

Internship Report on

**“CAPACITY BUILDING OF ADOLESCENT FEMALE MICRO-ENTREPRENEURS:
RURAL BEAUTICIANS TRAINING WORKSHOP”**

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Letter of transmittal

10th April, 2015

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Subject: Submission of a report on capacity building of adolescent female micro-entrepreneurs, rural beauticians training workshop”

Dear Sir,

With great pleasure I submit my **Capacity building of adolescent female micro-entrepreneurs: rural beauticians training workshop”** that you have assigned to me as an important requirement of BUS-400 course. I have found the study to be quite interesting, beneficial & insightful. I have tried my level best to prepare an effective & creditable report.

The report contains a detailed study on. Here I have gathered information through primary and secondary sources such as websites and actual interviews from my Supervisor of “BRAC CED”.

I also want to thank you for your support and patience for me and I appreciate the opportunity provided by you through assigning me to work in this thoughtful project.

Yours sincerely,

FarhanaFerdous

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Acknowledgement

First of all, I would like to thank my Advisor **Mohammad RezaurRazzak** for his constant guidance, help, effort, and suggestion. Truly I am thankful to him. Without his direct guide this report couldn't be possible. A very energetic personality **Mohammad RezaurRazzak** persistently inspired us all the time to develop our career and share his knowledge with us. I shall remain endlessly grateful to **Mohammad RezaurRazzak** for his amazing gesture and persistent effort.

I am also thankful and acknowledged to my supervisor **Afshana Choudhury**, Program Manager, CED, without her direct help, suggestion, and support it was impossible for me to complete this report as well.

I would also like to thank the authority of BRAC CED for helping me by giving an opportunity to work with them.

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EXECUTIVE SUMMERY

As a part of academic requirement and completion of BBA program, I have been assigned to complete internship report on “**CAPACITY BUILDING OF ADOLESCENT FEMALE MICRO-ENTREPRENEURS: RURAL BEAUTICIANS TRAINING WORKSHOP**” under the guidance of Mohammad RezaurRazzak.

CAPACITY BUILDING OF ADOLESCENT FEMALE MICRO-ENTREPRENEURS: RURAL BEAUTICIANS TRAINING WORKSHOP; As such I have selected this topic to make it perfect. As a young intern in a company like “BRAC Center for Entrepreneurship Development” I have tried my paramount to go through project within little term of Three months.

The report starts with a general introduction “BRAC Center for Entrepreneurship Development” As well as its purpose, scope and limitation. Then this report proceeds onto the introductory talk about “BRAC Center for Entrepreneurship Development”. BRAC Center for Entrepreneurship Developmentnow becoming one of the pioneers in the Entrepreneurship Development sector of Bangladesh, BRAC Center for Entrepreneurship Developmentis a project of BRAC. In April 2011 it started a new journey. I have shown the mission, vision and values of it. Afterward report proceeds with the job part, where the job which is done by me is discussed.

In this report, some other important topics are also discussed like the environment within the organization. After completion of this report it can easily say that efficient, competent and active part Entrepreneurship Developmentplan take anEntrepreneur to the peak of the success.

CHAPTER-1

Introduction

This is an internship report. Bachelor of Business Administration (BBA) Course requires a three months attachment with an organization followed by a report assigned by the supervisor in the organization and endorsed by the faculty advisor. I took the opportunity to do my internship in BRAC Center for Entrepreneurship Development which is now becoming one of the leading Entrepreneurship Development organizations in Bangladesh.

Under the proper guidance of on-site supervisor **Afasana Chowdhury**, I have conducted my study on **capacity building of adolescent female micro-entrepreneurs: rural beauticians training workshop**. My faculty supervisor **Mohammad Rezaur Razzak, Associate Professor and Head of operation BRAC Business school, BRAC University**, also approved the topic and authorized me to prepare this report as part of the fulfillment of internship requirement and gave me proper guidance and assistance over time.

Background of the study

There is no doubt that the world of work is rapidly changing. As part of an organization then, Entrepreneurship Development must be equipped to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized work sites and employee involvement are the issue for confront.

Realizing Entrepreneurship Development need I tried to find the difference and similarities between theoretical aspects with the practical steps taken by the company.

Objectives of the Study

Broad Objective:

To know overall about the organization of “BRAC Center for Entrepreneurship Development” and also know each and every parts of the Entrepreneurship Development process of that company.

Specific Objectives:

1. To focus on major elements of Entrepreneurship Development process.
2. To focus on the process marketing plan development process.
3. To focus on the updates and the better methods of modern technique.

Methodology

Source of Information:

1. Primary: The primary information collected through face to face interview and observation

2. Secondary: The secondary information collected from website, books and some other relevant sources.

Both primary and secondary data sources will be used to generate this report. Primary data sources are observation while working in different desks. The secondary data sources are different published reports, manuals, updates and different publications of “START UP”.

Scope of the research

The report deals with the Entrepreneurship Development plan process in terms of theoretical point of view and the practical use. The study will allow Entrepreneurship Development process issues, importance, modern techniques and models used to make it more efficient. The study will help to learn the practical procedures followed by the leading organizations. Moreover the study will help to differentiate between the practice and the theories that direct to realize how the organization can improve their Entrepreneurship Development process.

Limitations of the research

The main limitation of the study is the collection of information because many of the information are confidential. So they don't want to disclose them. And I am not able to show any forms which they use in the time of joining or use to upgrade the files.

CHAPTER-2

Overview of BRAC CED

Entrepreneurship plays a vital character in ensuring a strong resource for economic expansion and it is the key to high progress of economy in a country. It is also considered as the root of our economy. With amounting economy like Bangladesh, having an aggregate adolescence population, entrepreneurs will be a key driving force to meet the needs of the industry and economy. It has the proficiency to foster growth and improve poverty. One of the major problems of entrepreneurship development in our country is the absence of the entrepreneurial skills in majority of the entrepreneurs. In line with this, BRAC University, first time in Bangladesh, came-up with an idea to found a Centre for entrepreneurship development with a promise to add to the development of entrepreneurship in Bangladesh.

Centre for Entrepreneurship Development (CED) started its ride in April 2011 with the view to hearten Bangladeshi entrepreneurs and provoke entrepreneurial knowledge and skill so that they can develop and grow their own businesses. **CED** provides a platform for new, small and average – scale enterprise through skills acquisition activities for the development and management of the enterprise. To understand the creativity better **CED** emphasizes on research that will contribute to entrepreneurial development in Bangladesh, advance education and skill acquisition along this line, and spread the idea of entrepreneurship.

Mission of the CED:

"Helping people help themselves" through innovation and entrepreneurship.

Function of CED:

- Popularize the idea of entrepreneurship in Bangladesh and help build capabilities of our entrepreneurs.
- Address the knowledge gap and skill shortcomings that prevent entrepreneurs (in various sectors) from growing their businesses and run them effectively.
- Develop academic curricula and introduce courses targeting entrepreneurs and students, who wish to pursue an entrepreneurial path.
- Engage and collaborate with local and international organizations and educational institutes for improving the entrepreneurial ventures of local and foreign entrepreneurs: running international exchange programs, industry specific seminars and acting as project implementers for international donors and agencies.

CED INVOLVEMENT WITH OTHER ORGANIZATION:



- BRAC Business School's Centre for Entrepreneurship Development (CED), and Sapien Strategy Consulting & Research Ltd. signed a Memorandum of Understanding (MoU) on

October 27, 2014 at BRAC University Campus. As a part of the MoU, CED and Sapien will launch advanced management courses for professionals, and arrange various training programs to cater to the need of the Bangladesh business professional. Mohammad RezaurRazzak, Director, CED, Associate Professor & In-Charge, BRAC Business School, BRAC University; and Mohammad Saif Noman Khan, Chairman & Chief Advisor, Sapien, Assistant Professor, Institute of Business Administration, University of Dhaka signed the MoU on behalf of their respective organizations. BRAC Business School's Professor Emeritus Dr. Hafiz G. A. Siddiqi, former Vice Chancellor, North South University, and former Director, IBA, University of Dhaka; ShamimEhsanulHaque, Senior Research Fellow, CED & Assistant Professor, BRAC Business School; and Afshana Choudhury, Program Manager, CED, were also present in the signing ceremony.

- Organizing Pre-Departure Orientation Session for Bangladesh-Nepal Young Entrepreneur Exchange Program

CED has arranged a Pre-Departure Orientation Program for the delegation of Bangladesh-Nepal Young Entrepreneurs Exchange Program. The Bangladesh-Nepal Young Entrepreneur Exchange Program (BNYE) is a U.S. Department of State supported exchange program which is being managed by the Gaylord College of Journalism and Mass Communication, University of Oklahoma, USA, and the Centre for Entrepreneurship Development (CED), BRAC University.



- For this high-profile exchange program 5 young Bangladeshi entrepreneurs have been selected who are from diverse business backgrounds to visit U. S. for 5 weeks. This group will leave for U.S on October 5, 2014.

- Supply Chain Management Workshop

CED in collaboration with The Experience Academy has organized a day long workshop on “Supply Chain Management: International and National Opportunities and Challenges” on September 20, 2014 at room no UB2050. Students from different universities including BRAC University participated in this workshop. Through this workshop, participants gained hands on experience on supply chain management from the reputed supply chain manager of the country. The resource persons for this workshop were FerdousSaleheen (General Manager, Meena Bazar) and Asif Touhid (Chief Procurement Officer, Grameen Phone Limited).

Values

Keep promises

Every things that They set out are working perfectly but still some problems creates due to some unavoidable circumstances and for that they are always Entrepreneurship to help them out from those type of problem by taking necessary action.

Be inspiring

They are creative. They strive to bring energy into the thing that they do. Everything they create is very modern, fresh and creative.

Respectful

They acknowledge and respect local culture. They want to be a part of local communities where ever they operate their programs through their loyalty and enthusiasm.

People of BRAC CED

The people of BRAC CED are young, dedicated and energetic. All employees are well educated at home and abroad. They know their heart that education can change the world. BRAC CED provides opportunities and recognizes the talent and energy of its employee.

Functional area of BRAC-CED

- Strategic planning
- Training
- Management development
- Performance appraisals
- Performance management

- Career planning / development
- Coaching
- Counseling's
- Event management
- Talent management
- Staff communication
- Reward

CHAPTER-3

JOB PART

MY INTERNSHIP PLACEMENT IN CED:

Workshop on 'Beauty Parlor Management' organized by CED



Centre for Entrepreneurship Development (CED), in collaboration with Fair and Lovely Foundation (FAL) of Unilever Bangladesh Limited, has organized workshops on Beauty Parlor Management for the BRAC's adolescent girls at BRAC University Auditorium and BRAC DevPro respectively.



These girls have been trained under the Adolescent Program of BRAC which provided life skills training to the rural adolescent girls and young women between the ages of 14 and 15. The workshops aimed to provide these girls with skill development training on “beauty care”.



After receiving this training, these girls would start working at beauty parlors. CED took this opportunity to help these adolescent girls and young women so that they know how to operate a beauty parlor profitably.



WHAT I LEARN FROM CED:

- During my internship, I have carried out not only the tasks assigned by my program manager but have volunteered to assist others as well.
- Conduct myself in a professional manner and in accordance with the values of the institution – including dress.
- Inspiringcreative, strive to bring energy into the things they do. Everything they produce should look good, modern and fresh.
- They acknowledge and respect cultures. They do not impose one formula worldwide. They want to be a part of local communities wherever they operate. They believe loyalty has to be earned.
- Everything they set out to do should work.
- The people of CED are dedicated and energetic. All employees are well educated at home or abroad, with an even distribution of males and females.
- The cycle or chain of performing all functions is very well-organized.



CHAPTER-4

SWOT Analysis of BRAC-CED

Strength:

- Strong Brand images to overall Customer through Advertising, Self-importance, etc.
- Good relationship with stake holders

Weakness:

- BRAC CED sometime faceproblem due to its location.
- BRAC CED could not cover all the area with their area and others programs network which is making some dissatisfaction stake holder.

Opportunities:

- Continuously increasing the number of Project
- Increasing income of population. As much they can create entrepreneur.

Threats:

- Budget restriction is one of the main threats of BRAC-CED
- Because of the aggressiveness of the competitors and switching behavior of Entrepreneur, BRAC CED might lose their market share. If it is going on then it's very difficult for the company to exist.

CHAPTER-5

Conclusion

Entrepreneur is an important person for any organization. Entrepreneur who will lead the organization in future,so the organization should give more emphasize on selecting a person to become Entrepreneur. A person who can carry forwarded the organization in terms of development, values and ethics. Mainly the precious resource for any organization is their knowledge based efficient workers. The organizations should more cautious on this issue to ensure the quality and ethics.

At this moment the company is in growing position. But the strategies of the company will make the company “number one” Entrepreneurship Development organization Bangladesh.

BRAC CED is a very developed and effective. As a new Entrepreneurship Development organization for making the process more effective BRAC CED should analyze the recruitment and selection process of home and abroad. That can make BRAC CED perfect in making new Entrepreneur.

CHAPTER-6

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