adel

Head, Media & External Relations

Communications, BRAC

Team Members:

-Mr. Syed Samiul Basher Anik

Lead, Media Strategy and Partnerships at BRAC

-Ms. Priscilla Raj

-Mr. Mahbub Alam

Services:

BRAC works on making the whole system of ensuring their visions of creating a society free from all forms of exploitations and discrimination and this is done under a vast expanse of social inclusiveness journeys and large-scale campaigns. In order to carry out this vision, BRAC has diversified its services into four major categories

1. Social Development

-Eliminating extreme poverty which deals with ultra-poor graduation and associated integrated development works.

-Expanding Financial Choices: Microfinance is the main form of financial prospect for BRAC which appeals to the poor communities as a means of standing up on their feet investing in small businesses which can be established via loans at cheap rates facilitating easy pay-off

-Employable skills for decent work: Skills development program (SDP) department at BRAC mainly ensures the productivity rate among poor communities among both male and female population.

-Gender Equality: Gender justice and diversity is one of BRAC's pride and it has been strengthening this among the minority communities for as long as started its operations in the country.

-Strengthening Bangladesh's RMG Sector

Universal access to healthcare through strengthening Health, nutrition, water, sanitation and hygiene

Investing in the next generation via proper dissemination of Education among the children and activating Youth platform

Social Enterprises:

Social enterprises are business entities creating positive social impact by offering sustainable solutions to societal challenges and reinvesting their excess to maintain and forge stronger impact.

BRAC has a vast network of social enterprises and I have highlighted the most known brands below.

- **Aarong**

Aarong is one of the biggest local brands in Bangladesh that brings forth the skills and hard work of 65000+ local artisans all across Bangladesh spanning over a huge concentration of rural centers and independent craftsmen. Aarong has been built up as one of the largest lifestyle retail brands.

- **BRAC Sanitary Napkin and Delivery Kit**

This enterprise of BRAC ensures safe and hygienic sanitary health among the poor communities along with ensuring delivery kits used for safe childbirth targeting those who cannot afford even the local hospitals or clinics for giving birth to a child.

- **BRAC Dairy**

BRAC dairy is the largest processor of milk in Bangladesh with massive operations spanning across the value chain of the dairy industry ensuring fair price to compensate almost 50000 dairy farmers who are dedicated and working relentlessly to provide a wide range of quality dairy products to urban consumers who have high demand for fresh dairy produce.

Investments:

Investments are made into companies that are socially aware and assists BRAC in their mission to establish empowerment among people, helping them to realize their potential among communities which are suffering poverty, disease, illiteracy and overall injustice and the seven investments helps BRAC strive.

BRAC Bank

With over a total of BDT 220,140 million of loans disbursed, BRAC Bank is the nation's largest SME financier bringing to life hundreds of thousands of dreams.

Delta BRAC Housing (DBH) Finance Corporation Limited

DBH or Delta BRAC housing, a pioneer and market leader in the housing finance sector is the largest institution in terms of real estate finance proving financial solidarity to home-owners by delivering loan schemes that are highly customizable and very flexible as well.

BRAC Net

Establishing uninterrupted communication through a countrywide wireless network, that ensures affordable internet access to everyone.

University:

The epitome of the BRAC University venture is to foster knowledge creation, upholding human values and promoting sustainable development.

Key Departments

Communications: The communications department is largely involved in the marketing and PR activities as there consists of almost 7 teams under this department who collaboratively brings forward the core message of BRAC across all chains of communication channels. This department consists of the teams- Media Unit (Under the leadership of Mr Rafe Sadnan Adel, whom I was very fortunate to have as my on-site supervisor as well as mentor throughout the course of the four-month internship period), AV Team, GFX Team (Graphics), Animation and VFX (Visual Effects), along with PR team. A consistent collaborative effort between all these teams work together to bring forth strategically planned and designed communication tools to expand the overall horizon of the department all across the value chain of BRAC.

Finance & Accounts: Carries the responsibility of strategic financial planning and record-keeping, managing costs, assets and liabilities, financing investments, analyzing cash-flows and keeping tabs on profitability, preparing bi-annual budgets and structuring the financial frameworks for the numerous development programs.

Human Resources: The Human resources department at BRAC is a dynamic place full of systemic evaluation of its workforce and the implementation of high-tech Electronic Document Management System (EDMS). At the core of the organization lies intensive research and development activities so it is essential for each level of the workforce to relate to the same goals and objectives. The HRD (Human Resource Department) ensures that bridge between the goals of the organization and the workforce is harmoniously secured.

Considering the rapid socio-economic progression of the people in our country in the past decade and many more factors of the NGO sector like the confidence of the target audience, recurring political stability, facilitation of the ultra-poor to engage in jobs according to their skill-set, this development sector in our country is a booming industry. Along with the rapid digitalization across the nation, the poor population have also started to reorganize their status by being smarter, saving smarter and working harder. The development organizations have played the most important role in making them realize their potential and understand that skills acquired will be heavily compensated. Organizations like BRAC, Jaago, BASA, Red Crescent are heavily invested in working continually towards the development sector. It has also been confirmed via my survey questionnaire that most respondents replied being much aware of BRAC, BASA, and Jaago as the most common development organizations.

BRAC has retained the number one position for the size of its development schemes and impact resulting out of the numerous programs and initiatives being implemented cross-border and ranked number 1 in top 200 world 2021, by NGO Advisor in terms of their ranking perspective of 185 criteria, BRAC covered all three major pillars of enthusiasm- Innovation, Impact and sustainability along with checking all these boxes, their strategic vision for the upcoming 5 years was clear and concise so was their willingness of outreaching global borders.

While BRAC is ranked as the #1 in various rankings of the development sector, there exists strong albeit fierce competition.

ActionAid: It is an international NGO operating across 11 districts in Bangladesh ensuring development issues as well as reducing poverty and establishing human rights by the help of partnering up with local communities. In addition to reducing poverty, it also aims at child literacy as well as aiding the discriminated population.

Thus, being a competitor of BRAC, this is quite a powerful entity in Bangladesh.

Bangladesh Red Crescent Society (BDRCS): At its origin, it is part of the world humanitarian NGO, the international Red Cross and the Red Crescent Movement and established its headquarters in Bangladesh in 1973 in Moghbazar, Dhaka.

At its core functionality, the BDRCS have always played a vital role in relief and rehabilitation during natural disasters which often strikes Bangladesh.

Center on Integrated Rural Development for Asia and the Pacific or CIRDP is an Intergovernmental Organization with the primary focus on poverty alleviation and rural development.

Bangladesh Association for Social Advancement or (BASA):

It is a Non-Governmental, Non-profit as well as Non-Political and independent organization with an aim to establish empowerment for both men and women inclusive of the vulnerable population in order to enhance their standard of living. They implement their vision of building capacity through providing extensive education and frequent trainings while they tackle the issue of poverty by ensuring and promoting clean and safe water and hygiene, promoting food security as well as providing micro-credit facilities to those who have the potential.

Demographic Segmentation:

The target group of BRAC varies according to their various programs and the structure of those. For instance, the WASH program targets a range of participants of 8-50 even. While the CST Dhaka program targets 20-40+. The gender ranged from male to female in the activities of the organization.

Geographic Segmentation:

The community development projects focus on city outskirts, areas like Narayanganj, Aricha and Narshindi. While the community skill development programs are focused more on the urban communities of Dhaka.

Psychographic Segmentation:

The poor communities who are keen on standing up for themselves and believe in doing something in life to help improve their way out of poverty.

Strengths:

- Huge network of sponsors
- Donors are from world renowned charitable organizations
- Celebrity Donors include the Bill & Melinda Gates Foundation
- The poor communities have gained uninterrupted faith on BRAC
- Campaigns like “Good Touch, Bad Touch” have had massive success due to the very common societal habits of perverted men among all sphered of socio-economic status

Weaknesses:

- The pandemic has induced a 50-50 workforce presence in the office that hampered reaching daily targets
- The accounts department closure due to the pandemic caused delays in the June Budget to finish by time.

Opportunities:

- With the uprise of living standard in Dhaka, more and more of the poor communities living here also want to improve their own lives and lean on BRAC for achieving their dreams
- Even the most remote villages are now acquainted with the mass attack of COVID-19, so this is a very good opportunity for BRAC to utilize and observe the impact of the CFRC (Community Fort in Resisting Covid-19) Program initiated on these communities to help curb the spread of the virus and to analyze any shift in behavioral patterns from the campaigns carried out.

Threats:

- As the nation continues to climb up the list of socio-economically stable countries, more and more foreign organizations, mostly NGOs are opening up campaigns and projects here to help the communities that BRAC serves as well.
- More and more Multinational Corporations are coming up with strong and driven CSR projects and funding heavily on development activities, which will be a point to tackle BRAC.

Since the inception of its journey in 1973, when the war-torn country was reviving from its worst nightmare, BRAC had to incorporate the fresh visions it had planned for the poor communities gradually and not jump the process. A rather door-to-door approach was followed since digital marketing presence was non-existent back then which was a major challenge for the organization which had to spread the objectives and impact of its operations on foot. With the advancement in widespread industrialization to the modern era of digitization, BRAC has also customized its marketing approaches and is now more than ever massively utilizing digital presence in its marketing communications.

BRAC now uses a constructive marketing strategy that utilizes the systematic collaboration of Above the Line (ATL) marketing, Below the Line (BTL) marketing and Through the Line (TTL) Marketing approaches.

Above The Line Marketing:

Newspaper and Online news portals are the main source of above the line marketing activities by BRAC. The Dhaka Tribune is one of the most important sources of news advertising for BRAC to get its campaign messages through to the mass audience. Op-ed or Open-Ended articles are also generated by the team members in the media unit where I was stationed as an intern.

The media unit team also frequently planned content that would be put forth on newspapers. For instance, on Sir Fazle Hasan Abed's Birthday, the team put forth a tribute for him on behalf of the communications department.

Below the Line Marketing:

The elements under this type of marketing for the communications department of BRAC mainly consisted of campaign banners, posters, mic announcements in the rural communities are such instances.

Other than these, BRAC also collaborates i.e., partners up with brands in portraying many activities that deal with development issues. BRAC collaborates regularly with companies

like Unilever who share a similar vision of establishing social equilibrium through their brands. The most noteworthy collaboration was on February 2020 at Shaheed hadith Park in Khulna City jointly launching a public washroom that facilitated people with disabilities along with that the facility also gave them access to safe hand washing area as well as pure and safe drinking water.

Through the Line Marketing (TTL):

YouTube Marketing

The YouTube platform of BRAC hugely invests in promoting their development campaigns and subsequent impact analysis and the latest addition is the usage of YouTube ‘Shorts’ which promotes very short videos to garner viewer’s attention as very few users of YouTube tend to spend more than 1 minute on promotional videos. The most effective campaign messages that were shared across the platform was the Covid-19 awareness videos, and the Good Touch, Bad Touch campaign which educated both young girls and boys the differences between good touches and bad touches which addressed such a concerning issue in this era and spread the awareness among kids who do not possess any knowledge about these differences become aware and share the knowledge.

Facebook Marketing

BRAC realizes the number of users on Facebook there is nowadays and the average number of hours spent on the platform, so it is a huge opportunity to showcase the good causes that the organization is involved in, as well as a platform to garner international attention from foreign Facebook users interested in development sector as well.

Instagram Marketing

BRAC is also very much active on Instagram, and posts actively using the hashtag trend, “#BRACWorld”

Across many researches done on BRAC, the common entity discovered was how at the core strategy of BRAC's approaches, the analyses were done on broadly defined poverty from a political perspective all the while ensuring feminist principles were utilized in order to gain the objective of focusing power in order to facilitate the accreditation of minority communities.

According to leading researchers on consumer behavior analysis on NGO platforms regarding digital, it has been deduced that the most amount of time an average consumer spends is on social media platforms at the end of each day and well in between. BRAC recognizes that trend among the urban dwellers and gets the promotional events across through this platform.

The government started to engage the NGO sector in the efforts to vaccinate disadvantaged people, and since the start of the lockdown in Bangladesh, BRAC has been extensively opening up booths at many locations all around Dhaka and neighboring cities. This has furthermore helped the poor communities to get access to safe and sure vaccination in the battle against the Covid-19.

According to the report of Dhaka Tribune (July,2021) on the efforts of BRAC at rapidly adjusting to the new normal via implementing the Mask-up campaign where the CFRC (BRAC's Community Fort in Resisting Covid-19) project has been rigorously working hard to meet their goals of ensuring the proper use of masks among the poor communities as knowledge regarding using masks is almost non-existent among them and the CFRC are on the constant pursuit of finding and implementing sustainable methods regarding the covid preventive measure a success in the long run .

According to Chowdhury, M (2021), director of the organization's Health, Nutrition and Population Program (HNPP), proper wearing of mask is not something that can be initiated overnight among the people, rather positive intervention by reminding constantly to wear masks will work better in slowly turning it into a habit in the long run.

Apart from the CFRC program, the Community Support Team Dhaka, otherwise known as CST Dhaka in short, has been restlessly trying to build up mass awareness among poor people specially the population residing in the lowest living conditions, the slum dwellers. According to Sultana, M (2021), the slum dwellers could not even tell if there exists any government doctor in the Rayer Bazar Slums, where they live but owing to the relentless efforts of BRAC's CST Dhaka team's initiatives, these people now got to familiarize with the Community Healthcare Workers or the CHWs of BRAC whom most of these people address as health worker sisters or "Shashtho Apa" and they are in charge of disseminating basic knowledge from the signs and symptoms of covid to the preventive measures that are easy to follow as well as providing basic treatment, medicines and most importantly, masks all free of costs.

This report sheds light on the effectiveness of content policy planning and impact analysis. It is very important for BRAC as a NGO that is working relentlessly to establish social inclusiveness as well as eradicate social injustice to follow very strategically planned content policies and abide by those as the NGO sector is a soft spot for many communities and they need to constantly monitor that the campaigns developed is sincere and respectable towards the communities those are made for. A simple wording might hurt an entire village which

might in return cause mistrust from the rural communities who are close knit together. Furthermore, the campaign's purpose is not up-to the point where it is delivered or not, rather there is a whole team of Research Evaluation Department (RED) who follow up on how much the campaigns have impacted positively or negatively the communities to whom those initiated.

This study will also shed light on the emerging importance of content policy that needs to be implemented in all forms of platforms, both online and offline. The following objective will also be met after this study is concluded:

- Content Policy's importance in structuring communication channels
- Worldwide significance of a systematic content policy planning
- Brand guidelines within content policy planning leads to better portrayal of the company

1.Age
20 responses

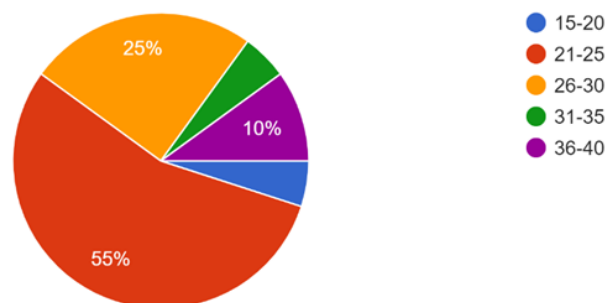


Figure 1. This response shows us that the most respondent belongs to the age group of 21-25, among this the major share of respondents are University students while some of them are in the service sector.

2.Gender
20 responses

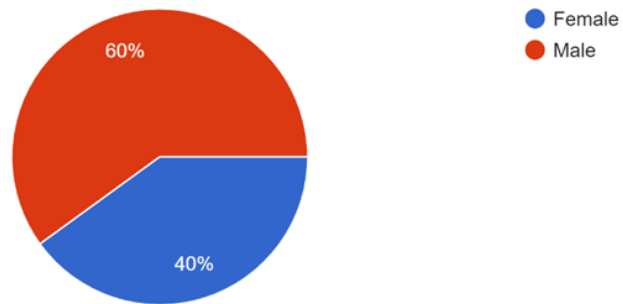


Figure 2. Majority of the respondents of this survey were male.

3.Profession
20 responses

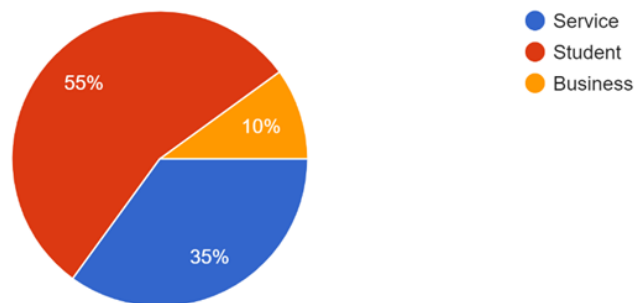


Figure 3. Students were the largest percentage of respondents for this survey

4. Are you aware of any NGOs in Bangladesh?

20 responses

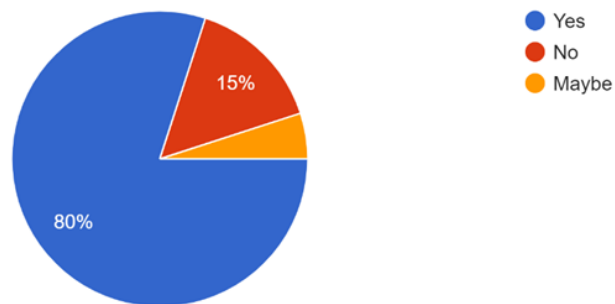


Figure 4. Even though 80% of the respondents are aware of NGO sector in Bangladesh, it is alarming to find that 15% of the respondents are not aware.

5. If yes, name some of these NGOs in Bangladesh.

20 responses

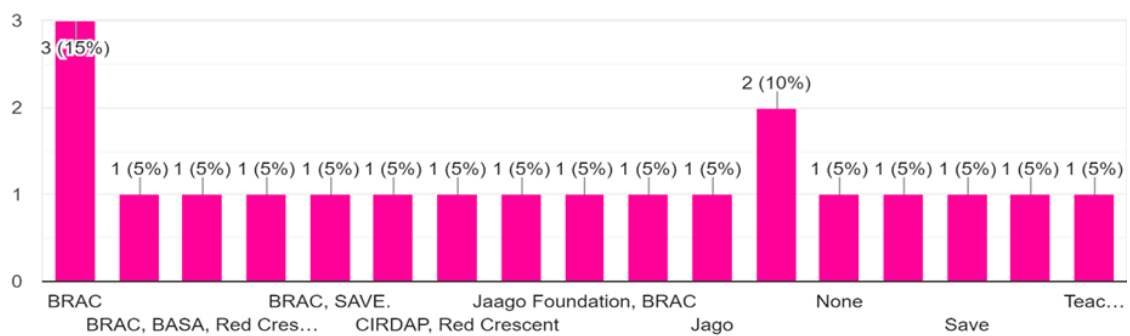


Figure 5. Among the names that surfaced from this question, the most common names were BRAC with the highest response (5 responses out of 15). Next to BRAC, BASA and Jaago Foundation also came up.

6. In what way did you find out about these NGOs?

20 responses

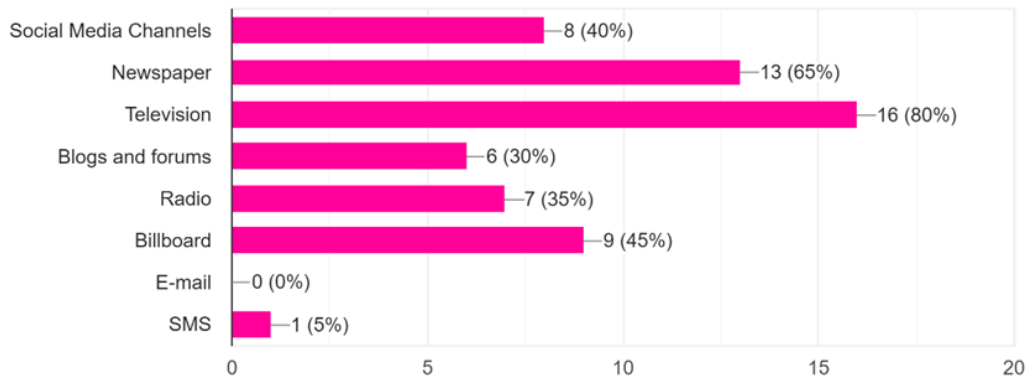


Figure 6. Out of the ways respondents got familiar with NGOs, Television was the most

7. Are you well aware of BRAC?

20 responses

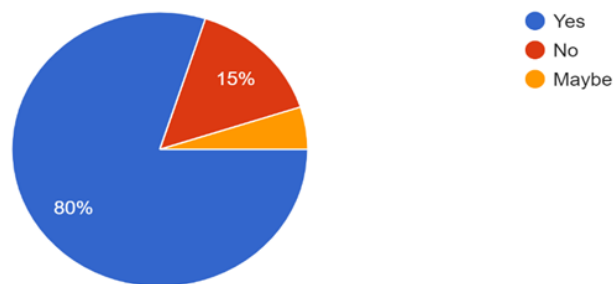


Figure 7. 80% of the respondents were familiar with BRAC as an NGO

8.How did you become familiar with BRAC?

20 responses

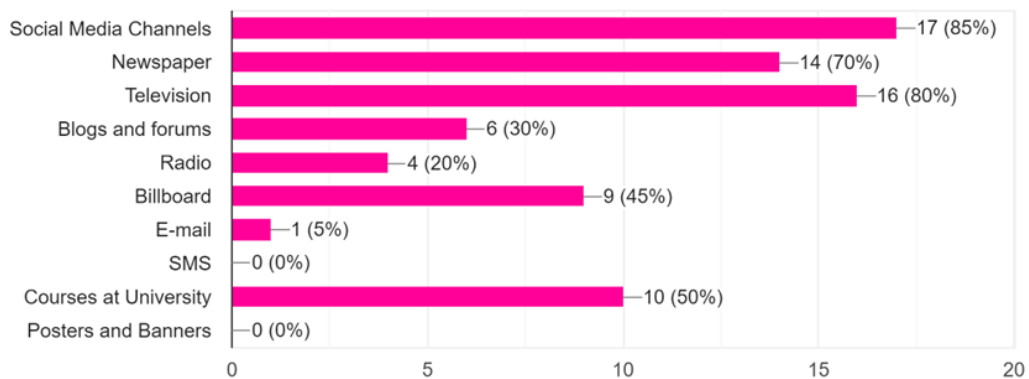


Figure 8. In terms of BRAC, the awareness comes mostly from social media channels, newspapers and television sources. Many students got to become familiar with BRAC through courses at university.

9.Have you/your family witnessed the campaigns and activities of BRAC near you?

20 responses

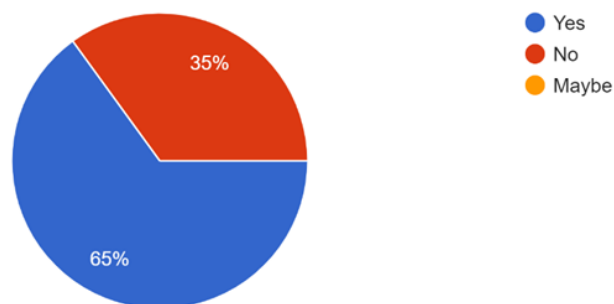


Figure 9. 65% of respondents have witnessed the development campaigns of BRAC near their residence.

10.If yes, how would you rate the campaigns in terms of social inclusiveness?

20 responses

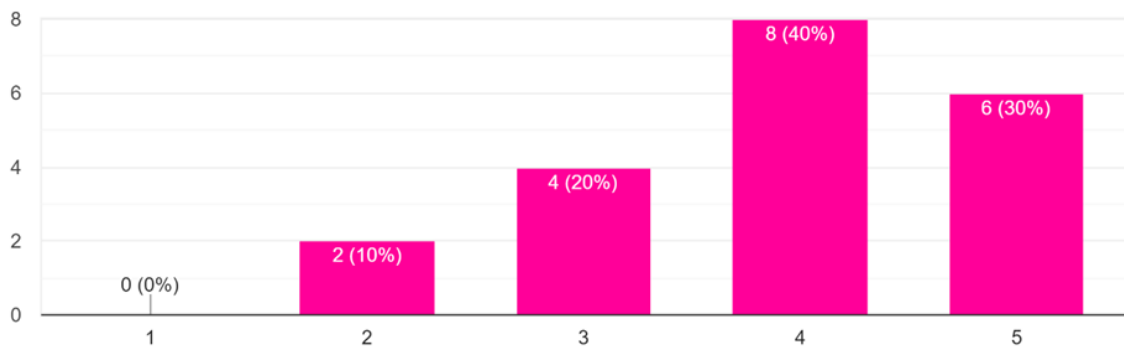


Figure 10. 40% of the respondents rated the campaigns of BRAC's social inclusiveness at a very good rating.

11.Have you ever gone through any blogs or forums of BRAC?

20 responses

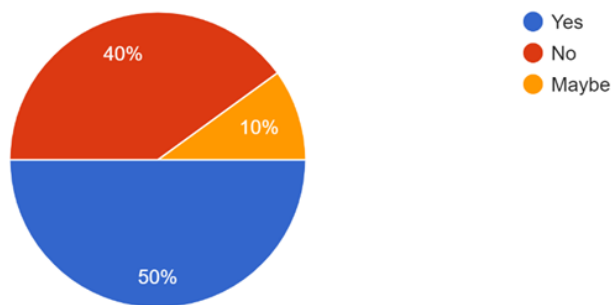


Figure 11. A lot of the respondents have been through the blog and forum platform of BRAC called "The Good Feed" which was an interesting find.

12.If yes, how would you rate it in terms of strategically planned and informative content?

20 responses

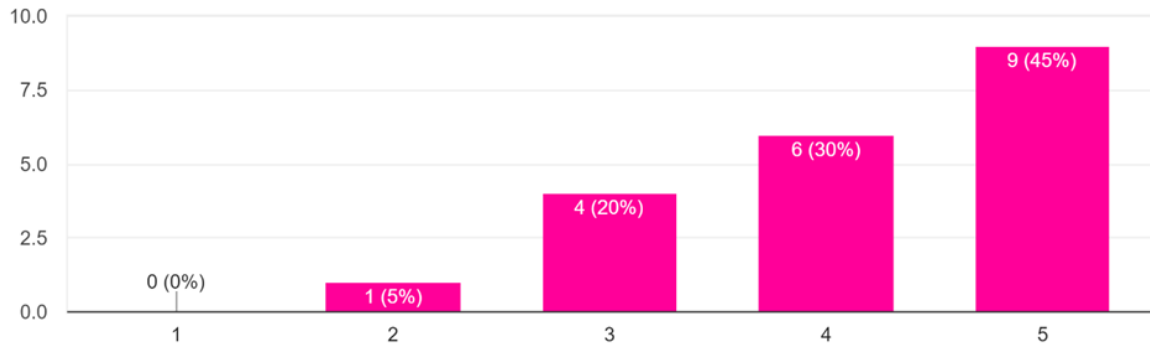


Figure 12. Most respondents (Almost 45%) rated the content of BRAC a 5 out of 5

13.Did you ever come across the social awareness and inclusiveness campaigns of BRAC on your social media news feed?

20 responses

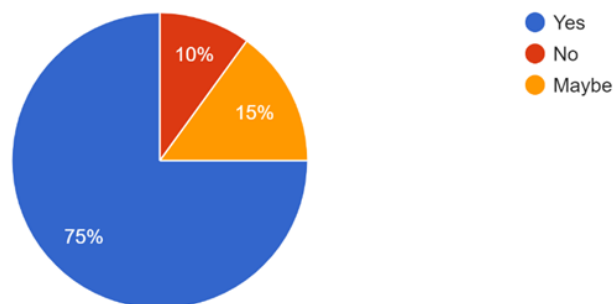


Figure 13. Most respondents also shared the fact that BRAC's campaigns appeared on their social media news feed which points toward the rising digitalization of BRAC.

14. Rate your reaction towards it.

20 responses

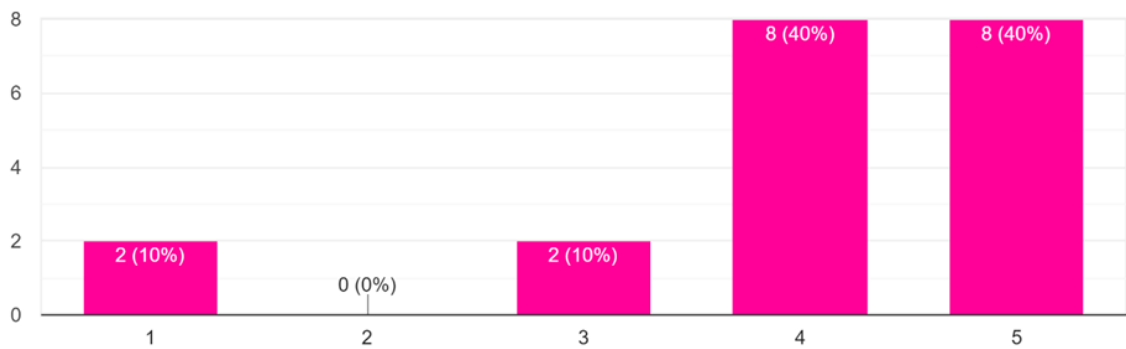


Figure 14. Most respondents also rated the social media feed as being much curious.

Content Policy PowerPoint Presentation

Under the guidance of my on-site supervisor, I was assigned to do intensive research on international content policies of UNDP, UNFPA, CCAF, FAO and I was instructed to implement my learnings from the reading materials provided and strategically pitch a presentation to the team members on how BRAC's content policy can be restructure in compliance with international NGO standards.

PowerPoint Presentation on United Nations Content Policy



UN Content Policy
-Guidance on
Generating Content
-UNFPA
Publications Policy
-UNFPA Public Info
and
Communications
policy
-UNFPA Website
Policy
-Social Media
Guidelines 2.0 and
Social Media Policy
-UNDP Media
Engagement
-Video Standards
for Social Media



Guidance on
Generating content
to provide:

- To capture, store and share materials
- Content that will feed into knowledge and communication products as well.



- Good stories should tell how lives have changed by UNDP's work
- Drafting Shot lists are very crucial
- Mid Shots, Long shots, Staged and Action shots

UNFPA Public Information and Communications Policy



- UNFPA speaks with **one voice** and is clear consistent in communications
- Protects the UNFPA brand
- Helps protect reputation of both UNFPA and the UN as a **whole.**



- BRAC can relate to the guidelines mentioned in the UNFPA guidelines very well
- The community services that are offered by BRAC throughout millions can follow in the footsteps of these policies to create more impactful stories to come into light.



- BRAC's intensive involvement with issues like gender inclusion, Climate change, and community empowerment can maintain the strategic guidelines of content policies to better stand out in the world and thrive.
- The upcoming campaigns may also need to follow the three basics of publication policy.

Following UNDP's strategies and policies for social media in the Bangladeshi Content Creation



- Contents being released on the social media must be cleared of all risk factors that might harm any social media audience is one of the core messages of the UN Social Media Guidelines.



- UNDP Engagement with Media proves as a holy grail to increasing awareness of the importance of free media.

Creating prompt meeting minutes: Below is one of the meeting minutes prepared by me right after a google meet session was held among our team during the lockdown of April, 2021.

Meeting Title: Media Team Meeting

Date: 19/04/21	Meeting Time: 4:15 PM	Meeting Location: Google Meet
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Meeting called by	Rafe Sadnan Adel
Type of meeting	Discussion
Note taker	Maisha Quadir Maliha
Attendees	Rafe Sadnan Adel, Mahbubul Alam, Priscilla Raj, Syed Samiul Basher Anik, Maisha Quadir Maliha

Agenda Topic 1: CST Project

	Presenter : Adel Bhai
Discussion	<ul style="list-style-type: none"> · Corona Initiative steps · Behavioral Changes through media · E.g., Printing on a certain corner of a newspaper page for several days to grab readers' attention

Action Items: Presentation on Content Policy	Maisha Maliha	Quadir	Date: 22/04/21
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Agenda Topic 2: Fazle Hasan Abed Bhai's Birthday -27th April

	Presenter: Anik Bhai
Discussion	<ul style="list-style-type: none"> · What can be done from the Media team? · OP-ED in Newspapers and social media platforms · Reaching out to Dr.Yunus · 3 fields of concentration regarding which individuals to reach out to – i) Education ii) Agriculture and Health (Mostak Bhai) and iii) Microfinance · Drafting the list of people to reach out to in regards of giving a tribune in Abed Bhai's memory
Conclusions	<p>Presenter: Mahbubul Alam Bhai</p> <ul style="list-style-type: none"> · Rasheda K Chowdhury can be reached to share her thoughts regarding her recent massive CSO activities across 38 districts along with Abed Bhai's dreams

Action Items: List of good write ups to be shared	Priscilla Apa	
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Agenda Topic 3: National Budget Concern

	Priscilla Apa
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Discussion	<ul style="list-style-type: none"> · Contacting Mostak Bhai as soon as possible regarding the update on the budget · Budget most likely to be scheduled on or around June 3 · Our requirements need to be established by April-May
Conclusions	Mostak Bhai has been contacted

Agenda Topic 3: National Budget Concern

	Presenter: Adel Bhai
Discussion	<ul style="list-style-type: none"> · Two phased vaccination campaign · To be funded by SBCC and Unilever · Campaign Cons: Involvement of 2+ parties lead to decrease in quality
Conclusions	<p>Cover letter to be sent to media</p> <p>Third Party Vendor will be better. [previously 50-50, now 70-30]</p>

Active involvement with the Media team while the (Community Support Team) CST Dhaka program was planned back in April when I first joined the organization.

Content Policy Index Drafting

During my 2 months as an intern at BRAC Communications, I was assigned with the very confidential task of drafting the upcoming content policy index which I successfully completed within the timeframe and briefed the entire workflow to the team.

Challenges And Recommendations

- Although BRAC is one of the leaders in the development sector of Bd, after carrying out the quantitative analysis of this research paper, it shows how much of the 21-25 age group of the urban respondents do not have clear conception of BRAC and many only know that BRAC is limited to the Banking service and University platform it provides. I think it is high time that the organization invest in raising awareness about the development sector's importance among the youth of the country to get more positive social feed generation from them and much of it is highly prospectus via clubs and employing campus ambassadors from the hundreds of Universities in Dhaka as well as other cities.
- Even though BRAC has been partnering up with MNC's who also strive to carry forward the same visions as BRAC, the number of collaborations is still scarce in comparison to the impact it has. So, there can be increased amount of partnering up with MNC's to spread the Brand visibility on a mass scale which will in the long run work out as a win-win situation for both the partners in gaining further Donor assistance and attention.
- In order to get more positive impact from the campaigns that BRAC carries out in rural communities, they can engage the youth in incentivized volunteer work which will spread the positivity of the empowering messages BRAC carries to the whole community much faster.
- From the quantitative analysis, it also came forward that many of the respondents have not got clear conception about the social development campaigns by BRAC and many responded they have not had any interaction with the campaigns anywhere near their residences, which points to the lack of area coverage of these campaigns. I think not limiting campaigns to rural communities but to promote these activities via digital platform to the urban dwellers will work out in their own advantage.

Conclusion

The core message of BRAC is to achieve widespread success in empowering the nation's ultra-poor population to have a stand for themselves by engaging in self-sustainable, legal and revenue generating work which gives them the right amount of pride in their worth and from one person to the next, spread the positive changes hoping to one day minimize the social injustice prevalent among this population of people in the country. The gain the poor communities are attaining from the campaigns of BRAC is a better living standard, fending for themselves and their families, gaining motivation on positive family planning ultimately leading to them being able to provide their children with the basic higher secondary education not resorting them to undertake child labor.

The Donors like Bill & Melinda Gates Foundation, USAID, UKAID, FAO, UNFPA, CCAF and many more are more than happy with the positive impact their sponsorships are bringing and the widespread respect that they are getting out of the deals.

The most effective campaign messages that were shared from BRAC to the mass community was the Covid-19 awareness videos, and the Good Touch, Bad Touch campaign which educated both young girls and boys the differences between good touches and bad touches which addressed such a concerning issue in this era and spread the awareness among kids who do not possess any knowledge about these differences become aware and share the knowledge.

Although 4 months is a very short span of time to take up the number of tasks assigned, but it all provided me with a huge opportunity to kickstart my career, that too in such a huge corporate organization. From understanding the basics of content policy planning to the tiniest details of the departments projects and being onboard several confidential projects as well gave me a boost of confidence on honing my skills and applying my university knowledge on a practical field of corporate job.

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