

Internship Report

Title of the report:

Internship in BRAC Institute of Governance and Development, BRAC University (BIGD)

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- R K Hannan

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SUMMARY OF THE FACTS:

BRAC Institute of Governance and Development (BIGD), an affiliation of BRAC University is a resource center for forwarding research and devising knowledge in areas of governance, economic growth, political economy, urbanizations, gender issues, sustainable development, regional studies etc. It was established in 2013 through the merger of the then Institute of Governance Studies (IGS) and the BRAC Development Institute (BDI), two institutes of BRAC University. BIGD is committed to specialized research on range of governance and development concerns, as well as the connection between the two intertwined areas. It promotes knowledge creation and hence accelerates the pursuit of a just and prosperous society. It has also the opportunity to work with BRAC, the largest NGO in the world.

Being a good research facility, its research areas are divided into four clusters. The research areas are following: Governance and Politics; Urban, Climate change and Environment; Gender Studies; and Economic Growth. BIGD's interdisciplinary characters are reflected through its flagship programs. These are 'The State of Governance (SoG)' and 'The State of Cities (SoC)'.

The State of Governance (SoG) flagship program is conducted annually on the state of governance in Bangladesh to provide critical and analytical investigation of the governance situation of Bangladesh. This analytical work helps BIGD to compare, assess and document changes over time. The research findings are published annually in the form of report named 'The State of Governance in Bangladesh'. So far, eight reports have been published since 2006.

BIGD's another flagship research program is 'The State of Cities (SoC)'. It aims to provide a diagnostic of the country's urban governance. As the world's populations are shifting from rural to urban areas and the growing urbanization, urbanizations associated concerns have become important issues in the developing countries. In the context of the current development status reevaluation of the economic importance, reaffirmation of the importance of the local institution building of the cities need significant consideration in the light of this large-scale shifting. SoC approaches to evaluate cities' growth, development, performances and growing urban challenges. The first report on SoC was published in 2012. Since then SoC's been annually articulating reports on the state of cities. Apart from these two flagship research programs BIGD conducts some other research on various issues. Some of these issues are urban governance; acute poverty; municipal finance; women empowerment; women's participation in job market, citizen's engagement in public procurement system; climate change; inclusion and equality; regional economic integration and migration and trans-migration etc.

Apart from these research and advocacy, BIGD provides technical and research support to various government bodies. The key programs are: Local Governance Program- SHARIQUE III, COP- Government Performance Management System and Public Procurement Reform Project II (Extension Phase).

Local Governance Program- SHARIQUE III: Sharique- III is a SDC funded consortium project on local governance and development. The consortium is jointly comprised of Helvetas Swiss Intercooperation and BRAC institute of Governance and Development. The project is being implemented through an independent project implementation division with a number of staffs under the leadership of an international project director. The third phase of the program started in 2013 and will continue till December 2016. The program's goal is to contribute to the empowerment of the local citizen through more inclusive, effective, democratic and transparent government system. It focuses on strategic planning, fiscal autonomy, poverty reduction and inclusiveness of the local government. The project covers more than 200 Union Parishads. It addresses the demand and supply side responsiveness and capacity building issue in its effort to make governance work for poor and disadvantaged in particular.

COP- Government Performance Management System: BIGD, in cooperation with World Bank and Bangladesh Government has been implementing a project called "Community of Practice on Government Performance Management System in South Asia" since February 2014. It was launched by the cabinet division in 2014. The project aims to accelerate peer learning and evaluation among practitioners of performance management system in South Asian Regional countries as a common practice to further enhance the quality of policy of dialogue and subsequent delivery of public services. The Phase- I of the project continued up till June 2015 and the duration of the Phase II is July 2015 to December 2016. Under the Phase- I several workshops and training programs were organized for the senior government officials on the GPMS and its implementation strategies. Around 150 senior officers of joint secretaries and additional secretaries to the Government of Bangladesh participated in the workshop held November 2014. Another workshop held on November 15 in the same was attended by 60 secretaries to Government of Bangladesh. The importance of GPMS and its effect on the performance of government officials and institutions and the success of COP-I, led to start the Phase-II of project since July 2015. The important activities accomplished under the COP-II are seminar on Performance Management of Public Service Commission and Information Commission held on 30 August 2015. Also a baseline study on government performance management system is going on.

Public Procurement Reform Project-II (Extensive Phase): During the period 2002-2007, the Government of the People's Republic of Bangladesh implemented the Public Procurement Reform Project (PPRP) and then began implementing the Public Procurement Reform Project-II (PPRP-II) in September 2007 with the financial support from the International Development Association (IDA). BRAC Institute of Governance and Development (BIGD), BRAC University, established an agreement (dated 28th July 2015) with the government (CPTU) to help design and implement the social accountability mechanism that aims to institutionalize and develop a Third Party Monitoring system in the public procurement process in the country.

BIGD has affiliation with some renowned institutions of the world. It has signed MoU with University College London, Indian Statistical Institute, International Growth Centre (IGC) of London School of Economics (LSE) and University of Oxford and so on. Some on-going

collaboration of BIGD are: Cabinet Division, Government of Bangladesh; Central Procurement Technical Unit (CPTU), Implementation, Monitoring and Evaluation Division (IMED), Ministry of Planning, Government of Bangladesh; Department of International Development (DFID), UK; HELVETAS Swiss Interco-operation; International Labor Organization (ILO), Geneva.

BIGD's staff are drawn from the social science disciplines with excellent credentials. BIGD's admin, finance and communication staffs also receive relevant training to sharpen their skills.

It is inspired by BRAC's values in shaping its own institutional work, professional standards and product.



Photo: BIGD Campus at Mohakhali, Dhaka

Source: BIGD official website

NARRATIVES OF WHAT I DID & WHAT I LEARNED:

I have appointed in couples of department in Brac Institute of Governance and Development, Brac University during my Internship. From Administration to Communication; also in Research Division too. There I've done several works. Bellow I'm going to give a brief about my works in BIGD during this internship.

Administration Department:

“When there was nothing there were only Admin!” says Mr. Nahid Awal manager of administration. I liked it. True! Administration maintains the heart of an organization. Here I did work with other fellow officer and staff.

The Administration's works are monitoring the building, each and every component of the organization. For example, Air Conditioner may not work in some floor. Admin will send a quick inquiry and will take further step to make that work again. If it is death then they will install a new piece. To install a new one administration will have to do some procurement job.

Procurement is another important job. Admin is doing effectively and so far this day. I witness some of work and learn some value from here.

Brac Institute of Governance and Development's supply and demand of material is low therefore Administration Department been doing procurement under Brac University.

Administration department provide all necessary service and material for the organization. They keep track every of every service and material. To do this job effectively admin people use some tools and method. Some of these tools are still operate manually. Computerized and Automation is unavailable now but will come soon as I've been said from this department.

Brac Institute of Governance and Development has a true Administration Department which is very essential for any organization to prospect and make a mark in the sector. In here, people are doing their job nicely and decently. All staff has adequate knowledge about their job. More importantly all guys are well connected regarding to their task.

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In second phase of my internship I have worked in Communication Department. This department is responsible for communication activities for Brac Institute of Governance and Development. Press briefing, Seminar, Roundtable, Discussion, Reporting to external News Agency regarding to Organization's output, Advertisements and etc.

In this department I have done several works also. They are, i) Creating Article for Wikipedia ii) Advertisement Design for Local News Paper iii) Animated Advertisement creation for Online News portal.

Creating Article for Wikipedia:

Wikipedia is the single most powerful website to enhance organization's reputation. Over 80% Search Engine Results Page (SERP) traffic (online visitor) prefer Wikipedia over any other form of website. The English Wikipedia is now one of more than 200 Wikipedias and is the largest with over 4.9 million articles. There is a grand total, including all Wikipedias, of nearly 35 million articles in 288 different languages. As of February 2014, it had 18 billion page views and nearly 500 million unique visitors each month. Wikipedia averages more than 18 billion page views per month, making it one of the most visited websites in the world, according to Alexa.com, a Web tracking company owned by Amazon. The site adds more than 20,000 new articles each month and has 27 million registered users, according to a data report by Wikipedia.

Unlike other top ranked website or Social Media Wikipedia work differently. Wikipedia is a contribution of millions of volunteer around the globe.

In few days in Communication Department I was able to create an article for Brac Institute of Governance and Development, Brac University. Mr. EkramHossain helped a lot regarding to the collecting reference and some other valuable information also.

After collecting all required information I have gather all essential HTML codes for the info box which if very Google Friendly. Writing down those HTML code was never easy for me but it was nice experience.

I have written that article in English Language yet Wikipedia offer 288+ language as well. That article could be translated into other hundreds of language also. But I don't know any other language beside English and Bengali.

As Wikipedia believe in free knowledge for everyone in the earth therefore it has a doorway open for every user on the Hub of internet. Everyone can contribute in here.

After end of my internship I have plan to create another article in Bengali language for Brac Institute of Governance and Development, Brac University.

I have summited the article to Mr. EkramHossain for his review to maintain organizational policy.

Advertisement Design for Local News Paper

I was said to design an advertisement for BIGD. The Institute wants to advertise in print media for the session of fall 2017 of Masters of Development Studies.

By using designing tools like Adobe Illustrator I was able to design an advertisement for the organization. Firstly, it was reviewed by program coordinator Mr. Rajon Sharif. Then he gave some further instructions and I carried out.

Selecting the right color scheme for advertising also matters when building a brand and its presence or local awareness. Ensuring the color scheme within print ad is streamlined with logo colors or the colors represent organization is a way to quickly gain traction with any campaign.

Incorporating a call to action within print advertising design is a way to generate leads and to gain potential applicant for the course. Adding a call to action can be done by providing a bar code for smartphones and even implementing a URL for BIGD's website so others are aware of how to go about learning more regarding what to has to offer.

Advertisement Design for Online News Portal

Brac Institute of Governance and Development, Brac University ran Paid online advertisement times to times. Paid advertising is any kind of advertising that one has to pay for. It is one of the three channels of marketing, along with owned advertising and earned advertising. With paid advertising, organization or business pay the owner of ad space in exchange for use of that space.

In my internship I have also an experience to design online advertisement for Brac Institute of Governance and Development. It is an Animated advertise for an online news portal.

Banner ads are one of the most prolific forms of marketing used in today's online world. All companies use them in one form or another because they're an affordable, measurable and effective medium to increase brand awareness.

By using Bannershop version 5.0 I did design this advertisement. A 350x250 pixel banner was required by the paid news portal. 3 slides with animated text and a call to action was designed to generate targeted and potential applicant from the portal.

After two review by program coordinator Mr. Rajon Sharif it this animation is ready for publication through that paid news portal.

SELF-EVALUATION:

Self-evaluation is the process by which the self-concept is socially negotiated and modified. It is a scientific and cultural truism that self-evaluation is motivated. Motives influence the ways in which people select self-relevant information, gauge its veracity, draw inferences about themselves, and make plans for the future. Empirically-oriented psychologists have identified and investigated four cardinal self-evaluation motives (or self-motives) relevant to the development, maintenance, and modification of self-views. These are self-enhancement, self-assessment, self-verification, and self-improvement.

Self-Enhancement:

The self-enhancement motive is the motive to improve the positivity of one's self-concept, and to protect the self from negative. This motive influences people's self-evaluations. For instance, people process information important to the self in a selective manner, focusing on information that has favorable implications to the self and discarding information with unfavorable implications. People also choose to compare themselves socially to others so as to be placed in a favorable position. By doing this, people seek to boost the (self-evaluated) positivity of themselves or to decrease its negativity, hence increasing their levels of self-esteem with the aim of having others see them as more socially desirable.

Self-Assessment:

The self-assessment motive is based on the assumption that people want to have an accurate and objective evaluation of the self. To achieve this goal, they work so as to reduce any uncertainty about their abilities or personality traits. Feedback is sought to increase the accuracy and objectivity of previously formed self-conceptions. This is regardless of whether the new information confirms or challenges the previously existing self-conceptions.

Self-Verification:

The self-verification motive asserts that what motivates people to engage in the self-evaluation process is the desire to verify their pre-existing self-conceptions, maintaining consistency between their previously formed self-conceptions and any new information that could be important to the self (feedback) By doing this, people get the sense of control and predictability in the social world.

Through this journey I have learn valuable lesson and gather some nice experience. Bellow all those are given

1. From office supply inventory to professional PowerPoint presentations, Admin Assistants deftly juggle multiple roles and responsibilities. All those responsibility quiet. Administration (Office Administration) is not an easy job at all. Officer must have all work force and material ready to complete any requirement.

“Office administration is a set of day-to-day activities related to financial planning, billing and recordkeeping, personnel, and physical distribution and logistics, within an organization. An employee that undertakes these activities is commonly called an office administrator or office manager.” I truly acquired this lesson from here during first period of internship here in Brac Institute of Governance and Development.

The daily functions of operating a business/organization require time, precision and expertise. The administrative department of a business/organization is able to provide systematic support in every area of a business/organization without any interruption in services. This department keeps an effective communication channel open, so everyone is informed of any new changes and how the changes may affect the organization. Therefor all those job has to done effectively and efficiently.

There are many sectors within office administration that people can work under, office administrator and office manager being the most commonly associated roles. However, there are hundreds of different roles and job vacancies that an employee can undertake within an organization, that fall under the category of office administration. Human resource administrators are the employees that are in charge of managing the organization's human capital, this is through improvements to the workers experience whilst working at the organization through proposed business strategies. Payroll and benefits administration are the primary duties that an employee under human resources will carry out, whilst given the responsibility of recruiting new employees for the organization

At present day computerize inventory management system allow admin department effective office management. In Brac Institute of Governance and Development, Brac University’s administration department everything I gain learn is perfect. Accepted automated or computerized inventory management. Some job like material supply by the institute could be easily done with Real Time inventory system software.

Apart from that, updated system of management like attendance also atomized. I admire all automatic system.

2. In communication department I have acquired a value of communication. At last I have learned something about office communication which has a true value. A true value of an organization's department depend by the organization's devoted officer.

While I was assigned to write an article about Brac Institute of Governance and Development, Brac University for Wikipedia, a free encyclopedia. Wikipedia is open accessed website created by the contribution of millions of volunteer around the globe. I am one of those Wikipedian also. But I wrote mostly in Bengali. So, when it comes to create the article I did run data statics check in local google reach hits I did found little information from third party reference website which is not enough to describe BIGD and its profile in wiki article. Thereafter I did hit and find a good amount of information from BIGD Official website. I collect and segregate information with reference. Finally I wrote the article and submit.

Writing article for Wikipedia always tech me something new and more comprehensive details about the fact. In here, writing article for Brac Institute of Governance and Development tech me some underlying information about the organization.

All Wikipedia articles are create based on Organic references of hard copy and digital version of any publication. If a certain organization has good number of that reference and has notability in society then it is always best to have an article on Wikipedia. Senior Communication Manager keeps it for review by Executive Director. It is excellent decision by senior manager. Perhaps an organization's communication policy. I admire it.

3. While I was assigned to design advertisement for BIGD's program Master of Development Studies here I also find valuable tactics for organization's marketing policy.

World has come to an age that only print media is not enough for any campaign or any other things. Beside print media electronic media became very popular these days. Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications.

Running local print newspaper advertises has a long history which carries value for targeted audience. Here I learn that traditional advertisement has a weight for organization.

World is going to be internet based global village day by day. Top marketer says most effective traffic move in internet. So, running online ad campaign idea quiet nice. I also run online ad campaign for my company times to times. And it's really fruitful. I

think Brac Institute of Governance and Development, Brac University should think more on online advertisement designer in the long race. Creative skill and update technology oriented department is current demand to enhance organizations brand value. If I would give more time or even if I have more skill and knowledge in animation design on that animated banner it could be nicer than it is.

Having a clear message in mind is imperative when making print advertising designs that are effective. Considering the message Brac Institute of Governance and Development, Brac University want to share and how the organization plans to convey it once BIGD ready to move forward. Brainstormed the sole message and purpose to print ad that have in mind and what the organization hope the reader or potential customer takes away from the advertisement.

Use an updated and visually appealing logo that is modern, relevant and suitable for any audience or demographic are trying to reach. Working with professional graphic designers is a way to ensure advertisements are ready for print production. Having an updated logo is not only a way to stand out as a modern brand, but it is also a way for others to easily remember the organization and what it represents once they are familiarized with the service or products.

Hope for the best. Brac Institute of Governance and Development, Brac University will be excellent memory in my future days. Therefor I wish, Best of Best!

APPENDIX:

Wikipedia Article

Article Talk Create source Search Wikipedia

Creating BIGD, BRAC Institute of Governance and Development

Content that violates any copyrights will be deleted. Encyclopedic content must be verifiable. Work submitted to Wikipedia can be edited, used, and redistributed—by anyone—subject to certain terms and conditions.

Preview

This is only a preview; your changes have not yet been saved! → Go to editing area

BIGD, BRAC Institute of Governance and Development is a research institute and resource centre of BRAC University.^[g] It was founded in 2013, through the merger of the Institute of Governance Studies (IGS) and the BRAC Development Institute (BDI), two institutes of BRAC University. [Citation Needed]

Working Area

BIGD broadly work on following categories:

- Governance and Politics
- Urban, Climate Change and Environment
- Gender Studies and
- Economic Growth.

References

- ¹ ↑ "Political situation hurting economy, governance". *The Financial Express*.
- ² ↑ "Accolade for an economic messiah of Liberation War". *Centre for Policy Dialogue (CPD)*.
- ³ ↑ "ব্র্যাক বিশ্ববিদ্যালয়-এর গবেষণা কেন্দ্র".

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BIGD
BRAC Institute of Governance and Development

Motto Inspiring Excellence
Established June 2013
Type Educational Institute
Key people Dr. Sultan Hafeez Rahman, Executive Director ^{[1][2]}
Website <http://bigd.bracu.ac.bd>

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Master of Development Studies

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Slides used for design animated/GIF advertisement:

Frame 1

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