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Inspiring Excellence

Internship Report on
Reviving Rin Career Ready Academy as a web-based platform

Prepared for

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Subject: Internship Report on reviving Rin Career Ready Academy as a web-based platform.

Dear Sir,

It is a great pleasure to have the opportunity to submit the report of my work experience as an Intern, under the Unilever Leadership Internship Programme at Unilever Bangladesh Limited.

The experience has provided me the chance to work with an immensely prominent multinational company such as Unilever Bangladesh, allowing me to gain valuable insight into the professional life in one of the leading ‘fast moving consumer goods’ organization in Bangladesh.

It has been an extraordinary experience for me working with the brand Rin (Radiant), and with some of the excellent brand managers in the marketing team of Unilever Bangladesh Limited. Through this report, I have tried to capture my overall work experience and other corresponding concerns as per your requirements.

I earnestly hope that the report will fulfill your expectations. I shall be happy to provide any clarification of required on any relevant matter

Sincerely,

Shafaat Mridha

Acknowledgement

Firstly, I am grateful to the Almighty for keeping me in good health and giving me the strength to accomplish the report. I would like to thank my internship advisor, **Riyashad Ahmed** for giving me the flexibility to complete my internship report in my own time.

I express my utmost gratitude to:

Tasmia Tasbih Nova HR Business Partner & Leadership Development Manager, **Shahrin Ali** Employee Engagement and **Fariha Rashna**, for bringing the Unilever Leadership Internships Programme at BRAC University.

Muhtasim Hassan, Brand Manager of Rin (Radiant), who has been a great mentor throughout the entire duration of internship program. His guidance has been the best motivating factor for me to grow as an individual and becoming more career ready. I am grateful for **Sababa Islam**, for creating an entertaining and easy-going atmosphere around the Unilever office. I thank **Mahdia Chowdhury**, **Anisa** for providing me their assistance to help complete my project successfully. I very grateful to have gotten career advice from **Iftekhar Arshad**, as I am a fresh graduate.

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Finally, my greatest gratitude and appreciation to my friends and family for their constant motivation and support, especially my sister **Ashreen Mridha**.

Executive Summary

This internship report was illustrated as it is a one of the requirements in the internship course for all BRAC Business School students. The internship report gives a elaborate explanation of how the detergent brand Rin contributes to the Unilever Sustainable Living Plan, of Unilever Bangladesh Limited (UBL).

Unilever's efforts to give back to the society led to the creation of Rin's Career Ready Academy program. The Rin Career Ready Academy is a platform which provides English Speaking, Interview training and office dressing courses, for individuals who aim to progress in their career life. And these courses are free of cost to anyone who registers in the Career Ready Academy website. This program was initially in the form of an IVR in 2016 and was unfortunately withdraw due to profitability constrains.

This internship report outlines the steps taken to revive the Career Ready Academy from the IVR to a web-based platform. These steps talk about the challenges, constraints and learnings experienced throughout the process of recreating the web-based program. The report takes into account the stakeholders and agencies who have contributed to establishing the Rin Career Ready Academy. To make the program credible and effective to its highest potential, a few efforts to partnership were taken with organizations who operate to address the same issue as Rin.

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Unilever organizational profile

Unilever Bangladesh Limited (UBL) is a multinational organization with 20 brands currently operating nation-wide in Bangladesh. UBL is currently the leading fast moving consumer good organization in Bangladesh with the purpose of ‘making sustainable living a commonplace’ as they do business. Unilever was originally called Lever Brothers, until the 1920s when the organization’s name is changed to what we know today. Unilever came to being at the time of margarine market decline due to butter becoming more affordable. The company Margarine Unie (Dutch) merged with Lever Brothers (British) and Unilever was formed. Unilever still stands as the third largest consumer goods company, operating in 190 countries around the world and is home to over 400 brands. A few commonly known brands are Dove, Sunsilk, Vaseline and Wheel, among many other.

Unilever gives high priority to Sustainability development. The Unilever Sustainable Living Plan (USLP) aims to achieve growth, whilst decoupling the environmental footprint from growth and increasing a positive social impact in areas where they operate.

The USLP has three big goals:

- Improving health and well-being of a **billion** people around the world, by the year 2020.
- Reducing the environmental impact from Unilever by **half** by the year 2020.
- Enhancing fairness, opportunities and access to entrepreneurship for **millions** of people by the year 2020.

Figure 1, in the appendix section shows all the existing brands of Unilever which are currently active in Bangladesh

Introduction

The rationale behind the report undertaken is that, as per the BRAC Business School policy, and the BBA program of BRAC University, all business students are required to complete an internship program and submit a report to successfully complete their BBA program. The Unilever Leadership Internship Programme is a three month long program allowing business graduates to gain practical business knowledge and how organizations operate and implement strategies.

Background

As my internship project, I was assigned to work in a section of the Rin (Radiant) brand of Unilever. Rin a detergent brand of Unilever, has just recently won the third position in the Brand Forum awards, in the laundry category, and is the biggest brand of Unilever. Rin's moto is, 'Dress to Progress'. The meaning behind this is that clean and bright white clothes display ambition, confidence and a will to progress in life.

Objective of the internship

My objectives of the internship program was to establish a complimentary service of Rin, called Rin Career Ready Academy to strengthen the brand identity. Rin Career Ready Academy focuses on providing English speaking, office dressing and interview training to progress seekers. (i.e. people who wish to excel in their career.) The Rin detergent is able to promise only half of what it claims, but with the help of Rin Career Ready Academy it is able to deliver the full message of 'Dress to Progress'. However, I have set apart a few objectives for myself:

1. Learning to manage multiple stakeholders and agencies to meet deadlines.
2. Learning to maintain a fixed schedule to meet the deadline.
3. Identifying relevant consumers according to the brand identity.
4. Understanding how complimentary activities boost sales.

Target Group for Rin Career Ready Academy

Rin Career Ready Academy is directed towards the population of Bangladesh who have received formal education and a degree for a specific qualification, but are not given the right soft skill training to express professionalism, and present themselves in an interview. In the research ‘The Business Graduate Employability in Bangladesh’, having effective presentation skills has a positive effect on a graduate’s employability. Rin Career Ready Academy targets the population of youth with this gap and to reduce it.

Another important segment Rin Career Ready Academy wants to address are migrant workers. Often times these Bengali migrant workers are often harassed in foreign airports due to their lack of ability to speak proper English and navigating through the airport. Some do not even know how to fill out an embarkation card. This is a large audience Rin Career Ready Academy can cater to.

Review of Related Literature

In a research paper by one of BRAC University’s faculty, ‘The Business Graduate employability in Bangladesh’ (Ghosh, Chisty, & Uddin, 2007), Suntu Kumar Ghosh and his co-writers claim in one of their hypothesis that having effective presentation skills has a positive effect on a graduate’s employability.

In an article by Daily Star ‘26 lakh Jobless’ (Molla & Habib, 2017), a study by Bangladesh Bureau of Statistics came to show that 7.7 lakh people in the urban and 18.2 lakh people in the rural areas are unemployed. The study also showed that as the labour force began to move from agricultural to non-agricultural related jobs between the years 2013 – 2016. This led to a different problem for the nation, underemployment. Underemployment occurs when individuals are working in jobs in lower ranks than their expertise or skills.

According to an article in Asia News ‘Bangladesh’s youth unemployment, highest in South Asia’ (Corraya, 2015) World Bank and ILO (International Labour organization) claims that, Bangladesh has the highest youth unemployment rate of 10.3% in Southern Asia, where as the average was 9.45%. Along with that, 41% of the youth in Bangladesh were part of the NEET (Not in Employment, Education or Training).

An overview of the Rin Career Ready Academy

The project assigned was to revive a website version of Rin Career Ready Academy which previously was in the form of an IVR (Interactive Voice Response). As mentioned earlier, Rin Career Ready Academy's activities are aimed to help people gain the necessary skills to be able to converse in English, dress formally and prepare for an interview appropriately. With the help of the courses available in Rin Career Ready Academy's website is prepared to make users of the content career ready or job ready.

With Unilever aiming to maintaining their Unilever Sustainable Living Plan, Rin Career Ready Academy contributes by targeting an SDG goal set by the United Nations, SDG goal 4 to be specific 'Quality Education'. However, the brand has a target of its own as well, which is to make 5 lakh youth in Bangladesh, job ready by the year 2020. The Rin Career Ready Academy operates in other countries as well but with different names according to adapted culture. But they all fall under the main international brand called Radiant.

1. Thailand – Omo Bright Future Academy
2. Brazil – Escola Brilhante
3. South Africa – Surf School of Shine
4. India – Rin Career Ready Academy

Each of the program in the corresponding countries are adapted to their cultural needs. For example, Omo Bright Future Academy uses Thai language and alphabets to phonetically teach their users how to speak English, dress for office and prepare for an interview. In South Africa women are not given as much freedom as men, therefore Surf School of Shine is dedicated mostly to women to teach them entrepreneurial skills and training, alongside speaking English, dressing professionally and preparing for interviews. The screenshots of their website programs are attached in the appendix through Figures 2 to 5.

The screenshot of the currently adapted Rin Career Ready Academy is Figure 6.

Since Unilever Bangladesh Limited (UBL) works very closely with Hindustan Unilever Limited (HUL), we were given the permission and privilege of using Rin Career Ready Academy India's content for the website to be revived in Bangladesh. Unilever Bangladesh Limited has also decided

to use India's content as the demographics of Bangladesh and India are very similar and would fit well with the county's population.

How the course works

The Rin Career Ready Academy Bangladesh provides 2 levels of difficulty courses – Basic and Intermediate. Each course contains 10 chapters consisting of relevant English speaking, office dressing and interview training lessons with contents moving one step advanced after every level. For example, the very first chapter of the Basic level is 'How to greet confidently in English'. Each chapter is divided into 3 – 4 modules or lessons. For example, the chapter is divided with sub lessons like words used to greet in English; differentiate between a formal and informal greeting and how to greet as per the time of the day. Initially, all the chapters are locked and need to be opened by completing each lesson one by one and giving a quiz to test the user's learning. A user will need to answer at least 70% correct answers to unlock the next chapter, or else he/she will need to give the quiz again.

Upon completion of all the chapters of a level, a user is provided with a Digital Certificate stating the user's accomplishment in finishing a particular level. As a user moves forward with the lessons and chapters they are praised with congratulation messages for motivation. Initially, a user will need to learn each lesson step by step to unlock the next lesson. For every 4 lessons completed a new chapter will be unlocked. And after 10 chapters have been unlocked a new level will be unlocked.

Activities Undertaken

Work-Related

After several meetings and discussions with HUL over Skype, we were handed over all the materials available in the Indian website of the program. Content included, texts, images, audio clips to help teach and articles and tips. The initial work started by adapting the Indian content for Bangladesh. And for Rin Career Ready Academy to be most efficient, we needed the program to be as user friendly and easy to understand for the users. We have decided to adapt the Indian website content on a 3 stage translation for Bangladesh:

1. English text
2. Bengali Phonetics
3. Bengali translation

The rationale behind this is if a person is not able to read or pronounce the English text, in the 1st step, on the website, he/she can read the Bengali phonetics to pronounce the English words, 2nd step. If a person is not familiar with a particular word written in English, he/she can learn the meaning through the translation, in the 3rd step.

Unilever's contracted 'creative agency' Asiatic JWT handles all content copywriting, and I was given the responsibility to coordinate with the agency to make sure that the translations were suitable to the context of the program. The adaptation and translation was a very lengthy process, as I needed to read thoroughly and proof read the whole content, while keeping in mind the contextual, cultural adaptation and whether the correct words which fits the context are used. I was personally present at Asiatic JWT agency, when proof reading and correcting the English content to Bengali phonetics and translation.

After completion of the translation and the adaptation, I took the responsibility of recording audio voice clips for the website course. The voice clips are placed in the courses so that a user can replay and repeat along with the voices in the clips to better understand how English words are pronounced and how they are used in sentences grammatically. Since I do music I have some knowledge on how to record sounds and audio. I borrowed an audio interface, Focusrite interface, from a friend and used the assistance of my friends from school, BRAC University, family and

even employees and interns from Unilever. The audio clips needed to be remade as the India's website clips have an accent when they speak and to adapt some colloquial terms.

After completion of content translation and audio creation the content were handed over to Analyzen, Unilever's 'digital agency' for the content to be uploaded onto a pilot website, stage.rin.com.bd. Alongside Analyzen and Asiatic, I was also given the opportunity to collaborate with an Indian agency 'DigitasLBI', situated in Mumbai whose client is Hindustan Unilever Limited. We were assisted by DigitasLBI as they were the agency who set up Rin Career Ready Academy for HUL. DigitasLBI constructed the website structure website, make edits to the content placement, login and registration procedures of Rin Career Ready Academy of Bangladesh. In the course of these activities, our deadlines were pushed back due to a number of setbacks.

In the beginning of the first 3 months, 4 global members from Hindustan Unilever Limited came for market visits and market inspection in Bangladesh, and I had the privilege to help set up a workshop with one of the members of the global team. Working with a member of the global member and conducting a 4 hour workshop gave me an experience on how expert employees allocate and organize their ideas so as to successfully deliver their desired plan. The workshop was conducted to prepare and brief the two agencies, Analyzen and Asiatic JWT on what the purpose of Rin Career Ready Academy is, how it works, who is it targeted to and its prominence worldwide.

[How the registration works](#)

For the registration process of the Rin Career Ready Academy, a user needs to input a working 11 digit mobile number. Upon entering the 11 digit mobile number a user will receive an OTP (one time password) code which needs to be entered to move to the next section of the registration. After input of the OTP the user can set a new password and begin the English courses in the website. Setting up the OTP required me to coordinate assistance of Unilever's technology partner SSD – Tech and DigitasLBI. The OTP to be created by SSD – Tech and DigitasLBI to implement it on the website's registration system.

Organization-wide

As mentioned earlier, upon completion of a course level, Basic or Intermediate, a user is presented with a downloadable certificate from the website. The certificate generates an auto certificate stating which course level completed, and the name of the user. Provide just an ordinary certificate would not create much value unless there is an endorsement from a renowned company or organization. We have chosen to partner with British Council as they were the previous partner for Rin Career Ready Academy, when the course was just an IVR course. British Council is a well-known English education board in Bangladesh, and having a partnership with them would boost Rin Career Ready Academy's credibility. However, this time we were not able to obtain British Council's permission as they were not willing to endorse a course which they did not have any part establishing. The brand Rin instead did decide to license a foundation level English course which British Council has constructed themselves. And this was the only way for Rin to obtain British Council's endorsement on the certificate.

We did not just stop at British Council to partner with, as the Rin Career Ready Academy was looking to partner with likeminded organization to reach its target. As mentioned in the overview of the organization, to reach 5 lakh youth and to train them with necessary skills to be job ready would be much easier if there were organizations alongside to help reach that target. By connecting through the Skill Development Program (SDP) of BRAC NGO, I was able to get in touch with Joydip Sinha, a manager of the informal sector training of BRAC NGO. BRAC's SDP focuses on providing hard skill training to two segments, individuals who are still a part of the formal education system, and individuals who are school dropouts. Since Rin Career Ready Academy focuses on individuals who have completed or are still continuing education, we have decided to propose a partnership with BRAC SDP's formal sector training program. The formal training programs of BRAC's SDP are conducted in a physical classroom environment with a maximum of 20 students, and the classes are conducted by a teacher or instructor who guide and help teach the students.

A very important issue pointed out by Tanvir Anam, project manager of BRAC SDP formal training, just learning to speak English through a website is not enough to help a person converse in English fluently. At some point in time an individual will need to practice his or her English to improve it or get better at it. My line manager, Muhtasim Hassan, and Tanvir Anam from BRAC

NGO devised a partnership which will work in a 3 step process, as explained in the diagram in Figure 7.

Step 1. An individual will complete a Rin Career Ready Academy course level from the website lessons. Upon completion of a course level, the graduate user will be referred to a BRAC training classroom to practice his/her course learnings and practice speaking in English.

Step 2. BRAC receives the Rin Career Ready Academy graduates through the referral system, so that BRAC can provide reading and writing lessons. The graduates will be able to practice what they have learned from the website and apply and practice it in the classroom, which will be accompanied by a teacher.

Step 3. The graduate will receive a certificate with an endorsement from Rin Career Ready Academy and BRAC NGO from completing the course and the practice classes.

But since I am only working on the **Phase 1** of the Rin Career Ready Academy project, which is to revive the course into a web-based platform for, these partnerships will be part of **Phase 2**. **Phase 2** will be introducing these classroom based learning, licensing an English speaking course from British Council and also to introduce a special course for migrant workers beginning from getting visa to a foreign country, navigating around the airport to until landing and exiting the foreign airports.

My final set of work was to keep the Unilever care line service well informed about the website. Once the website will be launched, the care line service of Unilever will receive numerous call regarding queries about the website, its functionality, how users can benefit from it, what they will get out of it, what can the Career Ready Academy course guarantee, etc. For that to be handled efficiently, I had to create a list of all the possible issues any user might face. And every issue had to be explained in detail if any user desire to get further information regarding the topic.

[Sujan Mia, Past Participant of Rin Career Ready Academy](#)

To get a better understand of how the program delivered its value previously in the IVR platform, my line manager and I connected with one of the previous participants of Rin Career Ready Academy. His name is Sujan Mia. Sujan Mia, grew up in humble upbringings in Dhamrai. Our interview with Sujan Mia went to the depth of his life in how. He spoke about his passion to study

IT, and how he would love to travel the world and build a career in freelancing as a programmer. When asked about his history of profession, he told us he initially worked and ran a mobile repair store with a close friend. He then moved to Dhaka to pursue a masters in Management and he would teach students to pay and meet his daily needs. And now he is working at a real estate company named Capital Homes and Development Limited as an intern. When asked about how he came to know about Rin Career Ready Academy and how it impacted his life, he spoke with great enthusiasm about the program. He came across the program by chance one day through a newspaper advertisement. He claims that after completion of the course, he began express himself differently. The difference he saw in himself was increase in self-confidence to speak English, proactivity to better his English and after the course he simply felt good about himself knowing that he now has the skills to communicate in English. He claims that not having the skills to communicate properly in English was a big obstacle for him to move forward in his career, as he was let down after multiple interviews before he completed the program. In his current job, he is required to answer and send emails in English, and having the skills to do that makes his work very convenient and productive.

From his enthusiasm my line manager and I decided that Sujan Mia should speak for Rin Career Ready Academy. As a result we even decided to incorporate his story and experience with the program in the website and also in the newspaper article as a testimonial. A screenshot of the website is in the appendices section, Figure 8.

[Launch of Rin Career Ready Academy](#)

The Rin Career Ready Academy was officially made public on 26th December, 2017. The awareness campaign was driven by the release of a newspaper article in both Bengali and English newspapers, accompanied by a press ad of Rin Career Ready Academy. The article talks about how important it is to be able to speak and communicate in English when it comes to applying getting selected for a job. It has become a necessity, not being able to communicate or speak in English creates a social barrier for a person to progress in his/her career. We have also decided to use a testimonial statement from one of our previous participants, Sujan Mia, talking about his background, and how Rin Career Ready Academy has made an impact in his life. A sample of the press advertisement is added in the appendices section, Figure 9.

Constraints and Challenges

Organization based

The set of challenges I faced was initially in the first one and a half months of the internship program. Right out of university, I was accustomed to the 1 hour and 20 minute class times, and of course there were gaps of free time in between classes to relax. Beginning work with a 7 – 6 hour long shifts was very difficult to get used to.

The commute to the Unilever office was difficult as I live in Uttara, which is roughly 14.2 kilometers away. However, this is something I have come to accept within the first month. The challenge I faced was after office when returning home. After the long hours of commute and beating traffic, I barely had time to give attention to my personal life, my hobbies and my efforts to socialization with friends have decreased over time. It created an atmosphere of frustration when I was not able to find time to do any of my hobbies as almost every day I would return home at roughly around 8pm.

Another challenge I faced was having to coordinate work between the three agencies, and one of them operating from Mumbai, India. (Analyzen, Asiatic JWT and DigitasLBi). India follows a different calendar with weekends being Saturdays and Sundays. So there were weeks I had to continue the project work from home on Fridays.

We also faced a technical difficulty when uploading the content of Rin Career Ready Academy, which delayed the launch of the website. Our creative agency Asiatic JWT had translated the English content to Bengali in Bijoy fonts. Bijoy is a standard font used by all newspapers and media. However because it is only popular in Bangladesh, web browsers are not able to detect this font. To correct this our agency Asiatic JWT had to convert all of the translated content from Bijoy to Avro font, which is web browser optimized.

Academic Preparation

For my major I have chosen to study Marketing and Finance, and have completed my internship program in the marketing department of Unilever Bangladesh Limited. The theories and learnings correlated very little with the actual business environment. In my internship experience, I was not put in a position to apply any teaches or theories I was taught in my major courses, rather I had to think practically make decisions based on unexpected scenario which required a strong intuition and common sense. The only relevance I have found in my Marketing teachings were the marketing terms and key words used to define segments of the marketing plans, actions and activities of Unilever.

I feel that teachers should encourage students to participate in business competitions or even organize business competitions to help get an understanding of how to coordinate work on tight schedules and deadlines. As in most courses, we are only told to follow orders for quizzes, assignments and term papers. Two fantastic example to help break out of this problem would be the Term Papers assigned by Dr. Tareque Aziz, N. M. Baki Billah and Riyashad Ahmed. Tareque Aziz sir assigned team members of 10 who have to conduct interviews with organizations selected by sir and to provide current brand status report, solve brand related problems and provide possible solutions to that brand or company. Riyashad Ahmed sir and N. M. Baki Billah sir assigned us specific companies of his choice to apply all our syllabus learnings like finding growth rate of shares, profitability and liquidity analysis with real data and figures. Working with real data, gave us a feel and understanding of how the real business environment works, and the possible real roadblock company managers face.

Lessons learned from the internship program

Over the three months, I have been put in positions which pushed me to my boundaries of natural thinking, actions and habits. Along the way, I have seen characteristic changes in me, through these learnings.

Implications to Unilever Bangladesh

The organizations does not believe in micro-managing. In fact no employee's actions are supervised from start to the end of a project, until required. But employees do however provide

routine reports to their reporting line manager. Working independently and learning to think on the spot in times of crisis is what I learned. At the end of the day I learned that we are not always praised for the clever solutions we come up with at work and most people are not aware of how we deal with our work related crisis. The reporting line manager expects to see productive results. This brings me to my second learning, which is the importance of being goal oriented. In the marketing floor of Unilever, every brand has a purpose. And for that purpose to be fulfilled there are specific goals and tasks which need to be done. I learned to become goal oriented. I have learned how well deadlines can be met if we follow a schedule of work to be done each day. This habit has taught me to be well organized with the work to be done and that planning ahead always helps.

Personal Development

In terms of personal development, it seemed quite unnoticeable in the beginning. Now that I look back, I have learned the healthy habit of making task lists to be done day by day. The importance of following up, planning ahead. A few values I can feel confident about are being confident about being punctual, making commitments, having an open mind to changes and new ideas, being brave and learning to value oneself and one's effort.

I have also understood that it takes time to create changes and provide results. Therefore it is best to start early to start early to have work and progress done ahead. Another thing that still stands valuable till today, first mover's advantage always creates an upper hand.

These lessons I have learned through practice, action, mistake repeatedly on an ongoing process in the past 3 months. If I was to reflect back, other than the residential semester, I have learned a lot more about the practical interpersonal practices in the short span of time spent in the internship program compared to my time at BRAC University.

Concluding Statements

To summarize, here are a few points to understand the internship report at a glance:

1. Rin detergent introduced its Rin Career Ready Academy to contribute to Unilever's Sustainable Living Plan.
2. The purpose of the brand Rin is 'dress to progress'. Rin believes that every individual has the potential to shine and progress in their life, but often times are judged based on the clothes they wear. Rin believes that clean and bright white clothes speak self-confidence and ambition for those who want to progress in their life.
3. Apart from keep clothes clean and bright like new, Rin wants to give every progress seeker an opportunity to shine, and Rin Career Ready Academy can help the brand achieve that.
4. Rin Career Ready Academy was initially an IVR program (Interactive Voice Response) in 2016. It has been revived as a web-based platform for 2018 and onwards.
5. Rin Career Ready Academy targets
 - Individuals who have received some form of formal education and qualifications but are still having difficulty getting a job corresponding to their skills, due to their lack of ability to speak English.
 - Bengali migrant workers who are cheated and exploited due to their lack of ability to speak English.
6. Agencies who were involved in successfully reviving program are – Asiatic JWT, Analyzen, SSD – Tech and DigitasLBi.
7. Since Unilever Bangladesh Limited operates closely with Hindustan Unilever Limited, Rin was give permission to borrow content from India's Career Ready Academy program.
8. Activities required to revive Rin Career Ready Academy:
 - Translation and contextual adaptation of content from Rin India, done by Asiatic JWT.
 - Upload of content to the Bangladeshi pilot website, done by Analyzen.
 - Adaptation of code able content of the pilot website by DigitasLBi.
 - Setting up of OTP (one time password) registration by SSD – Tech.
 - Pilot testing and making further website text adaptation changes by DigitasLBi.

- Incorporating previous Rin Career Ready Academy participant's story and experience with the program as a testimonial.
 - For the launch of the Rin Career Ready Academy website, a newspaper article was launched in both English and Bengali newspapers.
 - Before the website goes live, Unilever's care line needed to be very well informed about how the website worked, the kind of queries they may have faced and how to answer them.
9. My experience in the internship program gave me a lot of opportunities to learn through trial and error and apprenticeship. Some to state are improving time-management, proactively taking initiatives, being goal oriented, maintaining schedules and meeting deadlines and following up frequently to make sure execution of plan is successful.
10. Some of the challenges I have faced in the internship are, the difficult commute from my home to the workplace, lack of time to spend for my hobbies, the initial long hours in the workplace and the work related constrains like translation technical errors and delays from the agencies' work.

I feel very proud, honoured and excited to have had the opportunity to complete my internship with Unilever Bangladesh Limited and for being able to present my experience in the form of a report. The Unilever Leadership Internship Programme 2017 was a rigorous program and is in my opinion pushed me to be bring out the best in me. And this is the ideal program to get an understanding of how a business and its employees operate internally, the kind of constrains an organization might face and how to tackle them.

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Appendices

Figure 1 - All Brands of Unilever Bangladesh Limited

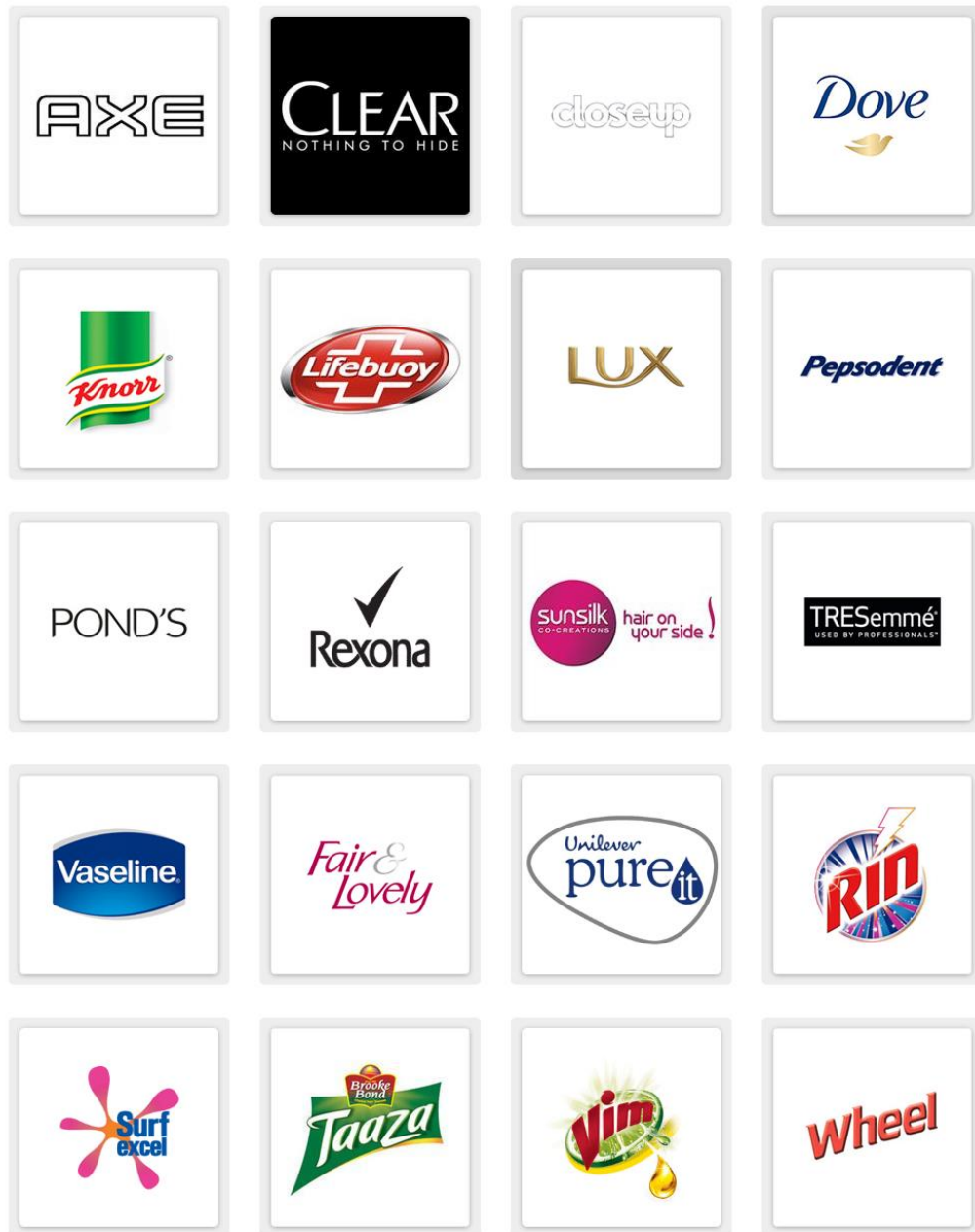
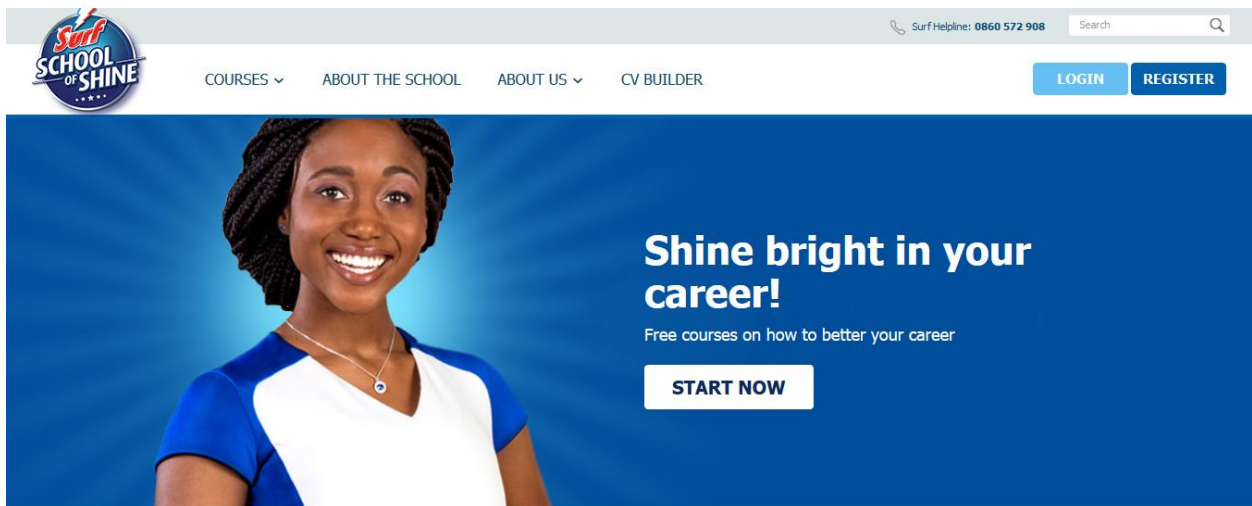


Figure 2 - Omo Bright Future Academy (Thailand)

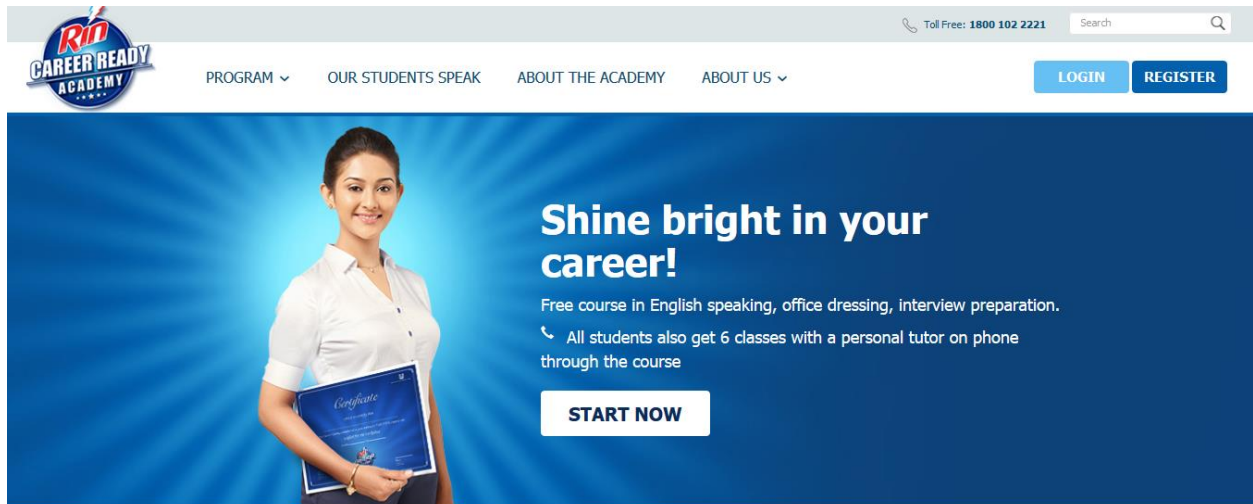


Figure 3 - Surf School of Shine (South Africa)



Latest Courses

Figure 4 - Rin Career Ready Academy (India)



Academy Subjects

Figure 5 - Escola Brilhante (Brazil)

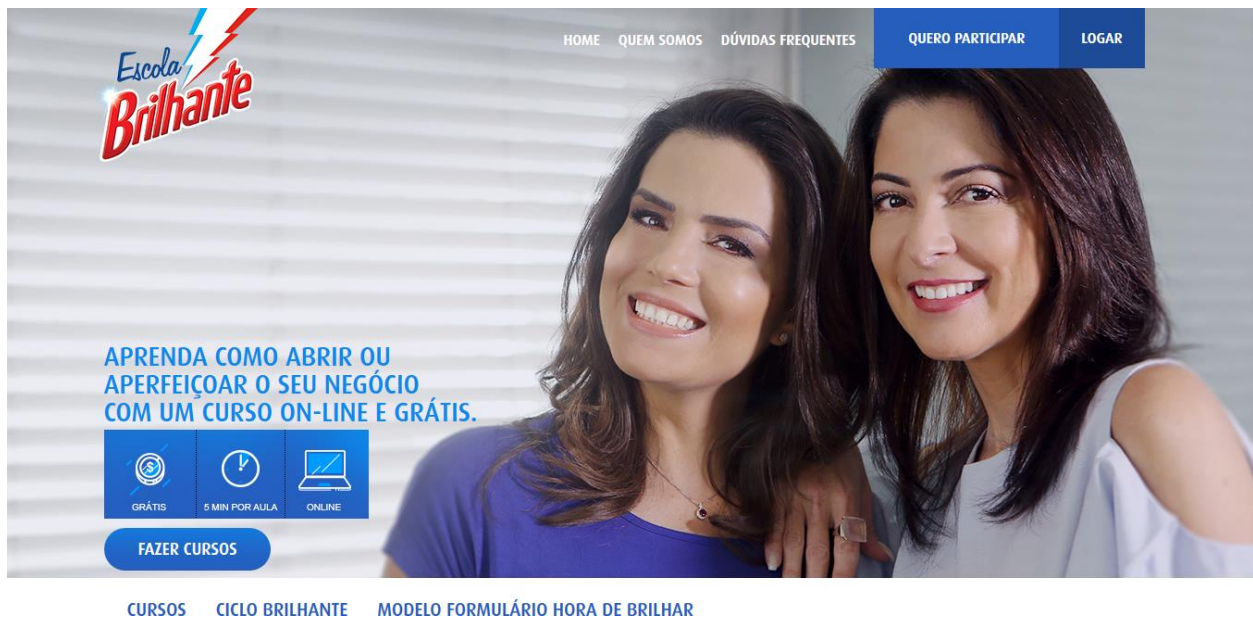
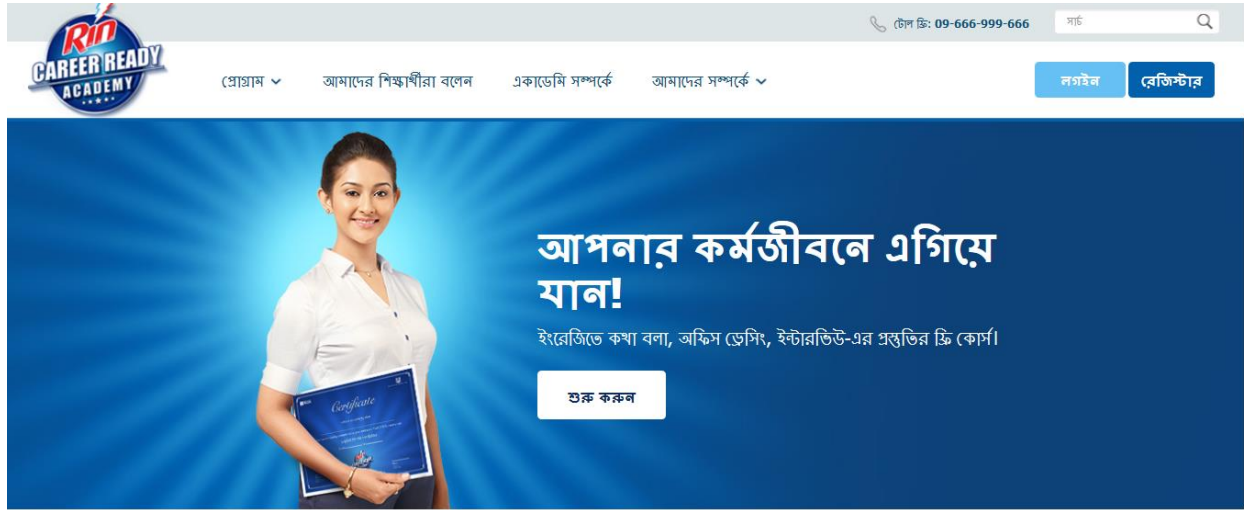


Figure 6 - Rin Career Ready Academy (Bangladesh)



একাডেমি বিষয়

Figure 7 - 3 Step process for partnership with BRAC NGO

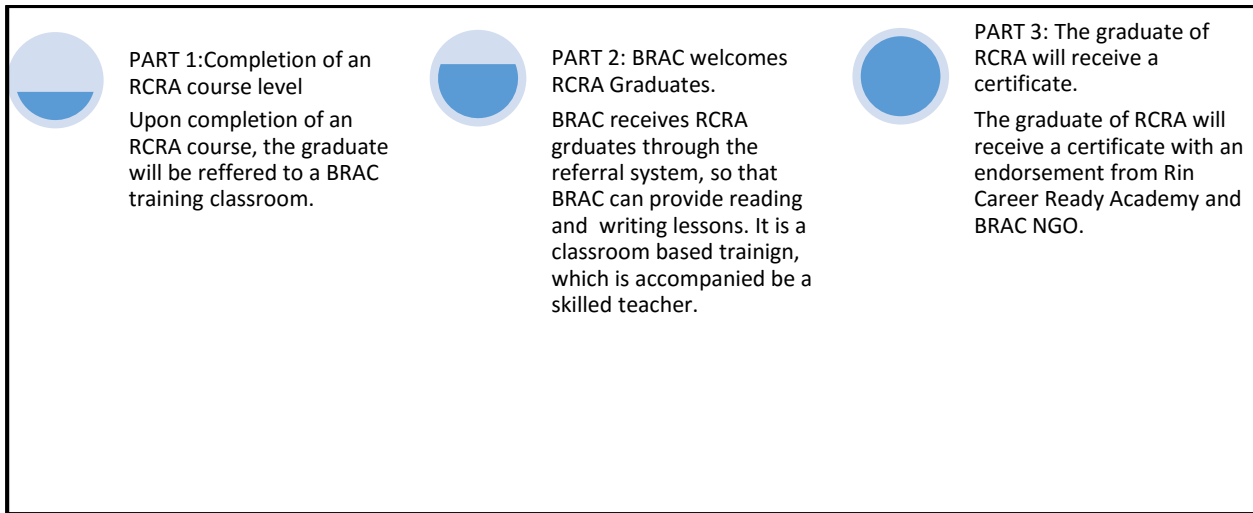


Figure 8- Sujan Mia's testimonial for the program



Sujan's story



I now feel confident about myself, because I can now communicate and converse in English with anyone, without any hesitation and fear. Although I am aware my English may not be as fluent as I would like, I'm still happy with the progress.

Figure 9- Press Advertisement of Rin Career Ready Academy

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