

Report On
Exploring different aspects of public relations at Backpage PR

By

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Acknowledgment

Edgar Allan Poe, one of my favorite authors and poets said, "There are chords in the hearts of the most reckless which cannot be touched without emotion." I am a very emotional person and the end of my undergraduate life is knocking at the door and it is making me emotional. These four years were a bittersweet experience for me.

First, I will like to thank my nanu as she was the main reason, I am completing my undergraduate degree from BRAC University. It was a privilege for me to be a part of BRAC University and the department of English and Humanities. I would like to show some gratitude towards the people who helped me for coming this far. My mother, father, and my sister were always beside me, thank you for the unconditional love. I am grateful to my supervisor Anika Saba ma'am for the opportunity to work under her supervision. All the faculty members from the ENH department. Also, I would like to thank my supervisor Tahsin Reza, Senior Executive, as he was always there for me in for the last three months at the office. I learned from him a lot.

In addition, I would like to thank my friends who were always there for me, giving me mental support during my bad times. Finally, I would like to give myself a warm hug for coming this far, and pray that I will be able to do better in the future.

Zarin Tasneem

Executive Summary

Public relations (PR) is the activity of controlling and distributing information from an organization or an individual to the public in an effort to influence how they are seen by the general public. A public relations agency can handle situations that involve assessing the public's point of view and determining if an organization or an individual's policies and procedures are in the general public's best interests. The main target of a public relations agency is to construct plans and carry out programs that demand actions to win the acceptance and comprehension of the general population. A public relations agency works for national and international organizations and companies that want to create connections with their target market which are mainly the general people. Also, sometimes when foreign companies start to work in a country like Bangladesh, a public relations agency work for them to create their establishment and credibility among the local target audience. In this paper, I will present a theoretical approach, several aspects of public relations agencies, and the learning experiences I had throughout my three months internship program.

Keywords: public relations, agency, communication, newspaper, media, internship

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Chapter 1

Introduction

“You were born with wings, why prefer to crawl through life?”

— Rumi

Rumi is a very famous Persian philosopher and poet. He is widely appreciated because of his wise words. This quote reflects the fact that human life is filled with endless possibilities and we should work on it.

Moreover, in this world of Globalization and mass media, it is a powerful tool to connect with all over the world. Today, relying on the media for factual news and perspectives is essential. Along with knowledge, it provides a variety of learning opportunities. In the current context, mass media play a significant role in informing and entertaining a big audience. Newspapers, the internet, television, radio, etc. are all examples of mass media and media has the ability to provide a special kind of stimulation that can influence how consumers view things.

In this 21st century, due to global village¹ news is getting published and people are getting news within a very short time the countries which are able to provide more news coverages that are credible, authentic sources of information are considered the developed countries. Also, news and media can take a country in front of the rest of the world. Through the proper use of media and communication, it is possible to make a strong bridge between the corporates and the target audience. The main objective of

¹

Global Village: It is a term coined by Marshall McLuhan a media theorist which refers to the influence of television, computer, and all the other electronic informative sources has in a small time taken over the world. Electronic medium has created an interconnection all over the world and the result can be called as ‘Global Village. It means, like a village the world has become small to everyone due to the widespread of mass media. I learned this concept while doing the course ENG 333: Globalization and Media.

Public Relations (PR) is to develop the connection between the media and the customers.

From a very young age, I developed the habit of reading and during my teenage period, I found interest in history, art along with literature. That was the main reason for me studying English and Humanities. Due to several courses throughout the four years long my graduation journey I came across several courses which flourished my writings and changed my way of thinking about things, and this three-month internship helped me to turn the knowledge I had so far from bookish to a practical one. As I am doing my concentration in Media and Cultural Studies at BRAC University, and in order to complete my undergrad degree from the Department of English and Humanities I was required to do an internship as a part of my major.

However, I am an introverted person, so in the beginning, it was very challenging work for me to do my internship in a public relations agency where communication is the main key. But after working for two weeks at Backpage PR I have realized that communication is a tool that can create significant positive changes in life.

Backpage PR is a wing of Starcom Bangladesh and it was a great opportunity for me to become a part of Backpage PR for doing my internship. I joined the Public Relation unit and I got to apply some of my previous learnings like writing press releases, translations, articles, and research, and also gained practical knowledge of public relations. During my internship, I came across a good number of projects and each of them was a different experience. I was able to use a lot of my learnings from the Media courses I had learned. ENG 465: Translation Studies, ENG 401: Editing, ENG 440: English for Print Media, and ENG 333: Cultural Studies were the most effective ones. My supervisor was my life saver

who helped me in every step and gave me amazing guidance, and thanks to him I learned a lot from small to big skills and knowledge.

Also, he gave me constructive feedback, corrected my mistakes, and helped me in the best possible way when I was unable to understand a new task.

In addition, the environment of the office was warm and friendly which also helped me to have a good experience in my first work experience. These three months will always be special to me.

Chapter 2

Backpage PR

2.1 A brief history of Backpage PR:



Figure 1: Logo of *Backpage PR*

“Some are born great, some achieve greatness, and some hire public relations officers.”

– Daniel J. Boorstin, American historian, lawyer, essayist, and sociologist.

Backpage PR is the strategic public relations and communications services wing of Starcom Bangladesh. Starcom is an internationally recognized media agency that uses effective communication to create significant brand experiences. Backpage PR was established and active in its work since 2018. It is directed by a team of highly qualified, skilled, experienced, outstanding specialists who have been working in this sector for decades and have wide expertise in their professional lives.

In these four years of experience, Backpage PR completed more than 250 projects with 50 clients. Agency Lead & Director is Tanziral Dilshad Ditan, the Head of Media Relations is Azam Chowdhury, the PR manager is Tawfiq Ahmed Bijoy, and the senior executive of the team is Tahsin Reza. Backpage PR is an independent public relations agency, and its goal is to

give consumers greater insights and services by fusing cutting-edge concepts with orthodox wisdom. They make an effort to stay up with the new liberal ideas. Backpage PR is one of the uprising public relations agencies due to their rapid and constant success where they have both national and international clients and create noteworthy services.

2.2 The function of Backpage PR:

As previously mentioned Backpage PR is a wing of Starcom Bangladesh. Starcom Bangladesh has a total of eight units in the operating structure. Here, Backpage PR is one of the important units. Backpage PR consists of eight members and three of them do the content writing and audio-visual for our clients. They work part-time and work from home. The rest of the members work physically in the office.

Some of the major works that Backpage PR covers are PR management, PR planning and strategy, relationships with TV and print media, events, branding, troubleshooting, monitoring news coverage, and PR content management.

For PR management, Backpage PR tries to provide authentic content, generation, profiling, and media management for the clients. Moreover, Backpage PR covers events like press conferences, media tours, round tables, and talk shows. Mostly Backpage PR needs to cover press conferences as this is one of the best ways to engage the clients with the media and the media can build connections with the audience. In addition, under branding, Backpage arranges interviews and creates effective features, articles, previews, reviews, op-eds, and advertorials.

So, through all these activities according to the needs of the client, Backpage PR helps the clients to create their credibility and make the people know about their products, services, and events through media engagement.

CLIENTS Backpage PR WORK WITH

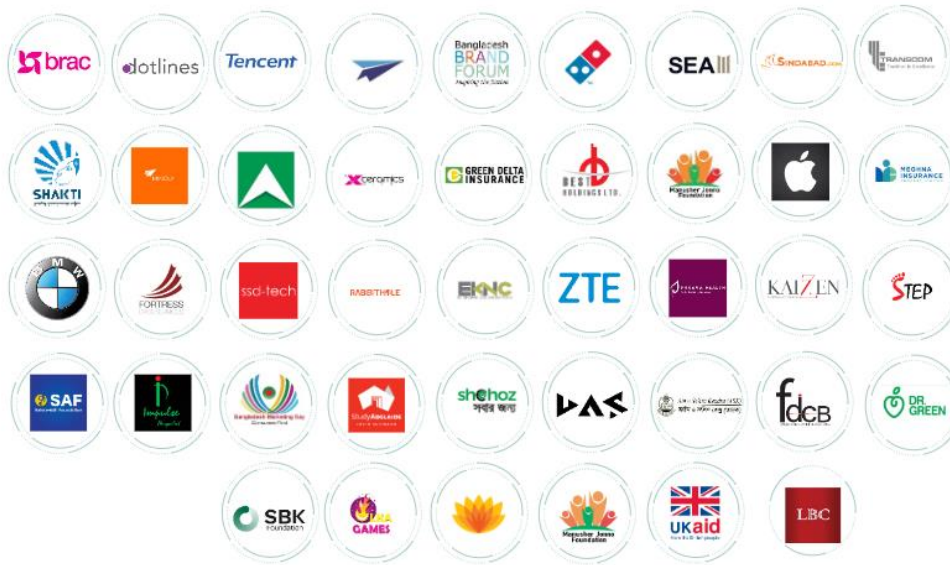


Figure 2: Backpage PR Clients

Chapter 3

My Journey as an Intern at Backpage PR

3.1 Commencement of my Internship:

I joined Backpage PR on 16th March 2022 as a junior executive. As public relations (PR) is all about client servicing so I was assigned most of the work by my supervisor Tahsin Reza. He was directly connected with the clients, and I was assigned to do some of the work that the client wanted us to do for them. I mostly did the writing like press releases, articles, translations, some research writing, and making reports on client's events, and for Backpage PR. The office hour was from 10:30 am and ended at 6:30 pm. It was three months long and I had to work at the office 5 days a week. Moreover, every Saturday, we had two online meetings. One was in the morning and one evening. In addition, the majority of the events took place on Saturday. On that note, I also had to work in the event and my work was in the media and press booth at every event.

3.2: My experience as an Intern:

I am doing my major in Media and Cultural Studies from the English and Humanities Department. So, the internship is a part of the requirement of doing my major for the undergraduate degree. I had to choose to do an internship in a company where it is related to my field. I was lucky enough to be a part of Backpage PR which is relevant to my concentration and for the variety of experiences I came across in these three months. I started my internship in March and it ended at the end of July.

I started my internship with the current PR team of Backpage PR. Our PR team is small in terms of numbers, but all of them are very efficient. There are good numbers of clients to whom we provide services. Some of our main works are to establish the credibility of any companies, publish press releases in newspapers, create media coverage, arrange events, and many more. I worked under the supervision of two members, a manager, and an executive.

However, to start my journey in Backpage PR for the next three months, on the first day I had to collect an offer letter from the HR office. My supervisor guided me to the office. He introduced me to the other members and the rules and regulations of the office. Also, I was added to the social media groups to keep updated about work, transfer files, and communicate with my colleagues. Moreover, he gave me a proper introduction to public relations (PR) and its functions. My supervisor gave me a clear idea about the work that everyone does as a team in Backpage PR.

As I never had any work experience before and being a fresh intern, I had a lot to learn about agencies and public relations. I mainly focused on the work that was assigned by my supervisor and along with that the manager also assigned me a numerous number works. Both of them before assigning me a new kind of work explained the work, they are giving me, and how should I do it. Moreover, they gave me constructive feedback when needed so that I could learn more and do better in the future.

Moreover, I attended three events that were extraordinary experiences. All three of them were big events where there were celebrities, famous people from the corporate sector, journalists, tv channels, and many more. I learned about Media Signup, press release, etc that happens during an event. I also learned how a press release is published right after the event has started. My

supervisor instructed me well about what are the things I should be careful about as I was assigned the duty to sit for the media signup.

The other members of the office showed a positive and friendly attitude toward me. Also, going to these two events helped me to have a better understanding of how PR works pre, during, and after an event. My colleagues are friendly, cooperative, and helpful. I enjoyed my PR journey because I found relative things that I learned in my academic courses. Also, the works were not always similar, so there was less chance for me to feel mundane about my work. I hope that I will be able to apply the things I learned, the experiences I gained, and the knowledge in these three months of internship.

3.3 Working Environment of Backpage PR:

The working environment plays a big role when it comes to corporate or professional life. A friendly, healthy environment at the office can increase work efficiency, dedication, productivity, effectiveness, and job commitment among the employees. Also, it works as a benefit for the company as well. It makes the growth of that company steady upward and the employees feel more obligated towards their job. Therefore, providing both the physical and mental environment in an office for every employee is significant for everyone.

The working environment of Backpage PR is worth mentioning. Traditionally there is the practice of addressing sir or madam to the senior positions in the office. But nowadays several government and non-government organizations are trying to exclude this practice and came up with the idea of calling each other 'Bhai' (Brother) or 'Apa' (Sister). This practice reduces the job position differences and to some extent makes the environment more friendly and easier for everyone. Backpage PR follows the same rule. On my first day at the office, I called my senior colleagues 'sir' but they all forbid me to address them like this. Instead, they told me to address

them as 'bhai', 'apa'. And when I start addressing them in this way, I realized that it became easier for me to work with them as the professional hierarchy feels invisible. Everyone was very helpful, welcoming, and liberal towards me. Most importantly, they never treated me as just an intern for three months. Rather, they always made me feel like I am a part of the team who deserves equal respect and privilege like the other members in the office.

In addition, I had to work with my supervisor Tahsin Reza and the manager of Backpage PR. They both were very friendly, helpful, and positive towards me. As I never had any work experience before, also I did not have any knowledge about public relations and the work they do. So, I had to learn most of the things from the scratch. Both of them helped me with proper guidance and giving constructive feedback. Due to them and the working environment, I learned various kinds of work at the office and I really enjoyed all the work I did there. Moreover, the other seniors from advertising were also nice to me. Most of the time whenever they see me, they talked with me, and eventually, I became comfortable with them too.

Also, another system I liked about the office is that people have their lunch together in a team. I saw people sharing items from their lunch boxes, and sharing stories while eating and they truly seem like a family who sat for lunch together. In addition, our public relations team consists of eight members including me. Three of them work part-time, so they work from home. Our boss Tanziral Dilshad Ditan who is the agency lead & director is the friendliest boss I have ever seen. As she is the oldest member of our team, she treats all of us like her child and every member of the team loves her. Overall, the entire agency people and the environment were so positive that not only did I enjoy my work but also my view on the professional sphere changed. This experience was so effective for me that I want to work in public relations agencies in the future because I enjoyed the work and the people as well.

Chapter 4

Working on IUB PR Coverage, AOV PR Coverage

4.1 IUB PR Coverage:

One of our ad hoc clients is Independent University, Bangladesh (IUB) which is one of the leading universities and one of the oldest private universities as well. Working with IUB as a part of Backpage PR was an extraordinary experience for me. I had to work alongside the other members of our PR team on an event titled SETS Fest 2022. It was a celebration of the academic life of the students returning to their campus after more than a year-long offline semester due to the Covid-19 pandemic. The main objective of the event was to re-introduce the new students to their campus. Also, re-welcoming the old students with a fresh start after the pandemic.

As it was my first time working on events so, in the beginning, I was confused about how things will work. My supervisor helped me to explain what are the activities PR does for events for the clients. Also, he briefly described the pre, during, and post-activities we have to do in order to make the event successful. Then he assigned me some of the work for the event.

At first for the pitch, my supervisor made the slides and the contents where the entire event was planned out. Moreover, he briefly discussed the program and then assigned me to do two parts of the slide. I made the 'Our Understanding' part where I briefly explained the purpose and the target of the event. (Appendix 25) The second part was titled 'Call for Action'. Here, the university would arrange five categories of competition for the students to have better enjoyment of the event. For instance, photography, project submission, poster submission, etc. I wrote briefly in detail that how each of the competitions will be present on that day. My supervisor rechecked my writings and praised me as I was able to deliver the writings he was asking for.

Furthermore, for the pre-event part, I was assigned to write the English press release of the event (Appendix 22) and I made five profiles of the guests who were supposed to come on the day of the event. (Appendix 24)

However, for the post activities, my supervisor gave me the responsibility to make an excel sheet for keeping a record of the event's press releases that were published in different newspapers and in electronic media. (Appendix 4)

Moreover, my supervisor gave me very difficult work for me and that was to make the report on 'SETS Fest Event and PR Report'. As this was my first report making so it was quite difficult for me. My supervisor helped me with it. He showed me some previous samples and gave a broad brief on how to do the report, and what things should cover in the report. Moreover, he also helped me learn small but efficient things like how to hyperlink, how to prepare slides in a short quick way, how to present a report slide, etc. It was an in-depth report where I mentioned all the agendas, background, and full skeleton of the event plan and PR plan. Moreover, I had to attach some of the pictures and screenshots of the audio-visual where there were four videos and pictures from the event. Also, I showed all the newspaper coverage in both print media and online news portals. There were some tv channels and both newspaper and channel links were hyperlinked along with the report coverage screenshots.

It took two days for me to complete the report. It was sent to the client and also it would work as documentation of Backpage PR's portfolio.

4.2 AOV PR Coverage:

Arena of Valore (AOV) is an online game for multiplayer battle arena developed for mobile. It is one of the most famous online developed in China. AOV organized a tournament among the South Asian countries where AOV Bangladesh also took place. The prize was 75 lakh BDT and Bangladesh became the runner-up. As AOV was not familiar to most of the people in our country but they needed the people to know about this event. Due to that, we worked on the press releases of their events and also monitored their Facebook page.

There were two press releases before the final game took place, and after the event, there was one press release. Like the IUB press release, for AOV I had to do the same. I made three separates excel sheets for each of the press releases and made three columns for each excel sheet. It was divided into Title, Media Outlet and Link. After completing the three excel sheets I sent them to my supervisor and he sent those to the clients. ((Appendix 2 and 3)

Moreover, during Ramadan time AOV Bangladesh arranged an iftar distribution event for the unprivileged. I made another excel sheet like the previous one where there were all the press release coverages with the link that were hyperlinked. (Appendix 1)

In addition, my manager assigned me to make two reports of AOV. I made the 'AOV Press E-Gaming News Facebook page' all by myself. And for the complete AOV activities report in March-April, I did half of the report and the rest was done by the manager.

Chapter 5

Research Writings and Articles

5.1 Research Writings:

I was assigned to do research on a good number of topics and then I had to make writings on those topics. All of the research topics were connected with the clients we had or we were trying to do the pitch for those clients. For instance, for one of our international clients Menzies Aviation, I had to do research on all of their businesses, the work they do, and in which countries what type of work they are investing in. Then I had to write an overall view about Menzies, their history, and the businesses they are running through several parts of the world. (Appendix 17) Moreover, I had to study how and what things should be present while writing a vision and mission of a company. After having a clear idea and seeing some good examples, I wrote the vision and mission of Menzies as they started their new business in Bangladesh.

(Appendix 9)

In addition, I was unfamiliar with the concept of clean cookstoves. My manager assigned me to look into it and come up with writing where there will be a good description of the clean cookstove, the needs, and the benefit of using it. (Appendix 14)

Furthermore, I learned about MNCs (Multinational Companies) and the activities they do while doing research work on this topic. I used to have little knowledge about it before but have a decent number of ideas regarding MNC. I was instructed to do research on MNCs and then write in detail about their employee-centric activities and the activities they do to influence dealers. (Appendix 16)

Along with that, I had to do in-depth research on 'Revenue management of hotels'. I had to look at both national and international hotel statistics, data, and pieces of information. Then I came up with the writing that covers the majority pieces of the information on hotel revenue management. For example, I wrote about marketing automation, sales effectiveness, data

analysis, forecasting, availability strategies, social networks, and clients' opinion on the internet, measuring and analyzing the effectiveness. (Appendix 18)

Even though I find doing research work a bit hectic but because of these researches and writings I got to know a lot of new pieces of information about the corporate world.

5.2 Articles:

I wrote a total of four articles that were assigned by the manager. The first article I wrote was on Block Buster which was one of the biggest businesses in the 90s and how it eventually lost its position in the business world. (Appendix 20) Then as a contrast, from my analysis, thinking, and doing some research I wrote about Bkash. How did Bkash gradually expand their business and what are the factors they used to make their business a great success? (Appendix 21)

Moreover, I enjoyed an article from the perspective of a BRTA executive on how Dhaka traffic is hampering our daily life and some suggestions on how to reduce traffic jams in Dhaka city.

(Appendix 19) And finally, I wrote a big research article on Corporate Social Responsibilities (CSR) where now they are emphasizing the environment due to climate change. (Appendix 6) I also had to write about two stories where big companies faced trouble not following CSR activities and later on how they overcome this problem.

Chapter 6

Press Release

A press release is a recorded or written message prepared by an organization or company for the new agencies in order to publish for the readers. A press release is also known as a ‘news release’ or ‘press announcement’. It can come in both the form of a softcopy and hardcopy. Through agencies, the organization publishes its message for the readers to know about the news. During my internship period, one of the things that I did quite regularly was proofreading, writing, and translating press releases.

As it is a public relations agency so the press release plays an important role for the clients to connect with their target audience. For writing an ideal press release there are some specific rules and structures to follow. The clients send us the brief and from there we have to prepare the press release in English and then get approval from them. If they send green signals or ask for some changes, we do that and then translate the English press release to Bangla. I came to know about how to write a press release in one of my major courses ENG 401: Editing. In that course, I learned about the rules that should be kept in mind while writing a press release and submitted to the course instructor as my learning. But I have never written press releases officially before, in the beginning, I used only to proofread press releases in both Bangla and English which were written by our content writers. Later on, when I understood how to write a proper one by following the brief, I started writing press releases as well, and sometimes I did the translation too. I find coming up with a proper headline or title for the press release is the most difficult job as it has to be appropriate for the press release. The title has to have the gist of the news in a line consisting of 8-10 words. Along with this, another important thing to double-check while writing the press release is the quotation. In a press release, there are at least one or two quotations said by respected or important people of that company or the event. So, while

writing a press release, I have to be careful about the quotations, the people who stated those quotations, their names, the organization they are from, and their designation.

I wrote and proofread most of the press releases for our retainer client 'Paperfly' which is a logistic service provider. They had their own format for writing a press release. It means that all of their press releases had a similar way of telling the story. So, I had to pay attention to the formatting and my supervisor always said to be very careful and double-check the quotations and the named person addressing them. In addition, another important aspect of a press release is that it should never cross one page. There were often times when after writing a press release, I had to trim it down to one page. Moreover, the tone of the press release has to be neutral, and easy so that people can easily grasp the meaning of the press release.

Chapter 7

Translation

Translation work was one of the most frequent works that I had to come across during my internship. I did proofread, edited the translations, and did several translations by myself. As Bangla is our mother language and English our second language, the majority of the people in our country know the English language along with the Bangla language. One of the major and specific tasks we had to provide for our clients is the press release. And every single press release has been translated. At first, the press releases were all written in English and when the client approved the press release, then we translated them into Bangla. Later on, the English press release and the translated Bangla, both copies were sent out to several news offices for publication on both print media and electronic media.

In the ENG 465: Translation Studies course, I learned about the proper way to do translations from the English language to the Bangla language and vice versa. Basil Hatim and Jeremy Munday in the book titled *Translation an Advanced Resource* defined translation as, “Translation is a phenomenon that has a huge effect on everyday life.” (3).

The Target Text (TT) was Bangla, and the Source Text (ST) was in English press releases. Hence, in order to have a proper formal, smooth translation I had to follow some of the techniques I learned from the course. Firstly, while translating I kept in mind that every sentence cannot be translated as ‘Word-for-Word’ or Literal translation techniques. Instead, often times it is required to make the translation using ‘Sense for Sense’ or free translation techniques. Because sometimes ‘Word for Word’ translation techniques can change the meaning of the sentence or create unclearly, confusion in the translation. It is because in this technique the translation has happened on the literal meaning from ST to TT. Here, conveying or keeping the

sense of the original text is overlooked. As a result, the readers might not understand the press release or misinterpret it. That is why while translating keeping the meaning in the proper way is a big challenge for the translator. Basil Hatim and Jeremy Munday in their book titled *Translation an Advanced Resource* also discussed the two ways of translation. “[...] ‘literal’ has tended to be used with a different focus, sometimes to denote a TT which is overly close or influenced by the ST or SL” (12).

However, while translating I tried to pay attention to the essence and the sense of every paragraph of the press release. In the book titled *Introducing Translation Studies: Theories and Applications* the author Jeremy Munday stated that “[...] word-for-word approach [...] produced an absurd translation, cloaking the sense of the original. The sense-for-sense approach [...] allowed the sense or content of the ST to be translated” (20).

Majority of the time while translating I followed the ‘Sense for Sense’ or free translation techniques and by translating names, addresses, institutions, organizations, and designations I followed the ‘Word-for-Word’ approach.

In addition, I often utilize another type of learning from the course Translation Studies. I used the translation shift method which was sometimes very helpful. Every language has its own way of structure. So, the translation shift method can be used when the translation focus shifts from the structure into the lexis. While translating I had to stay careful about the target language. Sometimes it became very tough and critical to decide what should be the proper terminology or the meaning of that text. However, it can be said that translating press releases from English to Bangla was one of the most challenging things I had to go through during the internship.

Chapter 8

Incorporating Theories with Work

As I chose Media and Cultural Studies as my concentration, I took several courses that are connected and elaborate on several segments and aspects of media. There was a course titled ENG 331: Introduction to Cultural Studies: Theory and Practice, and from this course I came to know about how media is deeply connected to our life and its impact on it. Also, I was able to relate this course to real-life scenarios and experiences. In addition, ENG 404: Copywriting, ENG 440: English for Print Media, ENG 401: Editing, ENG 467: Translation Studies, etc. courses were also helpful. For instance, ENG 440: English for Print Media, and ENG 401: Editing helped me to write articles, proofread, and also write press releases. I was able to apply the rules and techniques which I learned earlier. Moreover, ENG 467: Translation Studies was a big help while translating because making good translations from one language to another is very challenging work. In this chapter, I will relate all the theories I have learned so far in my Media and Cultural Study courses and connect them to the world of media.

In the first part of this chapter, I will talk about Michelle Foucault's concept of 'Panopticon' and 'Gaze' and their application in media. And for the second part of this chapter, I will discuss Arjun Appadurai's 'Mediascapes' and 'Globalization'.

8.2 Mediascape and Globalization:

Indian-American anthropologist Arjun Appadurai is recognized as a major theorist of Globalization Studies. In his book *Modernity at Large*, he discussed five scapes of Globalization which are financescapes, ideoscapes, technoscapes, mediascapes, and ethnoscapes.

Among all five, I was able to have the experience of mediascapes while doing my internship.

According to Arjun Appadurai, it can be comprehended as the numerous media outlets. For instance, newspapers, radio, TV, etc. These media outlets shape the reality of the world that we occupy. Here the narratives and the pictures are often the main way through which opinions are formed about a culture or a place.

In his book *Modernity at Large* Appadurai says, “[...] electronic media decisively change the wider field of mass media and other traditional media. [...] they offer new resources and new disciplines for the construction of imagined selves and imagined worlds” (3). As in this world of Globalization and mass media, electronic media has been updated more and the world has been constantly absorbing everything we see on screen. That is why most people believe what they see on screen, and very few people want to see the truth behind the news.

During my internship, I had to write press releases, and articles, where I always had to stay careful that I am providing true and authentic information so that the people do not become misled. So, in this world where illusion feels more real than reality, it is very important to provide authentic and true information to the customers and target audience.

Chapter 9

Conclusion

This report focused on the internship in Backpage PR and it was a notable experience for me. These twelve weeks of the internship have created a positive change in me by making me develop into an efficient and capable person. I was able to use many applications which I learned from my classroom learnings. It has broadened my view on how to work in an agency and most importantly I got to have a clear picture of public relations. I was able to gain in-depth practical knowledge about public relations. In my internship I have learned numerous number things and adjusting to the work environment is one of them. I have learned to take responsibility for work, and have the capability to work accordingly were the best learnings that make me more responsible and goal-oriented now.

Moreover, this report incorporates the practical application of a number of theories and techniques that I have learned while doing my major courses on media. In the classroom, the books I studied gave me rules and directions and, in the internship, I got real-life experiences on how to apply those learnings and how to work in media. I have learned time management, professionalism, taking responsibility, and how to work under pressure. Also, I would like to appreciate all the help and guidance I got from the Backpage PR team, especially my supervisor. His constant support made my path of internship easier and the experience was priceworthy.

In this 21st century, media is an important element of our life. It has made the world smaller and fastened our speed to know news all across the world. I feel that it was a privilege for me to get the chance to work at Backpage PR as I gain more practical knowledge about media than I imagined. I got the opportunity not only to work from the office as a part of the public

relations but also, I attended events and it helped me to have experience and practical knowledge of how public relation works. I was able to complete all my work successfully and I made a good contribution to the agency. My supervisor and the other members of the team were very pleased with my performance. I came across several types of work and for that, I enjoyed my work even more.

This three-month internship was hectic, and sometimes very difficult for me but at the same time, I had good times working with my colleagues, got to learn a lot, and also learned from my mistakes. My work speed increased and my confidence level boosted. I learned how important is to maintain a good relationship with the clients, and what are the ways to do that. Every day I had to perform works like writing press releases, articles, translation, proofreads, etc. All of these aided my capability to improve my skills and work more effectively. This report included my journey through the internship, the ups and downs, and also the learnings, and experiences which will always be an important chapter of my life.

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Appendix

Appendix 1

_AOV Bangladesh arranges an Iftar distribution event for the underprivileged .XLSX ☆ □ ☰

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No.	Title	Media Outlet	Link
1	AOV Bangladesh arranges iftar distribution event for underprivileged	New Age	Link
2	AOV Bangladesh Distributes Iftar Among Underprivileged	The News Times	Link
3	AOV Bangladesh's Iftar distribution event for the underprivileged	Bangladesh News	Link
4	দুস্থদের মাঝে এরিনা অফ ভালারের ইফতার বিতরণ	RisingBD.com	Link
5	দুস্থদের মাঝে ইফতার বিতরণ করেছে এরিনা অফ ভালার, বাংলাদেশ	TechZoom.Tv	Link
6	দুস্থদের মাঝে ইফতার বিতরণ করেছে এরিনা অফ ভালার, বাংলাদেশ	Saradin.news	Link
7	AOV Bangladesh arranges an Iftar distribution event for the underprivileged	Bangladesh Post	Link
8	এরিনা অফ ভালার উদ্যোগে দুস্থদের ইফতার বিতরণ	Computer Jagat	Link
9	AOV Bangladesh arranges an Iftar distribution event for the underprivileged	The Statement 24	Link
10	এরিনা অফ ভালার বাংলাদেশ-এর উদ্যোগে ইফতার বিতরণ	Bangla Pratidin	Link
11	এ ও ডি (এরিনা অফ ভালার) বাংলাদেশ এর আয়োজনে দুস্থদের মাঝে ইফতার বিতরণ কর্মসূচি	cnewsvoice.com	Link
12	এওডি বাংলাদেশর আয়োজনে দুস্থদের মাঝে ইফতার বিতরণ	Desh Rupantor	Link
13	এরিনা অফ ভালার বাংলাদেশের আয়োজনে দুস্থদের মাঝে ইফতার বিতরণ	News24.com	Link
14	AOV Bangladesh distributes iftar among unprivileged	News Times	Page-3
15	এরিনা অফ ভালারের উদ্যোগে দুস্থদের মাঝে ইফতার বিতরণ	Alokito Bangladesh	Page-8
16	এরিনা অফ ভালার থেকে ইফতার সামগ্রী বিতরণ	Manobzamin	Page-19

Appendix 2

AOV Bangladesh has successfully hosted AIC SA Qualifiers in Bangladesh .xlsx

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No.	Title	Media Outlet	Link
1	চ্যাম্পিয়ন মিয়ানমারের দল	Prothom Alo	Link
2	এরিনা অফ ভ্যালর এর আই সি সাউথ এশিয়া কোয়ালিফায়ারের আয়োজন সম্পন্ন	Bangla Pratidin	Link
3	বাংলাদেশে আন্তর্জাতিক ই-স্পোর্টস	Daily Janakantha	Link
4	Arena of Valor regional contest held at ICCB	Daily Sun	Link
5	এরিনা অফ ভ্যালরের সাউথ এশিয়া কোয়ালিফায়ারের আয়োজন সম্পন্ন	Rising BD	Link
6	এ আই সি সাউথ এশিয়া কোয়ালিফায়ার্স এর আয়োজন সম্পন্ন	newsq24	Link
7	এ আই সি সাউথ এশিয়া কোয়ালিফায়ার্স এর সফল আয়োজন সম্পন্ন	saradin.news	Link
8	এরিনা অফ ভ্যালর এর সাউথ এশিয়া কোয়ালিফায়ার্স অনুষ্ঠিত	sangbad.net.bd	Link
9	শেষ হলো এরিনা অফ ভ্যালর এর আই সি সাউথ এশিয়া কোয়ালিফায়ার্স	bonkbarta.net	Link
10	AOV Bangladesh Hosts AIC South Asia Qualifiers	The News Times BD	Link
11	এরিনা অফ ভ্যালর এর আই সি সাউথ এশিয়া কোয়ালিফায়ার্স এর সফল আয়োজন সম্পন্ন	The Daily Dhaka Report	Link
12	এরিনা অফ ভ্যালর এর আই সি সাউথ এশিয়া কোয়ালিফায়ার্স এর সফল আয়োজন সম্পন্ন	cnewsvoice.com	Link
13	৭৫ লাখ টাকা পুরস্কারের ই-স্পোর্টস টুর্নামেন্ট বাংলাদেশে	Desh Rupantor	Link
14	AOV Bangladesh hosts AIC SA Qualifiers with Tk75 lakh Prize Pool	New Age	Link
15	এআইসি সাউথ এশিয়া কোয়ালিফায়ার্স সম্পন্ন	Alokito Bangladesh	Link
16	এরিনা অফ ভ্যালর এর আই সি সাউথ এশিয়া কোয়ালিফায়ার্স এর সফল আয়োজন সম্পন্ন করলো	Tech Jano	Link
17	এরিনা অফ ভ্যালর বাংলাদেশ	Tech Sangabad	Link
18	AOV Bangladesh organises AIC SA qualifiers with BDT 75 Lakhs Prize pool	The Daily Star	Link
19	এরিনা অফ ভ্যালরের সাউথ এশিয়া কোয়ালিফায়ারের আয়োজন সম্পন্ন	Samakal	Link
20	অনলাইন বাটল এরিনা : রানসংগ্রহ বাংলাদেশের টিম মার্চিস কুটি ফোর্স ডিমেন্টরস	Digibangla tech	Link
21	AOV BD hosts AIC SA Qualifiers with Tk 75 Lakh Prize Pool	Daily Observer	Link

Appendix 3

Bangladesh To Host AIC SA Qualifiers With 75 Lakh BDT Prize Pool .xlsx

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No.	Title	Link
1	Bangladesh is hosting AIC SA Qualifiers with 75 Lakh BDT Prize Pool	Link
2	Bangladesh hosts AIC SA Qualifiers with Tk 75 Lakh Prize Pool	Link
3	এরিনা অব ভালার আয়োজনে বাংলাদেশ	Link
4	Bangladesh To Host AIC SA Qualifiers With 75 Lakh BDT Prize Pool	Link
5	Bangladesh is hosting AIC SA Qualifiers with BDT 75 Lakh Prize Pool	Link
6	Arena of Valor, Bangladesh hosts e-sports tournament in South Asia	Link
7	এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার আয়োজন করতে যাচ্ছে বাংলাদেশ	Link
8	এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার আয়োজন করতে যাচ্ছে বাংলাদেশ যার পুরস্কার মূল্য ৭৫ লাখ টাকা	Link
9	Bangladesh is hosting AIC SA Qualifiers with 75 Lakh BDT Prize Pool	Link
10	এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার আয়োজন করতে যাচ্ছে বাংলাদেশ যার পুরস্কার মূল্য ৭৫ লাখ টাকা	Link
11	Int'l e-sport contest kicks off today	Link
12	এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার আয়োজন করতে যাচ্ছে বাংলাদেশ	Link
13	৭৫ লাখ টাকা পুরস্কারের এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার হচ্ছে বাংলাদেশে	Link
14	ঢাকায় চলছে আন্তর্জাতিক ই-স্পোর্টস প্রতিযোগিতা	Link
15	AIC South Asia Qualifiers begins	Link
16	এআইসি সাউথ এশিয়া ক্যাম্পিফায়ারের পুরস্কার ৭৫ লাখ টাকা	Link
17	এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার আয়োজন করতে যাচ্ছে বাংলাদেশ	Link
18	এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার আয়োজন করতে যাচ্ছে বাংলাদেশ	Link
19	৭৫ লাখ টাকা পুরস্কারের এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার হচ্ছে বাংলাদেশে	Link
20	৭৫ লাখ টাকা পুরস্কারের এআইসি সাউথ এশিয়া ক্যাম্পিফায়ার হচ্ছে বাংলাদেশে	Link
21	৩ মার্চ এআইসি সাউথ এশিয়ার ফাইনাল রাউন্ড বসুন্ধরায়	Link

Appendix 4

Students returning to the campus through IUB SETS Fest 2022 .XLSX ☆ 📄 🌐

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No.	Title	Link
1	First-ever SETS fest held at IUB	Link
2	আইইউবি সেটস ফেস্ট এর মাধ্যমে নতুন উদ্যমে ক্যাম্পাসে ফিরছে ছাত্র-ছাত্রীরা	Link
3	আইইউবি সেটস ফেস্টের মাধ্যমে নতুন উদ্যমে ক্যাম্পাসে ফিরছে ছাত্র-ছাত্রীরা	Link
4	IUB To Host First-Ever SETS Fest 2022	Link
5	আইইউবি সেটস ফেস্ট-২০২২ এর মাধ্যমে নতুন উদ্যমে ক্যাম্পাসে শিক্ষার্থীরা	Link
6	মঞ্চ মাতলে ওয়ারফেজ ও আশেজ	Link
7	আইইউবিতে সশরীরে ক্লাস শুরু	Link
8	Students returning to the campus through IUB SETS Fest 2022	Link
9	কোভিডের মাথা সবাই যেন নিরাপদ থাকে সে বিষয়ে শিক্ষার্থীদের দায়বদ্ধতা হতে হবে ৥ আইইউবি উপাচার্য	Link
10	IUB hosts SETS Fest 2022 celebrating students' return to campus	Link
11	IUB hosts 'SETS Fest 2022' to celebrate offline academic life	Link
12	আইইউবি সেটস ফেস্টের মাধ্যমে ক্যাম্পাসে ফিরছে শিক্ষার্থীরা	Link
13	একাডেমিক কার্যক্রম চালু হওয়া উপলক্ষে আইইউবি সেটস ফেস্ট	Link
14	Students returning to the campus through IUB SETS Fest 2022	Link
15	Students returns to campus with enthusiasm	Link
16	আইইউবি সেটস ফেস্ট ২০২২ এর মাধ্যমে নতুন উদ্যমে ক্যাম্পাসে ফিরছে ছাত্র-ছাত্রীরা	Link

Appendix 5

পেপারফ্লাই ১০২ কোটি টাকার বিনিয়োগ নিশ্চিত করেছে বাংলাদেশের কুরিয়ার খাতকে আরও ডিজিটালকরণের উদ্দেশ্যে

সারাদেশ ব্যাপী দোরগোড়ায় ডেলিভারি প্রদানে পথিকৃৎ এবং অগ্রগণ্য প্রযুক্তি-নির্ভর লজিস্টিকস কোম্পানি পেপারফ্লাই দেশের কুরিয়ার ইন্ডাস্ট্রির ডিজিটাল যুগের শুভসূচনা ঘটতে যাচ্ছে। এই উদ্দেশ্যে কোম্পানিটি ভারতের অন্যতম প্রধান প্রযুক্তি-নির্ভর ই-কমার্স লজিস্টিকস সল্যুশন প্রদানকারী প্রতিষ্ঠান ইকম এক্সপ্রেসের কাছ থেকে আরো ১০২ কোটি টাকার বিনিয়োগ নিশ্চিত করেছে।

২০১৬ সালে শাহরিয়ার হাসান, রাজিবুল ইসলাম, রাহাত আহমেদ এবং শামসুদ্দীন আহমেদ - মিলে পেপারফ্লাই প্রতিষ্ঠা করেন। পেপারফ্লাই বাংলাদেশের প্রথম প্রযুক্তি-নির্ভর লজিস্টিকস কোম্পানি যা সারা দেশব্যাপী সেবা প্রদান করছে। গত ৬ বছরে পেপারফ্লাই দেশের ই-কমার্স লজিস্টিকস ইন্ডাস্ট্রিতে বৈপ্লবিক পরিবর্তন সাধন করেছে। প্রবর্তন করেছে দেশব্যাপী দোরগোড়ায় ডেলিভারি, দ্বারপ্রান্ত থেকেই পণ্য সংগ্রহ, দ্রুততম মিড-মাইল নেটওয়ার্ক, অ্যাপ সমন্বয়করণ, ক্যাশবিহীন মূল্য পরিশোধ এবং আরো অনেক কিছু। গত বছরের সেপ্টেম্বরে, কোম্পানিটি তার প্রথম চুক্তি বি টু বি স্থানীয় কুরিয়ার ও পার্সেল শিল্পকে লক্ষ্য করে, ডোর টু ডোর এক্সপ্রেস ডেলিভারি পরিসেবা চালু করেছে এবং অসাধারণ প্রতিক্রিয়া পেয়েছে। এই পদক্ষেপের মধ্য দিয়ে, পেপারফ্লাই বাংলাদেশে এক্সপ্রেস (কুরিয়ার) ডেলিভারি পরিসেবাগুলোতে বিপ্লব আনতে এবং পুনরায় সংজ্ঞায়িত করতে চায়। এখন পর্যন্ত কোম্পানির যাত্রা দূরদর্শী এবং এর জন্য দলের দক্ষতা এবং উদ্দীপনার মাধ্যমে অভিজ্ঞ প্রতিষ্ঠাতাদের নেতৃত্বে নতুন যুগের লজিস্টিক তৈরি করা।

এই নতুন বিনিয়োগ দেশব্যাপী আরো একটি শক্তিশালী নেটওয়ার্ক গড়ে তুলতে সহায়ক হবে, যা কিনা কুরিয়ার ও পার্সেল ইন্ডাস্ট্রির সকল প্রয়োজনের সাথে সামঞ্জস্যপূর্ণ করে সাজানো হবে এবং সেই সাথে দ্রুত বর্ধনশীল ই-কমার্স ডেলিভারি খাতের কথাও লক্ষ্য রাখা হবে।

কোম্পানিটি দেশীয় প্রতিভা ও মেধা কাজে লাগিয়ে তার নিজস্ব আই ও টি সল্যুশনসের ক্ষেত্রেও বিনিয়োগ করারও পরিকল্পনা করছে। এতে শুধু ইন্টেলিজেন্ট প্রযুক্তি কাজে লাগিয়ে দ্রুততর ডেলিভারি নিশ্চিত হবে না, দেশের নিজস্ব হার্ডওয়্যার ইন্ডাস্ট্রিও উপরে উঠে আসার সুযোগ পাবে। পেপারফ্লাই এই ক্ষেত্রে উন্নততর সাপ্লাই চেইন এবং লজিস্টিকস প্রক্রিয়ায় আরো গতি আনা এবং ওয়্যারহাউস, পরিপূর্ণতা ও নেটওয়ার্ক অপারেশনের জন্য পরিবর্তনশীল ও সহজে ভিন্নতা আনা যায় এমন সব সল্যুশনস গ্রহণ করার মাধ্যমে ব্যাপক পরিবর্তন আনতে চায়।

বাংলাদেশ ই-কমার্স বাজারের মূল্যমান ২০২১ সালে ২ বিলিয়ন মার্কিন ডলারের বেশি ছিল এবং এ মূল্য আগামী কয়েক বছরে দ্বিগুণ আকার ধারণ করবে বলে ধারণা করা হচ্ছে। আবার দেশের কুরিয়ার মার্কেটে বর্তমান সময়ে বছরে ১২০০ কোটির লেনদেন হচ্ছে কিন্তু এই খাতে প্রয়োজন অনুযায়ী সেবা প্রদান এবং উন্নত আধুনিক প্রযুক্তিগত অভাব রয়েছে। এর ফলে এ খাতের বৃদ্ধি ও উপযোগিতা ব্যাহত হচ্ছে। পেপারফ্লাই এ জট খুলে ফেলার এবং লজিস্টিকস সংক্রান্ত সকল ভোগান্তির অবসান ঘটতে কার্যকর ভূমিকা পালন করার পরিকল্পনা করছে।

Appendix 6

Socially responsible business behavior and environmentally sustainable business practices are the upstanding business reasons that companies should follow in order to make the companies more public-spirited, devote time and resources to environmental sustainability, responsibility initiatives, and good corporate citizenship.

Following these kinds of business practices, it can be beneficial in several ways. For instance, if a corporation tries to maintain corporate social responsibility (CSR) and give emphasis on environmentally sustainable business practices, then this can lead to increased buyer patronage. This may also give an edge in appealing to consumers who prefer to do business with companies that are good corporate citizens. Companies like Ben & Jerry's, Keurig Green Mountain, Patagonia, Stonyfield Farm, etc have expanded their customer bases because they showed visible and well-publicized activities as socially conscious companies. Gradually more companies are recognizing the social responsibility strategies that reach out to people of all cultures and demographics (women, retirees, and ethnic groups). Moreover, these practices are making the corporations or companies have an all-over positive reputation.

Even though there are already many big corporations who are already following these practices, there are a good number of examples where big corporations had to move to this path after facing difficulties for not being a part of this practice before. For instance, the Coca-Cola lawsuit case back in 2003. Coca-Cola was ordered to stop drawing groundwater when a court found that for bottling plant supplies most of southern India's environment was running. For 608 days a thousand local families protested by claiming that the plant is drawing so much water, it is turning their rice paddies into a desert and killing their coconut palms which lead the action to happen. As a result, Coca-Cola faced the threat where they had to close a 16-hectare (40-acre) Coca-Cola plant in Kerala, southern India. 2010 report of a High Power Committee recommended that the company was liable for US\$48 million in damages. (Source: <https://www.business-humanrights.org/en/latest-news/coca-cola-lawsuit-re-india/>)

After this controversial incident, Coca-Cola made changes in its strategic plans and started giving more focus and emphasis on the environment. As of now, they are focusing on CSR and the environment, and for the last six years, they were able to meet and exceed their 2020 replenishment goal. They continued to improve their efficiency of water use and now they need only 1.84 liters of water per liter of the final product which is a 19% improvement compared to 2010. This gave a good edge in their product and packaging portfolio. For instance, they are now producing more diverse product ranges and they are making smaller and refillable packages that require more frequent cleaning and rinsing, which limits the water efficiency in bottling production. So, Coca-Cola is now benefiting due to its water efficiency.

Other than that, they are also focusing on plastic wastage, climate, and sustainable agriculture which is also giving them an upper hand to have a more positive and responsible image to customers and society. Consumers and corporations are now aware of their concern about the environment and this is also beneficial for business as well.

(Source: <https://www.coca-colacompany.com/content/dam/journey/us/en/reports/coca-cola-business-environmental-social-governance-report-2020.pdf>)

As of now Coca Cola has a strong commitment to socially responsible behavior and reduces the risk of reputation-damaging incidents, so they have less risk of reputation-damaging incidents

like the previous one. In addition, consumer, environmental, and human rights activist groups are quick to criticize businesses, so Coca-Cola's concern about the environment and their CSR are giving positive messages to them and also onto the media and internet.

Appendix 7

কনক কে সাবলম্বী করলো অনলাইন প্ল্যাটফর্ম লাটুটু

গ্রামীণ তরুণ প্রজন্মের মাঝে আর্থ-সামাজিক উন্নয়নে প্রযুক্তিগত অগ্রগতির ইতিবাচক প্রভাব

রাজধানী থেকে তো বটেই, মূল শহরাঞ্চল থেকে বেশ দূরে ঠাকুরগাঁও এর প্রত্যন্ত একটি এলাকায় বাস অত্যন্ত মেধাবী, উদ্যমী ও পরিশ্রমী ২৫ বছর বয়স্ক তরুণী শবনম শারমীন কনক এর। মাতক পর্যায়ে পড়াশোনার পাট চুকিয়ে খুঁজছিলেন যেকোন ধরনের উপযুক্ত চাকরির সুযোগ। কিন্তু চাকরি খুঁজলেও তার সবসময়ই আকাঙ্ক্ষা ছিল নিজের কোন একটি উদ্যোগ গড়ে নিজের মতো করে ব্যবসা পরিচালনা করার। তবে নানা রকম দ্বিধা ও শংকা কাজ করছিল তার মাঝে এ ব্যাপারে। বিশেষত মূলধনের ব্যাপারটি এবং সেইসাথে ব্যবসায় উদ্যোগটি কোথা থেকে কিভাবে পরিচালিত হবে, অনলাইন ব্যবসা শুরু করলে ক্রেতাদের আস্থা অর্জন, পণ্যের বিপণন নিশ্চিত করা, লেনদেনের অর্থের নিরাপদ ট্রানজেকশন, লজিস্টিকস ব্যবস্থা- এমন সকল বিষয়েই কনকের মনে দোলাচল ও সংকোচ কাজ করছিল প্রবল ভাবেই। কিন্তু কথায় বলে, ইচ্ছা থাকলে উপায় হয়। তার অদম্য ইচ্ছাশক্তি আর উদ্ভাবনী ক্ষমতার সাথে অনন্য সহযোগী ভূমিকা রাখার উপযোগী একটি অভিনব অনলাইন প্ল্যাটফর্মের সন্ধান তিনি পেয়ে যান সামাজিক যোগাযোগ মাধ্যমেরই বদৌলতে।

কনক প্রথমেই অত্যন্ত বিস্ময় ও স্বস্তির সাথে লক্ষ্য করেন যে, এই অনলাইন প্ল্যাটফর্মটি একেবারেই আলাদা রকমের কারণ এখানে কোন ব্যামেলা বা নিজস্ব মূলধন ছাড়াই সম্পূর্ণ নিজের উদ্যোগে নিজের পছন্দমতো পণ্যের সমাহার সাজিয়ে নিজের পছন্দসই অনলাইন স্টোর খোলা যায়। এবং এই কাজটি অনায়াসে শুধুমাত্র ইন্টারনেট সংযোগ থাকলেই দেশের যেকোন প্রান্ত থেকে যে কেউ করতে পারেন এই অনলাইন প্ল্যাটফর্মে রেজিস্টার করার মাধ্যমে। এভাবেই দেশের প্রত্যন্ত অঞ্চলে ডিজিটাল বাংলাদেশের অন্যতম অগ্রগণ্য রূপকার ডটলাইন্স গ্রুপের অনন্যসাধারণ উদ্যোগ লাটুটু অনলাইন প্ল্যাটফর্মের মাধ্যমে কনকের মতো বহু সম্ভাবনাময় ও উদ্যমী তরুণ তরুণীদের জীবন বদলে যাওয়ার শুভারম্ভ ঘটে চলেছে জোরকদমে।

Translation:

The online platform Lattu supported Kanak

The positive impact of technological advancement in socio-economic development among rural youth

Shabnam Sharmin Kanak, a very talented, energetic, and hardworking 25-year-old girl, lives in a remote area of Thakurgaon, far away from the capital and the main urban area. After completing her undergraduate studies, she was looking for a suitable job opportunity. But even though she was looking for a job, she always wanted to start her own business. However, there were several hesitations and fears inside her in this regard. Especially the matter of capital as well as where and how the business venture will be conducted, starting an online business and gaining the trust of buyers, ensuring product marketing, secure transaction of transaction money, logistics system- things like these were strongly making Kanak's mind feel indecisive and hesitant. But there is a saying that, if there is a will, there is a way. With his indomitable will and innovative ability, she found an extraordinary online platform suitable for a unique collaborative role, thanks to social media.

Konak first noticed with great surprise and relief that this online platform is quite different because here a person can open his or her favorite online store by arranging a collection of products of their choice on their own initiative without any hassle or capital. And this work can be done easily by anyone from any part of the country just by having an internet connection by registering on this online platform. In this way, the unique initiative of Dotlines Group, one of the pioneers of Digital Bangladesh in remote areas of the country, has started to change the lives of many promising and enthusiastic young generations like Kanak through Lattu Online Platform.

Appendix 8

রাজধানী, এমনকি মূল শহরাঞ্চল থেকেও বেশ দূরে ঠাকুরগাঁও এর প্রত্যন্ত একটি এলাকায় থাকেন অত্যন্ত মেধাবী, উদ্যমী ও পরিশ্রমী ২৮ বছর বয়সী তরুণ সঞ্জয় পাল। চাকরি খুঁজলেও তার সবসময় আকাঙ্ক্ষা ছিল নিজের কোন একটি উদ্যোগ গড়ে নিজের মতো করে ব্যবসা পরিচালনা করার। তবে নানা রকম দ্বিধা ও শঙ্কা কাজ করছিল তার মাঝে এ ব্যাপারে। বিশেষত মূলধনের ব্যাপারটি এবং সেইসাথে ব্যবসার কার্যক্রম কোথা থেকে কিভাবে পরিচালিত হবে, অনলাইন ব্যবসা শুরু করলে ক্রেতাদের আস্থা অর্জন, পণ্যের বিপণন নিশ্চিত করা, লেনদেনের অর্থের নিরাপদ ট্রানজেকশন, লজিস্টিকস ব্যবস্থা- এমন সকল বিষয় সম্পর্কে সঞ্জয়ের মনে সংকোচ কাজ করছিল প্রবলভাবে। ইচ্ছা থাকলে উপায় হয় এই কথাটির বাস্তব রূপ দিয়েছেন সঞ্জয় তার অদম্য ইচ্ছাশক্তি আর উদ্ভাবনী ক্ষমতার মাধ্যমে। কিন্তু এর সাথে অনন্য সহযোগী ভূমিকা রাখার উপযোগী একটি অভিনব অনলাইন প্ল্যাটফর্মের সন্ধান তিনি পেয়ে যান ইন্টারনেটে সামাজিক যোগাযোগ মাধ্যমের বদৌলতে।

Translation:

Sanjay Pal, a very talented, energetic, and hard-working 28 years old lives far away from the capital and even the main urban area, in a remote area of Thakurgaon. Although he was looking for a job, he always wanted to run his own business. However, in this regard, he had several hesitations and fears. Particularly, Sanjay hesitated about the issue of capital as well as where and how to conduct business, when starting an online business gaining the reliability of buyers, ensuring the marketing of products, secure transactions of transaction money, and logistics arrangements. If there is a will, there is a way. Sanjay has given a real form to this word through his indomitable willpower and innovative power.

Appendix 9

SHV Bangladesh

Vision:

We will provide reliable petroleum products (LPG) and services to all the customers with the assurance of sustainability and gradually become one of the best LPG providers in Bangladesh.

Mission:

Ensuring the satisfaction of our shareholders, partners, and employees by supporting them, and maintaining integrity in all our dealings. Also, taking responsibility for the community, and environment and making our products useful and accessible for all.

Appendix 10

MOU signed between BD HotDeal's & PaperflyBD hotDeal's products will be delivered nationwide by Paperfly within 24-48 hours

[Dhaka, 12 May 2022] BD HotDeals, an e-commerce platform has formally commenced its official partnership with Paperfly for nationwide high-speed doorstep delivery within 24-48 hours. Under this MOU Paperfly will provide BD HotDeal with all the logistic support for the distribution of their products to be delivered to the customers within Dhaka and also beyond the city.

The chairman of BDhotDeal's Md. Nojmul Sayadat and the Vice President of Paperfly, Md. Mesbaur Rahman recently signed an MOU in this regard. While BD hotDeal's CEO, Sheikh Aminur Rahman, and Director Isahaque Miah were also present on the occasion. Md. Mesbaur Rahman, Vice President of Sales and Md. Mahmudul Hasan, Key Accounts and Assistant Manager of Sales of Paperfly joined them, too.

BD Hot Deals is the world's first online platform where customers can find all of the current offers on products of their choice on a single platform. Consumers nowadays prefer to shop online by looking at offers or discounts on numerous e-commerce platforms. BD HotDeals has consolidated all of the offers into a single platform to ease the trouble of purchasing things from several websites. The best offers for everything from fashion, gazette, food, beauty and spa, fitness, resort booking, kitchen, home appliance, and electronics to lifestyle essentials will now be available on the platform. In addition to Bangladeshi offers, BD Hot Deals' website and mobile app will feature the finest deals from the UK and US.

The Chairman of BD hotDeal's Md. Nojmul Sayadat says "BDHotDeals will build a bridge between customers & retailers and search for the best local and global deals from brands worldwide. Paperfly will accelerate the reach of international products nationwide in Bangladesh. Now people can get great deals from the US & UK from anywhere in Bangladesh within 24 to 48 hrs".

In this context, Paperfly's Vice President Md. Mesbaur Rahman applauded BD hotDeal's for bringing the best deals from UK, USA & BD and bringing them directly without worrying about the shipping procedure that comes with it. Focusing on the strength of the logistic venture he also added that "Paperfly is well-known for high-speed doorstep pickup and doorstep delivery of any size of products within 24 to 48 hours all over Bangladesh with the strength of 216 delivery points across the country".

As the strongest tech-bound logistic network, Paperfly has over 200 points to deliver any size products to anywhere all across the country within 24-48 hours, among which covering over 25 district doorstep delivery within the shortest 24 hours timeline. Starting from the time of its inception Paperfly has completed almost 10 million successful deliveries nationwide. These deliveries were not limited to main cities and villages only but also reached remotest areas like Sandwip, Teknaf, Ukhya, etc.

Appendix 11

দেশ জুড়ে সকলের দোরগোড়ায় দ্রুততম ডেলিভারির জন্য 'বিডি হটডিল' পেপারফ্লাইয়ের সাথে একসঙ্গে যাত্রা শুরু

[ঢাকা, ১২ মে ২০২২] দেশীয় ই-কমার্সের জগতের সর্বাধিক প্রযুক্তিনির্ভর লজিস্টিক প্রতিষ্ঠান পেপারফ্লাই এর সঙ্গে এবং এখন থেকে 'বিডি হটডিল', একটি ই-কমার্স প্ল্যাটফর্মের দেশব্যাপী ২৪-৪৮ ঘণ্টার ভেতরে দ্রুততম সময়ের মধ্যে পণ্য ডেলিভারির অঙ্গীকার নিয়ে একসাথে কাজ করার আনুষ্ঠানিক যাত্রা শুরু হলো। এই চুক্তি অনুযায়ী, পেপারফ্লাই 'বিডি হটডিল' কে তাদের সকল পণ্য বিপণনের উদ্দেশ্যে ঢাকা নগরী ও ঢাকার বাইরের সম্ভাব্য সকল ক্রেতাদের দোরগোড়ায় পৌঁছে দেয়ার জন্য সব রকমের লজিস্টিক সহায়তা দেওয়ার ব্যাপারে প্রতিশ্রুতিবদ্ধ হয়েছে।

বিডি হটডিলের চেয়ারম্যান মোঃ নজমুল সায়াদাত এবং পেপারফ্লাইয়ের ভাইস প্রেসিডেন্ট মোঃ মেসবাহুর রহমান সম্প্রতি এ বিষয়ে একটি চুক্তি স্বাক্ষর করেছেন। অনুষ্ঠানে আরও উপস্থিত ছিলেন 'বিডি হটডিল' এর সিইও শেখ আমিনুর রহমান এবং পরিচালক ইসহাক মিয়া। তাদের সাথে আরও উপস্থিত ছিলেন ভাইস প্রেসিডেন্ট (সেলস) মোঃ মেসবাহুর রহমান এবং পেপারফ্লাইয়ের প্রধান হিসাব ও সহকারী ব্যবস্থাপক (সেলস) মোঃ মাহমুদুল হাসান।

'বিডি হটডিল' বিশ্বের প্রথম অনলাইন প্ল্যাটফর্ম যেখানে গ্রাহকরা একটি একক প্ল্যাটফর্মে তাদের পছন্দের পণ্যের সমস্ত অফার খুঁজে পেতে পারেন। আজকাল অসংখ্য গ্রাহকরা ই-কমার্স প্ল্যাটফর্মের অফার বা ডিসকাউন্ট দেখে অনলাইনে কেনাকাটা করতে পছন্দ করেন। বিভিন্ন ওয়েবসাইট থেকে পণ্য কেনার ঝামেলা কমাতে 'বিডি হটডিলস' সমস্ত অফারকে একটি একক প্ল্যাটফর্মে একত্রিত করেছে। ফ্যাশন, গ্যাজেট, খাবার, বিউটি এন্ড স্পা, ফিটনেস, রিসোর্ট বুকিং, রান্নাঘর, হোম অ্যাপ্লায়েন্স এবং ইলেকট্রনিক্স থেকে শুরু করে নিত্যদিনের প্রয়োজনীয় জিনিসগুলোর জন্য সেরা সব অফার এখন এই প্ল্যাটফর্মে পাওয়া যাবে। বাংলাদেশী অফার ছাড়াও, 'বিডি হটডিল' এর ওয়েবসাইট এবং মোবাইল অ্যাপে যুক্তরাজ্য এবং আমেরিকার সেরা ডিলও থাকবে।

'বিডি হটডিল' এর চেয়ারম্যান মোঃ নজমুল সায়াদাত বলেন, "বিডি হটডিলস গ্রাহক ও খুচরা বিক্রেতাদের মাঝে সেতুবন্ধন তৈরি করবে এবং বিশ্বব্যাপী ব্র্যান্ডের স্থানীয় ও বিশ্বব্যাপী সেরা ডিল খুঁজে বের করবে। পেপারফ্লাই বাংলাদেশে দেশব্যাপী আন্তর্জাতিক পণ্যের সহজলভ্যতাকে আরও বৃদ্ধি করবে। এখন মানুষ ২৪ থেকে ৪৮ ঘণ্টার মধ্যে বাংলাদেশের যেকোনো জায়গায় বসে আমেরিকা এবং যুক্তরাজ্য থেকে দারুণ সব ডিল পেতে পারে।"

এই প্রসঙ্গে, পেপারফ্লাইয়ের ভাইস প্রেসিডেন্ট মোঃ মেসবাহুর রহমান সাধুবাদ জানিয়ে শিপিং পদ্ধতির বিষয়ে চিন্তা না করে সরাসরি যুক্তরাজ্য, আমেরিকা এবং বাংলাদেশ থেকে সেরা ডিল আনার জন্য 'বিডি হটডিল' এর প্রশংসা করেন। লজিস্টিক উদ্যোগের শক্তির উপর দৃষ্টি নিবদ্ধ করে তিনি আরও যোগ করেন "পেপারফ্লাই যে কোন আকারের পণ্য সারা বাংলাদেশে ২৪-৪৮ ঘণ্টার মধ্যে ২১৬টি ডেলিভারি পয়েন্টের শক্তি সহ উচ্চ গতির ডোরস্টেপ পিকআপ এবং ডোরস্টেপ ডেলিভারির জন্য সুপরিচিত।"

সবচেয়ে শক্তিশালী প্রযুক্তিনির্ভর লজিস্টিক নেটওয়ার্ক হিসেবে, পেপারফ্লাই-এর কাছে ২৪-৪৮ ঘণ্টার মধ্যে সারাদেশে যে কোনো আকারের পণ্য সরবরাহ করার জন্য ২০০টির বেশি পয়েন্ট রয়েছে, যার মধ্যে সবচেয়ে কম ২৪ ঘণ্টার টাইমলাইনে ২৫ টি জেলার ডোরস্টেপ ডেলিভারি রয়েছে। পেপারফ্লাই তার প্রতিষ্ঠার সময় থেকে শুরু করে দেশব্যাপী প্রায় ১০ মিলিয়ন সফল ডেলিভারি সম্পন্ন করেছে। এই ডেলিভারিগুলো এখন শুধুমাত্র প্রধান শহর এবং গ্রামে সীমাবদ্ধ নয়। সন্দ্বীপ, টেকনাফ, উখিয়া ইত্যাদি প্রত্যন্ত অঞ্চলেও পৌঁছে গেছে।

Appendix 12

নতুন অনলাইন প্ল্যাটফর্ম “লাট্টু”তে নিজেরা অনলাইন স্টোর খুলে নিজেরাই পণ্য বিপণন করার অভাবনীয় সুযোগ নিয়ে এল ডটলাইন্স বাংলাদেশ

[ঢাকা, ১০ মার্চ, ২০২২] ডটলাইন্স বাংলাদেশের নতুন উদ্যোগ “লাট্টু” নিয়ে এল এক অনন্য অনলাইন প্ল্যাটফর্ম, যেখানে যে কেউ নিজেই নিজের পছন্দমতো অনলাইন স্টোর খুলে খুব সহজে নিজেরাই পণ্য বিক্রয় করতে পারবে। এখানে একদিকে যেমন এই অনলাইন উদ্যোক্তাদের নিজস্ব পণ্য বা সেবা বিপণনের সুযোগ রয়েছে, তেমনি লাট্টু প্ল্যাটফর্মের অধীনে যে ২৫ হাজারেরও বেশি দেশি বিদেশি ব্র্যান্ডের উৎকৃষ্ট সব পণ্য রয়েছে তা থেকেও বেছে নিয়ে স্টোর শুরু করতে পারেন যে কেউ প্রোডাক্ট সোর্সিং এর ব্যামেলা ছাড়াই।

একেবারে নতুন ধরনের এই চমকপ্রদ অনলাইন প্ল্যাটফর্ম “লাট্টু” দেশের স্বনামধন্য ডটলাইন্স গ্রুপেরই একটি সহযোগী প্রতিষ্ঠান। ডটলাইন্স বাংলাদেশ এদেশের আনাচে কানাচে সর্বস্তরের মানুষের কাছে হাইস্পিড ও উচ্চসেবামান সম্পন্ন ইন্টারনেটের সর্বোচ্চ সুফল পৌঁছে দেয়ার উদ্দেশ্যে বিভিন্ন অভিনব প্রকল্পের আওতায় নিরলস পরিশ্রম করে যাচ্ছে। এরই ধারাবাহিকতায়, অতিমারীকবলিত হাজারো বেকার ও দুর্দশাপন্ন মানুষের জন্য জীবিকা নির্বাহের নিশ্চয়তার আশা নিয়েই “লাট্টু” প্ল্যাটফর্ম এর উৎপত্তি। ডিজিটাল বাংলাদেশ গড়ার প্রত্যয় নিয়ে জোরকদমে এগিয়ে চলা অগ্রগণ্য প্রতিষ্ঠান ডটলাইন্স গ্রুপ এর প্রতিষ্ঠাতা মাহাবুবুল মতিন এদেশের কাজ হারানো ও বেকার জনগোষ্ঠী যেন ইন্টারনেট ব্যবহার করে একটি অত্যাধুনিক ই-কমার্স প্ল্যাটফর্মে খুব সহজেই নিজেই স্টোর খুলে নিজেই পণ্য বিপণন করে স্বাবলম্বী হয়ে উঠতে পারে, এমন স্বপ্নেরই বাস্তব রূপ দিয়েছেন “লাট্টু” র মাধ্যমে।

লাট্টু প্ল্যাটফর্মের সবচেয়ে সুবিধাজনক ব্যাপারটি হচ্ছে, কোন রকম মূলধন না থাকলেও এখানে অনলাইন স্টোর খোলার সুযোগ রয়েছে। উপরন্তু, পণ্য অর্ডার হলে “লাট্টু” র পক্ষ হতেই উদ্যোক্তা পণ্য সংগ্রহ ও ডেলিভারি সহ সকল ধরনের লজিস্টিকস সেবা পেয়ে থাকেন। নির্ভুল automated ড্যাশবোর্ডের মাধ্যমে একাউন্টস বা হিসাবরক্ষণ সম্পন্ন হবার পর বিক্রির কমিশন ও আয় সরাসরি উদ্যোক্তাদের সংশ্লিষ্ট একাউন্টে চলে যায়। এই পুরো প্রক্রিয়াটি এক্সো সাপোর্ট যুক্ত অর্থাৎ এখানে “লাট্টু” একটি নিরপেক্ষ তৃতীয় পক্ষ হিসেবে পণ্য ডেলিভারি ও অর্থ ট্রানজাকশনের কাজটি করে। সারা দেশে লাট্টুর ১০ হাজারের বেশি উদ্যোক্তা প্ল্যাটফর্ম আছে, যার মাধ্যমে যে কেউ যেকোন সময় অনলাইন ব্যবসা শুরু করতে পারেন, নিজের ব্যবসার প্রসার ঘটাতে পারেন।

ডটলাইন্স গ্রুপের প্রেসিডেন্ট মাহাবুবুল মতিন বিশ্বাস করেন, লাট্টু প্ল্যাটফর্ম বাংলাদেশের অর্থনীতিতে উল্লেখযোগ্য অবদান রাখবে। তিনি বলেন, “১৮ কোটি মানুষের এই দেশে, মানুষের বেকারত্ব দূর করতে লাট্টু এক উদ্ভাবনী প্ল্যাটফর্ম। মানুষ এখন থেকে ঘরে বসেই কোনো রকম পুঁজি বিনিয়োগ না করে তার নিজস্ব নামে একটি অনলাইন স্টোর খুলে নিজের ব্যবসা শুরু করতে পারে যেকোন সময়”। মাহাবুবুল মতিন এই আশাবাদ ব্যক্ত করেন যে, “লাট্টু” আমাদের দেশের নারীদের আর্থিকভাবে স্বাবলম্বী হয়ে উঠার জন্য এক অভূতপূর্ব ভূমিকা পালন করবে।

ডটলাইন্স গ্রুপের অন্য সকল উদ্যোগের মতই “লাট্টু” একেবারে দেশের গ্রাম- শহর নির্বিশেষে সকল প্রত্যন্ত অঞ্চলে ইন্টারনেট প্রযুক্তির ব্যবহারের মাধ্যমে মানুষের জীবনমান উন্নয়নের একটি সোপান হিসেবে বিবেচিত হবার যোগ্যতা রাখে। অনলাইন ব্যবসায় উদ্যোগের সাহায্যে দেশের বিশাল সংখ্যক জনগোষ্ঠীর বেকারত্ব সমস্যা সমাধানের ডিজিটাল বিপ্লব ঘটাতে “লাট্টু” বাংলাদেশে একটি মাইলফলক প্ল্যাটফর্ম।

Translation:

Dotlines launches an online store on the new online platform "Lattu" where there is the unimaginable opportunity to open their own online store and market their products.

[Dhaka, March 10, 2022] DotLines Bangladesh's new initiative "Lattu" brings a unique online platform, where anyone can open their own store and sell their products. Here just as these online entrepreneurs have the opportunity to market their own products or services, on the other hand, anyone can start a store without having to worry about product sourcing by choosing from the top 25,000 local and foreign brands under Lattu Platform.

Lattu, a brand new online platform, is a subsidiary of the country's renowned Dotlines Group. Dotline Bangladesh is working tirelessly under various innovative projects to bring the highest benefits of high-speed and high-quality internet to people of all walks of life across the country. In continuation, the "Lattu" platform originated with the hope of ensuring livelihood for thousands of unemployed and miserable people. Mahabubul Matin, the founder of Dotlines Group, a leading organization working hard to build a digital Bangladesh, has dreamed of losing jobs and making the unemployed self-sufficient by using the internet to open stores and market their products easily on an e-commerce platform which was given through "Lattu".

The most convenient thing about the Lattu platform is that there is an opportunity to open an online store without any capital. In addition, when ordering products, the entrepreneur receives all kinds of logistics services, including product collection and delivery, on behalf of Lattu. Sales commissions and revenue go directly to the respective accounts of the entrepreneurs after the completion of the accounts or accounts through the accurate automated dashboard. This whole process involves escrow support, meaning that "Lattu" here handles product delivery and money transactions as a neutral third party. Lattu has more than 10,000 entrepreneurial platforms across the country, through which anyone can start an online business at any time, and expand their business.

The president of DotLine group Mahabubul Matin believes that Lattu platform can play a great role in the economy of Bangladesh. He said, "In this country of 160 million people, Lattu is an innovative platform for overcoming human unemployment. From now on, people can start their own business at any time by opening an online store in their own name without any investment from home." Mahabubul Matin expressed the hope that "Lattu" would play an unprecedented role in making the women of our country financially self-sufficient.

Like all other initiatives of DotLines Group, "Lattu" deserves to be considered as a stepping stone to improve the quality of life of the people through the use of internet technology in all the remote areas of the country, irrespective of village or town. Lattu is a milestone platform Bangladesh to bring about a digital revolution in solving the unemployment problem of a large number of people in the country through online business initiatives.

Appendix 13

Excel Telecom (Samsung) choose Paperfly to be their doorstep delivery Partner

[Dhaka, 29 May 2022] Excel Telecom, national distributor of SAMSUNG mobile in Bangladesh on boards Paperfly, Bangladesh's largest tech-enabled logistic network for high-speed doorstep delivery within 24-48 hours nationwide.

Excel Telecom Pvt. Ltd. is the authorized shop of SAMSUNG mobile in Bangladesh where only original Samsung Electronics products are available. They are determined to deliver the best mobile experience and service to their customers. Excel Telecom provides a wide range of products starting from featured phones to smartphones and flagship phones along with mobile accessories. They provide their service nationwide through 300+ retail stores.

Excel Telecom's General Manager of Finance & Accounts, Mr. Fakhru Islam, and Paperfly's Chief Marketing Officer Rahath Ahmed have signed an agreement in this regard recently.

Under this agreement, Paperfly, one of the leading e-commerce organizations and market leaders in Bangladesh will be taking care of nationwide home delivery services for Excel Telecom Pvt. Ltd. Utilizing the nationwide delivery network of Paperfly, Excel Telecom intends to bring every household in the country within their serving area.

During the signing ceremony, Excel Telecom Pvt. Ltd. authority personnel- Mr. Fakhru Islam (General Manager- Finance & Accounts), Mr. Mohammad Rezaul Haque Reza (General Manager- Operations), Md. Saifur Rahman Faquir (Assistant Manager-Logistics) was present there. Also from the end of Paperfly Private Limited, Rahath Ahmed (Co-founder & CMO), Jubayer Hossain (Assistant Manager-Courier & Cargo) & Ashequl Islam (Executive - B2B Sales) were present.

Paperfly co-founder & CMO Rahath Ahmed applauded Excel Telecom for establishing brand value in multiple industries and added that, "Paperfly is well-known for high-speed doorstep pickup and doorstep delivery of any size of products within 24 to 48 hours all over Bangladesh with the strength of 216 delivery points across the country."

As the strongest tech-bound logistic network, Paperfly has over 200 points to deliver any size products to anywhere across the country within 24-48 hours, among which covering over 25 district doorstep delivery within the shortest 24 hours timeline. Starting from the time of its inception Paperfly has completed almost 10 million successful deliveries nationwide. These deliveries were not limited to main cities and villages only but also reached remotest areas like Sandwip, Teknaf, Ukhya, etc.

Appendix 14

Clean Cookstoves:

According to WHO estimates, over 4.3 million die annually from Indoor Air Pollution (IAP) related issues globally. In Bangladesh alone - there are over 107,000 deaths annually because of IAP, the prime cause being traditional wood-fired stoves.

An Improved Cook Stoves (ICS) program in Bangladesh has helped install more than 1.6 million cleaner and more efficient cookstoves in homes around the country, leading to significant health benefits for women and children by helping reduce indoor air pollution drastically. The cookstoves have also helped families spend less on fuel (like firewood and dung), and have led to women spending less time in the kitchen.

Clean cooking through Cookstoves is a key driver of SDG success. By developing a thriving global market for clean and efficient cookstoves and fuels, there can be a significant transformation of the way the world cooks, saving lives, improving livelihoods, empowering women, and protecting the environment simultaneously. With a continued focus and targeted implementation efforts, clean cooking can directly deliver gains across 10 of the SDGs and contribute to an enabling environment for achieving the entire Agenda 2030. The benefits of clean cooking are:

1. Clean cooking is part of the basic services necessary to lead a healthy and productive life and saves households time and money
2. Efficient cookstoves reduce the amount of fuel needed to cook.
3. Reducing smoke emissions from cooking decreases the burden of disease associated with household air pollution and improves well-being, especially for women and children.
4. Unpaid work, including collecting fuel and cooking, remains a major cause of gender inequality.
5. Clean cooking is essential to addressing energy poverty and ensuring sustainable energy security for billions of people.
6. Energy access enables enhanced productivity and inclusive economic growth. The clean cooking sector offers many job opportunities.
7. Clean cooking addresses household and ambient air pollution, resource efficiency, and climate vulnerability.
8. Up to 25% of black carbon emissions come from burning solid fuels for household energy needs. Clean cooking solutions address the most basic needs of the poor, while also delivering climate benefits.
9. Up to 34% of wood fuel harvested is unsustainable, contributing to forest degradation, deforestation, and climate change.

Appendix 15

যমুনা ব্যাংক লিমিটেড তাদের নতুন TIA-942 স্ট্যান্ডার্ড Tier-III ডেটা সেন্টার উদ্বোধন করেছে

আজ যমুনা ব্যাংক লিমিটেড গুলশানে অবস্থিত তার নিজস্ব ভবনে নতুন TIA-942 স্ট্যান্ডার্ড Tier-III ডেটা সেন্টার উদ্বোধন করে। এর আগে যমুনা ব্যাংক লিমিটেড তাদের নতুন কোর ব্যাংকিং সিস্টেমকে রূপান্তরিত করেছে। এখন এই নতুন ডেটা সেন্টারের মাধ্যমে যমুনা ব্যাংক তার গ্রাহকদের জন্য আরো উন্নত ব্যাংকিং পরিসেবা প্রদান করবে।

যমুনা ব্যাংকের চেয়ারম্যান গাজী গোলাম আশরিয়া অনারস্বতর আনুষ্ঠানের মাধ্যমে এই ডেটা সেন্টারের উদ্বোধন করেন। এই অনুষ্ঠানে আরও উপস্থিত ছিলেন যমুনা ব্যাংক ফাউন্ডেশনের চেয়ারম্যান আলহাজ্ব নূর মোহাম্মদ, ব্যাংকের পরিচালক গাজী গোলাম মূর্তজা, মোঃ ইসমাইল হোসেন সিরাজী, মোঃ রেদোয়ান উল করিম আনসারী ও মোঃ সাইদুল ইসলাম। এছাড়াও ব্যাংকের ব্যবস্থাপনা পরিচালক ও সিইও জনাব মির্জা ইলিয়াস উদ্দিন আহমেদ সহ যমুনা ব্যাংকের অন্যান্য উচ্চপদস্থ কর্মকর্তারা উপস্থিত ছিলেন।

Translation:

* Jamuna Bank Limited Inaugurates their New TIA-942 Standard Tier-III Data Center *

Today, Jamuna Bank Limited inaugurated the new TIA-942 Standard Tier-III Data Center at their own building in Gulshan. Earlier, Jamuna Bank Limited had transformed its new core banking system. Now through this new data center, Jamuna Bank will provide more advanced banking services to its customers.

Gazi Golam Asharia, Chairman, Jamuna Bank inaugurated the data center through an unostentatious function. On the occasion Al-Haj Nur Mohammed, Chairman, Jamuna Bank Foundation, and Director, Jamuna bank Gazi Golam Murtoza, Md. Ismail Hossain Siraji, Md. Redwan-ul Karim Ansari and Md. Saidul Islam was present there. Also, Managing Director and CEO of Jamuna Bank Mr. Mirza Elias Uddin Ahmed, and other senior officials were present at the event.

Appendix 16

MNC employee-centric activities

1. Hold synthesis sessions:

In monthly "synthesis sessions," a leader in each department can discuss current challenges and successes as well as changes in market position(s). The first 15 minutes of the session should be led by the leader, who shares current opportunities and discusses future possibilities.

The remaining time is devoted to open discussion on any questions employees have about the organization and concerns that individuals may have about blockers to their ability to help the organization achieve its goals.

2. Ask employees to write their role description:

Ensuring there is alignment in job expectations starts from the first day of employment. On the first day at work, employees write down their understanding of their job's expectations. This is put aside to be reviewed about a month later when employees are again asked to write what they think their job description is. This time the question posed to them is, "If we were to hire someone else like you in this role in the future how would you describe the activities?"

The original job description and the more recently written job description are reviewed by and with the manager. If there is misalignment, the manager and employee are encouraged to discuss any adjustments that can be made. The manager is also encouraged to share learnings with HR to make any needed adjustments in the hiring process or to job descriptions. \

3. Thank you cards:

Organizations can provide thank you cards for people to complete and hand-deliver. This is a great way to reinforce your vision and values while acknowledging exemplary behaviors.

4. Events:

Having a schedule of events where employees are recognized for their work ensures intentionality and follow-through. They recognize good work and highlight what people are working on and how it's helping the organization deliver on its mission and work toward its vision.

5. The Wow! Wall:

There can be a 'the Wow! Wall' in the office of a company where people can post stories of when co-workers have gone above and beyond. The wall could be in a place where everyone passes around, so everyone read about the great work of their colleagues.

6. Offer personal coaching:

The company can offer personal trainers for professional help to some of their selective members so that those employees can be skilled more which will be beneficial for both parties. It will create a positive impact on the company, the employee will be satisfied and as the employee will gain more skills and efficiency then the company will get better results from their employee.

7. Hold stay interviews:

"stay interviews" as a way to re-engage with employees that are at risk of leaving. Employees are encouraged to discuss their career development needs as well as any blockers to their long-term success at the company.

At the team level, managers might wish to schedule stay interviews with employees when they hit their one-year mark so they know what is important to people and most likely to influence their decision to stay.

8. Create a system for employee-led teaching programs

Encourage employees to learn from each other. In one company their learning and development programs are taught by employees. These employees teach classes and workshops that range from extracurricular skills to those that are essential to their roles.

These employee engagement initiatives are the ultimate in active listening. By taking considered action that responds to employee feedback, the company can show they have both (figurative) ears open. This is the key to creating a great place to work.

9. Create an employee-centric culture in the company:

Here, the office environment should be flexible for both parties. The employees will have the freedom to share their ideas, creativity, and innovations with the senior positions. Employees in an employee-centric company culture feel safe making suggestions and challenging a structure they may feel is interfering with productivity and performance.

MNC activities that influence dealers:

1. Tax revenues:

The profitable MNC's are a major source for the dealers for tax revenues for the host company.

2. Providing the dealers with new skills, and expertise:

Through an MNC company with their skills, and expertise they could provide professional help for their employees and in this way, the quality of the labor force of the dealer will improve.

3. Training to the labor force of the dealer's side:

If the dealer is the host country and has a huge amount of workforce then the MNC can work on that. They can provide significant employment and training to the labor force by which the dealers gain satisfaction.

4. Technology Transfer:

Another important role of multinational corporations is that they transfer high sophisticated technology to developing countries which is essential for raising the productivity of the working class and enabling them to start new productive ventures requiring high technology.

5. Promotion of Exports:

Multinationals can play a significant role in promoting exports of a country in which they invest. As a result, this could be one of the lucrative reasons for the dealers to get interested to work with them. For example, in recent years, Japanese automobile company Suzuki made a large investment in Maruti Udyog in a joint collaboration with the Government of India. Maruti cars are not only being sold in the Indian domestic market but are exported in a large number to foreign countries.

Ways that companies influence their employees for socialization:

Socializing makes for a more efficient workforce in any company.

1. Share successes and failures:

Implementing this practice of sharing wins and failures maps out paths to future successes as well as supports analysis of problems in the work process. Daily, weekly, or monthly conversations with all employees and between employees will help people understand each individual's strengths and weaknesses. In turn, this can help achieve the company's goals, understand what hinders their realization, and make them become more social with each other.

2. Encourage each other:

This also refers to the points mentioned above, because sharing success, encouragement, or help in difficult times, and dealing with problems forms the most important part of social engagement at work. Such support must come naturally and without coercion from employees, as it also reflects the team's cohesion and unity. In this way, the internal company culture forms and can create a positive and pleasant work environment.

3. Organize volunteer programs:

Volunteering can be a crucial team-building strategy, and as any business owner knows, it takes time to build a team. This can be done in three horizons. If one company wants to organize a volunteer program twice a year then the first thing that needs to be done is that find something that makes sense for the company and later on, they can through a one-day event. For instance, Organizations like Habitat for Humanity are totally built for employee volunteering. As a result, the bonding of their employee is rigid and they have good socialization skills.

4. Organizing annual trips:

A company can arrange an annual trip for the employee so that they can spend some quality time together leaving their office desk. Through this process, they will not only get their mind refreshed but also the bonding among them will get stronger as they will have more chances to share with each other and the environment among the colleagues will be more friendly.

Menzies Aviation

- Menzies Aviation is a global provider of passenger, ramp, and cargo handling services.
- Headquarter: Edinburgh (1833), 188 years in business.
- They are providing logistics services at over 200 locations in 38 countries, across six continents.
- A logistics specialist serving the airline industry.
- Services: Ground Services, Air Cargo Services, Fuelling Services.
- IATA strategic partner
- Started working on sustainability strategies in 2020 and they are hoping to complete them by 2023.
- Cargo and distribution businesses in the Netherlands, USA, Australasia, Sweden, Norway, and South Africa.
- Business in Oceania, major UK contracts with British Airways, and the network expanded in Eastern Europe, South America, Australia, and New Zealand markets.

Revenue management of Hotels

Marketing Automation:

Marketing automation allows hotel marketers to create targeted and tailor-made campaigns, automate the booking process utilizing all available channels, and streamline processes that will increase Customer Lifetime Value (CLTV).

1. Through email marketing:

The third most common direct booking channel of 2020 in Europe is email marketing. An automated email marketing will keep the name of the hotel at the forefront of a new lead's mind, especially if they receive an email that utilizes the information they were interested in just a minute ago. Potential guests will be amazed, and repeaters will be encouraged to re-visit the hotel and may leave a good review.

2. Through an automated booking process:

The customers could chat with the customer service team when the booking assistant had no answer to the user's query, allowing the customer service team to deal with the real issue instead of wasting time. Due to the extra interaction and engagement, it encourages the users to visit the website, social media pages, blogs, posts, etc. of the hotel and it may create more interest for them to place a booking.

Sales Effectiveness:

1. **Segmentation:**

The need for segmentation is a consequence of diversity among clients (business travel and tourists, individuals and groups, domestic or foreign, etc.) and the services offered by the hotel (room categories, length, and conditions of stay, packages, etc.). Segmentation allows optimization of availability, rates, and revenues within individual segments of the hotel's services. Segmentation allows for optimization of availability, rates, and revenues within individual segments of the hotel's services.

2. **Sell the experience over the transaction:**

Providing a unique guest experience can become a part of a hotel's value proposition and staff should address customers' unmet needs and problems, and make an effort to make them feel like they are in for something special. There should be real-world evidence or customer reviews to help promote the unique offer that the hotel is providing. These will also attract more hotel guests and increase revenue.

3. **Rates:**

Revenue Management is a key tool for setting hotel room rates. The goal is to select the right product for the right customer and sell it at the right time for the right price. Setting the most beneficial hotel rates requires adopting a scientific approach, but nevertheless remains an art. Inadequate rates are a result of adopting an incorrect customer habits model. For example, may lead to lost opportunities for increasing hotel revenue. It is important to observe discipline when

introducing Revenue Management and to not bend under external pressure-lowering rates when faced with decreased demand, for example, may cause a spiral of rate drops in the market and have an impact on the long-term profitability of the hotel.

Data Analytics:

1. **Online Reputation Ranking:**

Before they book a hotel room, most customers will compare the online reputation scores of hotels available across various online booking platforms. People typically rank their stay experience based on factors such as ambiance, cleanliness, comfort, location, facilities, staff, value for money, etc. While a hotel will not have direct control over its reputation score, its service delivery standard will impact these factors. Revenue management strategies need to incorporate reputation data analytics to understand what's important to potential guests.

2. **Channel Management:**

Channel Management is a vital aspect of revenue management. With data analytics, a hotel can identify which channel is performing well, the region where the bookings are coming from, the prices at which a particular room category is sold on different channels, the booking pace of each channel, seasonality of bookings, etc. Analyzing the aforementioned information will help determine the marketing efforts on each channel, and how to derive maximum profitability from each channel and helps to engage in collecting more revenue.

Forecasting:

Forecasting is the most complex area of Revenue Management and is often based on complex calculations. It is also the hardest element of Revenue Management to implement. Effective usage of forecasting to boost sales and maximize revenues requires hotels to utilize a broad set of techniques. Simultaneously prepare demand forecasts, revenue forecasts, strategic forecasts, and operational forecasts. Each type of forecast serves a different goal and requires a different approach while having its own specific role in the overall maximization of hotel revenues.

Availability strategies:

Decisions regarding availability, coupled with a rate strategy, have a profound impact on hotel revenue and profitability. Offering a product meant for the right client at the right time is the key to success. It is also very important to effectively manage availability across all distribution channels and not focus solely on privileged clients.

Social networks and client opinions on the Internet:

Many hotel operators wonder how best to use the potential of social media and websites that allow customers to publish opinions. These media have a direct influence on the manner in which you conduct your business and the new modes of communication allow you to build and maintain more effective relationships with customers. Hotels must learn to use this to their advantage and those that do gain a competitive edge.

Measuring and analyzing the effectiveness:

That which can be measured is easier to achieve. This holds true for many sectors and is especially important in the hotel industry. Setting precise goals and comparing outcomes with objectives using appropriate indicators (KPI – key performance indicators) is crucial. Implementing a remuneration system that rewards individuals who contribute to hotel revenues are equally important. Employees will focus on increasing sales and maximizing profits if appraisals and remunerations are based on hotel revenue and profitability.

A Revenue Management strategy should set precise, achievable goals and outline a clear set of criteria used to determine whether they are being met. Each of the hotel's departments should be held accountable for lacking performance and be rewarded for successfully implementing the strategy.

Appendix 19

Suppose you are working in BRTA as an executive.

Due to the recent huge traffic conditions in Dhaka, please write a reflective article on how this is hampering our business and personal life. Also, suggest some points to solve the traffic congestion in Dhaka.

In my professional life working at BRTA, we face several issues regarding Dhaka traffic and we try our best to bring better solutions. Almost two years after the coronavirus pandemic, all the educational institutions have re-opened. On the other hand, there are several big projects on-road that include Metro Rail, Dhaka Elevated Expressway, Dhaka-Ashulia Elevated Expressway, etc. As a result, on one hand, the roads are facing more vehicles due to the full opening of every institution and office. On the other hand, due to these long-term projects, several roads have been narrowed down, some roads are blocked, and these are creating more traffic on the road. Also, the number of private cars is increasing, and with the advent of Ramadan, the roads are packed with public and private transport. These are the main reasons for the current traffic challenge. The consequence that happened is Dhaka's streets are steadily coming to a standstill. People are stuck on roads hours after hours which is hampering everyone's business and personal life.

However, wasting time on traffic is not the only damage that people are going through, there is more to it. Waiting on roads for an indefinite time in the scorching heat, blaring horns of vehicles, dust, and air pollution is harming our health and environment as well. In addition, due to the traffic congestion, our mental health is hampered as it is creating mental pressure and making people all stressed out. People are reaching the office late, the students are joining schools, colleges, and universities late. Another important fact is traffic jams are creating a shortage in public transport because now it is taking twice the time for the transport to complete a one-way trip. This is also creating pressure both physically and mentally on the majority of the people as they are dependent on public transportation.

The current traffic situation is so severe and its roots are so deep that they cannot be removed at once. So, we cannot prevent the problems at once, but come up with some solutions to cure some of them. For instance, all the educational institutions can provide buses for their students which will be a great initiative to decrease traffic. As most of the institutions do not provide buses so every single student has to come on their own. So, if the institutional buses are there then one vehicle can have the capacity to transport more students. Moreover, due to Ramadan and the upcoming Eid Ul Fitr, people are heading out to shopping malls every day. All the shopping malls should be open from 12 pm because in the morning when it is rush hour, people going shopping creates extra traffic. Other than that, BRTA should stop giving too many licenses to small vehicles as they are one of the major reasons causing traffic. The number of small vehicles is increasing more than the road capacity and creating heavy traffic.

Finally, it can be said that only taking these kinds of measures is not enough to make the problem resolved. Other than that we should all come forward to reduce the traffic situation as much as possible by following the traffic signals, not parking vehicles on the streets, and most importantly driving safely because like heavy traffic on road, road accidents are very common in our country.

Appendix 20

Blockbuster

In the late 80s, David Cook decided to attempt a venture into the movie video rental business, known as Blockbuster. Back in those days, Blockbuster was the largest video rental company who were extremely popular and had more than eighty thousand employees and over nine thousand stores worldwide. The attempt of creating such a system to rent movie videos was a great success for a long time. But eventually, they lost their glory and accomplishment to the competition in the market and some strategic setbacks.

As Blockbuster was obsessed with the new releases they knew that more people would go for the option where they would rent new movies as the movie won't be available in-store for the next 28 days. Other than that, their main strategy was to open stores all over the country as much as possible. This strategy gave them success for a while but at long last, it was getting harder for them to keep track of them. Due to this reason, they changed their plan and came up with another one which required more new movie releases and regulate the old ones to the back of the store. For this, the outcome was limited shelf space for the old titles and the new titles were limited in supply. This became one of the major setbacks for Blockbuster as they did not realize how much people wanted the old titles. This led a majority portion of the customers to be dissatisfied and they lost their credibility and customers.

Moreover, there were also some other issues where their wrong moves and careless planning made their business go down. They did not care about the customer's choices or what they want. For instance, their rigidness with late fees. The late fees were so high that it was more than 15% of Blockbuster's revenue during the retailer's heyday. They did not care about the customer's thoughts regarding this.

In the mid 90's Netflix came up with a business idea where a customer can rent a movie and keep it without any late fees. This was a game-changer for Netflix but Blockbuster ignored it. For that soon they start to lose customers and when they realize it that was too late. They decided to stop taking late fees but all the stores were not following the instruction. Because of the mismanagement of all the stores in the end, Blockbuster lost its position to Netflix.

Appendix 21

bKash

bKash is a part of the MFS (Mobile Financial Services) or mobile banking, and it is also known as 'M-Banking'. It is a part of our country's financial system, and the industry aims to provide services to an individual by using their mobile phone. For the customers, bKash enables banking services like paying bills, money transfers, mobile recharge, etc. bKash was founded in 2010, but for the last few years, it has been thriving all over the country in different sectors. Gradually bKash has taken its position in our daily life among people from every social class. However, this did not happen all of a sudden. Rather because of their schematic strategic plans, gradually but rapidly they flourished themselves.

However, the main strategy behind their success is creating a customer-driven marketing strategy. bKash follows a mass marketing segmentation where demographically they focus on occupation and income. People from business entrepreneurs to students, high- and low-level job holders, and all types of service holders are the demographically segmented customers for bKash. As the class difference create different attitudes and lifestyles among people and bKash has set different types of services according to that. For instance, bKash started with the working-class people by transferring money from village to city and vice versa. Later on, bKash took a step ahead by being a part of some of the best and most famous brands in Bangladesh. For instance, Aarong, Deshal, Ecstasy, La Reve, Apex, Bata, etc. So, this is how they connected themselves with people from different class and was able to meet their needs.

Moreover, bKash also gives attention to behavioral segmentation. Depending on the usage rate of the customers, it has divided its market into three groups with the status as non-user, potential users, and ex-user. As a result, it is easier for them to provide and show more services to the customers depending on their usage. Along with that, the money is transferred from a visa card or credit card directly on their bKash app and used the money for payment. This is another strong strategic approach that helped them to gain more customers.

As mobile is the easiest device for us to carry and use, so different services provided by bKash is another way for them to be beneficial. bKash is using mass marketing strategies to provide more services related to mobile banking for the whole market that they have targeted.

Appendix 22

IUB School of Engineering, Technology & Sciences Department welcomes students after University reopens to full capacity with SETSFest 2022

[Dhaka, 28 March, 2022] The School of Engineering, Technology & Sciences (SETS), IUB will host the first-ever 'SETSFest 2022' to celebrate the academic life of returning from online to offline after almost 2-years of a pandemic.

To introduce the new and returning students to university life, acclimate them to campus surroundings; and recreate an environment where students will again get the opportunity to interact face to face with their peers as well as their respective faculty members and rediscover their passion.

This event is a collaborative effort to bring 2000+ anticipated audiences, a total of 6 major segments of the event hosted by SETS and powered by the Department of CSE, IUB in sponsorship with Confidence Group and co-sponsored by ADN Telecom Limited. Also, Kaler Kantho, and Banglanews24.com as media partners, and Backpage PR is a PR partner.

To create and spread the hype of the SETSFest 2022 there will be some exciting events for the students on 30th and 31st March. The first day will start with the 'school performance' where a group of students will present a performance at the IUB Gallery. For the new students, the SETS and IUB will be introduced through various videos and presentations on the segment titled 'know your school'. In addition to that, there will be a 'Creative hub' which will be held on the ground floor from morning till evening. The exhibition will include, photography, painting, posters, projects, etc. Also, there will be two in-house bands to make the event more alive.

On the second day, the event will start with 'gamatix' for entertainment purposes where there will be audience-friendly gamers. Moreover, the 'cultural show' will take place in the evening.

The honorable chief guests are the Vice-Chancellor of IUB Prof. Tanweer Hasan, PhD, Prof. Yusuf Mahbulul Islam, Dean, School of Engineering, Technology & Science (SETS), and other faculty members from SETS. Also, other honorable mentions are Mishu Sabbir, BACCO President, BASIS President, e-CAB President, and Coding Crowd.

"We are really glad that our university life has shifted from online to offline again. We hope that this time we will be able to make our online campus much more effective and enjoyable for the students, but everyone has the collective responsibility to keep themselves and others safe," said Vice-Chancellor of IUB Prof. Tanweer Hasan, PhD.

"The decision of re-opening the university campus was much needed as it is high time we put ourselves together and build a better relationship between the students and faculty members of SETS," said Yusuf Mahbulul Islam, Dean, School of Engineering, and Technology & Science (SETS).

Appendix 23

Invitation for Brand Forum Event

It gives us immense pleasure to inform you that, to find the most aspiring and prominent innovations in Bangladesh, Bangladesh Innovation Conclave and Bangladesh Brand Forum are organizing the 3rd Bangladesh Innovation Award -2022.

The Dialogue will explore key components of Nation Branding and explore how we can share a new Bangladesh narrative globally. The Nation Brand Award will award the Best Organizations that have worked relentlessly to fight Covid-19 and to a public sector that has branded Bangladesh in a positive manner.

It gives us immense pleasure to inform you that, to recognize and support women's empowerment through Changing the Game, Women in Leadership (WIL) is organizing the 7th Women Leadership Dialogue & Inspiring Award-2022.

Appendix 24

Profiles of guests in IUB SETS Fest'22

Confidence Group

MR. AHMED ANWAR HASAN

Vice President - Business Development

DigiCon Telecommunication Ltd (MIME Internet) & Apple Communication Ltd (concern of Confidence Group)

He had a distinguished career in several industries. Obtained Bachelors of Science in Business Administration (BSBA), The Ohio State University, USA, and Masters in Business Administration (MBA), University of Nottingham, Nottingham, UK.

BACCO Group

Wahid Sharif

President, Bangladesh Association of Call Center and Outsourcing (BACCO)

Managing Director of Digicon Technologies Ltd., and Director of Bangladesh Employers Federation.

Former Manager MIS Administration of Placemark Investments.

He obtained his Bachelor's degree in Management Information Systems from the University of Texas at Arlington.

BASIS Group

Russell T Ahmed

President, Bangladesh Association of Software and Information Services (BASIS)

Chief Executive Officer of Champs21.com, and Founder & CEO of ClassTune.

Former Sr. Vice President of Bangladesh Association for Software and Information Services, Chief Marketing Officer of QUBEE [a Wimax company], and Chief Operating Officer of Aamra Networks Limited.

He obtained his Master of Business Administration (MBA) degree in Marketing from the Institute of Business Administration (IBA), University of Dhaka.

e-CAB Group

Shomi Kaiser

President, e-Commerce Association of Bangladesh.

Also, the Managing Director of Dhansiri Communications Ltd. She is a Bangladeshi Film Actress, Television Actress, Model & Film Producer who is known for her work in Bangladeshi cinema. In May 2017, Kaiser was elected as one of the directors of the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI). She was nominated in the election as a representative of the Sammilita Ganotantrik Parishad panel.

ADN Technologies Limited

Asif Mahmood

Chairman/Founder, ADN Telecom Ltd.

Managing Partner of SEAF Bangladesh Ventures, Chairman of InGen Technologies Limited (A Renewable Energy Company), and Chairman of Tech Valley Networks Limited.

He obtained his Bachelor of Engineering (B.ENG) from the National Institute of Technology Durgapur. He was also a student of Dhaka College and St Joseph High School.

Appendix 25

IUB SETS FEST'22

1. **Our Understanding**
2. Guests and Influencer
3. Creative videos
4. Merchandise
5. **Call for action: Photography, Painting, Poster Submission, Project Submission, Coding Competition**
6. Interactive booth for sponsors
7. PR Activity
8. Our previous PR engagement

1. **Our Understanding**

Due to the long pandemic, our lives were shifted from offline to online, and during this period **Independent University, Bangladesh (IUB)** has completed five semesters online. But now as we all have switched from online to offline again, and like every sector, the education sector has also re-open. So, there will be a welcome back program for all the new and old students of the students of **School of Engineering, Technology, and Sciences (SETS)**. This event will act as an introduction program between the students and faculty members of the school which will help them to make a bridge and have a better understanding for both parties.

As the new students have very little idea about the offline semester, campus life, how things work in universities, how to adjust to university life, and most importantly what to do when a student needs help with something. We hope to cover all the major and important questions. Other than that we will also provide T-shirts, wristbands, and face masks which will be souvenirs for the students.

5. Call for action:

The call for action is about breaking the existing norm that engineering students cannot be creative. In order to prove this wrong, we would like to organize some events where the **School of Engineering, Technology, and Sciences (SETS)** will participate.

Photography:

There will be a wall of selected photographs captured by the students. It can be both photographs clicked by mobile phone and camera. These photographs will showcase how the engineering students are capable of capturing moments that are eye-pleasing.

Painting:

Painting is a form of art and an excellent way to become creative. Through painting, the students can express their emotions and ideas, concepts, and their stand on something, and it will be a two-dimensional visual language. Also, different forms of art can uphold that they are capable of being creative in several forms of art.

Poster Submission:

There will be various types of posters based on students' preferences. For instance, formative posters, infomercial posters, subject posters, etc.

Project Submission:

As there are three departments in the **School of Engineering, Technology and Sciences (SETS)**, any students from these three sections can submit their projects single or in a group with their ideas and creativity.