

BUS- 400

Internship Report on



BRANDING PRACTICES CONDUCTED BY YOUNGBANGLA

Submitted To

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LETTER OF TRANSMITTAL

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Subject: Submission of Internship report

Dear Sir,

This letter is regarding the submission of my internship report, entitled "Branding practices conducted by Youngbangla"

I am privileged functioning on this report that eventually opens a brand new window of chance to expertise things from a unique perspective. I feel this report will be a worthy addition to the connected areas considering its essence. I'd prefer to thank you for your watchful oversight and sort steerage throughout my internship. I'm forever grateful to you for granting me the permission to work in this specific area and I would be happy to provide you with additional clarification concerning the report.

Sincerely,

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ACKNOWLEDGEMENT

At the very beginning, I'd say, I'm significantly grateful to the Almighty God for his Blessings upon me in finishing this report. I actually have received endless support and steerage throughout the tenure of my internship. Initial of all, this can be my honorable internship supervisor Mr. G. M. Shafayet Ullah, Senior Lecturer, BRAC business school without his time to time guidance and clear directions it'll not be attainable on behalf of me to organize this report within such limited point in time. I'd prefer to convey him from the deep core of my heart.

Next, I'd prefer to take the chance to precise sincere feeling to my structure supervisor Miss. Priyanka Chakma, coordinator Youngbangla. She never felt any hesitation whenever I used to be in would like of her help. Besides, I'd additionally express my gratitude to Shaikh Sher-A. AZAD Shams, Head of Admin & Finance, CRI(Centre for research and Information), Tonmoy Ahmed, Research coordinator CRI(Centre for research and Information) & barrister Shah Ali Farhad, Research coordinator CRI(Centre for research and Information) who was invariably there to help me out whenever I faced challenges and difficulties throughout the internship period. I will additionally stay forever grateful to the subsequent persons; Mr. Rakibul Haque, Mr. Suranjit Mandal, and Mr. Shuvo Pratik Chakraborty for their valuable support that eventually leads the prosperous completion of this report.

EXECUTIVE SUMMARY

This paper reflects the essence of community development and youth facilitation program for nation building, conducted by YoungBangla. As we all know that, we have a big proportion of youth in our country who is seeking for a platform to develop them and act as an active citizen of the country through connecting with policy makers and leaders. YoungBangla facilitates those youths to connect with the individuals for achieving the goal.

YoungBangla the largest platform for youths in Bangladesh which works to harness their innovation and energy, showcase their successes, help them grow further and enable them to mold not only their own future, but that of the nation's.

Currently Youngbangla has the largest volunteer base so far than any other community development organization. These huge amounts of volunteers are all over from Bangladesh. The YoungBangla representative from all the divisions coordinates these volunteers to work on specific issues which eventually reflect on countries development and progress.

YoungBangla believes that, for developing a nation, you have to develop the youths by proper skill and knowledge base training, IT facilitation with a view to engage the youth power to its optimum level. So therefore YoungBangla is working through all the odds to reach their target by facilitating youths in different manner.

Table of Contents

Introduction	2
What is Young Bangla.....	3
(a) Motto.....	3
(b) Aim	3
(c) Young Bangla Initiatives -So Far	3
Background.....	4
About Centre for Research & Information	4
Let's Talk.....	5
Policy Café.....	5
CRI Junction	5
The central theme of CRI.....	6
Organizational Structure	7
Part-A	8
Job Duties and Responsibilities	8
Coordinating network meeting with Youngbangla members	8
Youngbangla social media campaign follow-up	9
CRI Publication Distribution.....	12
Vision2021 Internship& Career Camp follow-up	12
Part B.....	13
The Project part	13
Objectives of the Project.....	13
What is the role of branding for non-profit organizations	15
Positioning and branding aspects of YoungBangla	18
Brand Elements Mix & Match	19
The Value of Nonprofit Brands.....	22
6 Key Components of YoungBangla as a Nonprofit Brand	22
Limitations.....	24
Findings	24
Recommendations.....	25
Conclusion	26
Bibliography	27

The Organization

Introduction

Statistically 65% of the total population of Bangladesh is youth. Believing as youth is the driving force of a nation. Centre for Research and information(CRI), is taking part with an initiative named “Young Bangla Coalition” that would engage the youth force of the country to identify and suggest policy changes, to facilitate and build a better Bangladesh in order to achieve the vision-2021. In order to implement “Young Bangla Coalition” initiative a platform “Young Bangla” has been created to connect the national and non-resident Bangladeshis as well as youth organizations in the country aiming with the singular mission to transform our country as the role model to the world. Of late, the national coordination meeting of “Young Bangla Youth Summit 2014” was held on 6th July at Nabab Nawab Ali Senate Bhaban of Dhaka University where representatives from more than 180 youth organizations from different parts of Bangladesh were present. The representatives from the convening organizations and also honorable members from Bangladesh National Parliament- Ms. Tarana Halim MP, Mr. Razee Md. Fakhurul MP, Mr. Tanvir Shakil Joy, Ex-MP and the convener of the summit Mr. Nahim Razzaq MP were present at the meeting.

Young Bangla Youth Summit was held in 15th & 16th November 2014. The 2day-long youth summit consisted of 4 different programs by which the platform will interact with the youth talents all over Bangladesh.

What is Young Bangla

The young people of Bangladesh hold the key to the nation's future. They have innovative ideas, and have the ability to move away from the status quo and create a future which is not governed by what is easy, but what is right. They risked their lives at the forefront of our language movement in the lead up to the liberation war and gradually youths turn into the change agents whose stubborn idealism shapes the future of the country. CRI sees youth participation as a vital component for the future development of the country. CRI's Youth engagement programmes such as Let's Talk, Policy Café and CRI Junction aim to give young people the right platform through which their ideas can be heard. CRI believes in promoting and engaging with programmes, organizations and individuals who share this vision of Young Bangla.

(a) Motto

- ✓ Involving country's youth in national development

(b) Aim

- ✓ A platform for social workers
- ✓ A network for entrepreneurs
- ✓ An opportunity to be a partner of the government
- ✓ An opportunity to be acknowledged

(c) Young Bangla Initiatives -So Far

7 Divisional Meets
Joy Bangla Youth Award 2015
Ward Level Volunteer Mobilization
Online and Social Media Interaction
Field Visits
Joy Bangla Concerts 2015 and 2016
Stakeholders Dinner
Network Meeting May 2016
Vision 2021 Internship with Different govt & Non govt organization
Career Camps with affiliate organizations

Background

Convening organization of the Young Bangla platform is Centre for Research and Information (CRI), a non-profit policy research organization which aims to create a platform for public discussion on national policy development, Exploring political ideas and the policy reforms through people-centered and youth-led debate and Bridging the gap between youth and policy makers. CRI seeks to promote youths for nation building and showcase them in the international stage.

About Centre for Research & Information

The Centre for Research and Information (CRI) is a not-for-profit policy research organization which aims to create a platform for public discussion on important matters of national policy in Bangladesh. Analyzing key challenges facing the nation, CRI explores through people-centered debate the political ideas and the policy reforms that will define progressive politics and policies in a new, digital Bangladesh. With a focus on youth engagement and democratized debate, CRI aims to bring politics closer to the people. CRI believes in the active participation of citizens in matters of national policy. By bridging the gap between people and politics, CRI hopes to empower citizens and afford them a stake in their society. The organization aims to generate high quality research and data on the opinions and views of people, especially young people in Bangladesh through creative, revolutionary methods. By doing so, the views of the people are given an unfiltered platform which can influence policy decisions on both a local and national scale. CRI takes a strategic approach to achieving its goals. It combines its resources and expertise with ground-breaking market research and polling aimed at various groups, especially young and student groups, to produce the following:

- ✓ High quality research into the concerns and priorities of young voters and the youth demographic in Bangladesh;
- ✓ Unique platforms for voicing the opinions of young Bangladeshis, such as Let's Talk and Policy Café;
- ✓ Publications and blogs produced to the highest editorial, design and production standards, whether in print or digital form;
- ✓ Pioneering marketing and promotion efforts, through television, radio and social media outlets;
- ✓ Cutting-edge media and publicity efforts aimed at and, in some cases, created by and for, young people themselves

CRI believes that the young people of Bangladesh have ideas; innovative, creative ideas which can help transform Bangladesh if they are afforded the right platform. There are numerous examples of talented young people making an impact in Bangladesh, be it through social and political activities or volunteer work in the community. Yet there are many people whose voices are not yet heard. CRI sees youth participation as a vital component for the future development of the country, and believes that the young people of Bangladesh do not have to wait until later in adulthood to shape their nation. Keeping this overriding objective in mind,

CRI has arranged for the following programmes specifically tailored for the youths of Bangladesh:

Let's Talk

Let's Talk provides a much-needed avenue for young people to constructively engage with Members of Parliament, ministers and other prominent politicians and debate topical issues which are of relevance to them. Through the Let's Talk events, CRI helps to facilitate opportunities for informal but in-depth political dialogue among the future leaders of Bangladesh – the youth and the politicians. No topic is off the cards, there are no formalities nor are there pre-screened questions. Everything is up for discussion, and everyone is invited to share their opinion. To know more about Let's Talk please [click here](#)

Policy Café

Policy Café is a forum for the youth to voice their assessments on national policy frameworks. It is an avenue of democratic exercises where every young person is expected to share his/her thoughts, opinion and ideas regarding the formulation and functioning of policies. It is a forum for the young generation to be engaged in policy discourses; simultaneously it's a floor for them to be heard by the policy makers of the nation. It is a forum for the youth to garner their assessment on national policies, acts, ordinances and other important national instruments. It is not an implementing agency rather it recognizes itself as an avenue of democratic exercises where every young citizen is expected to share his/her thoughts, opinion and ideas regarding policies. It is a platform for the youth to be engaged in policy discourses; simultaneously it's a floor for them to be heard by the policy makers of the country. To know more about Let's Talk please [click here](#)

CRI Junction

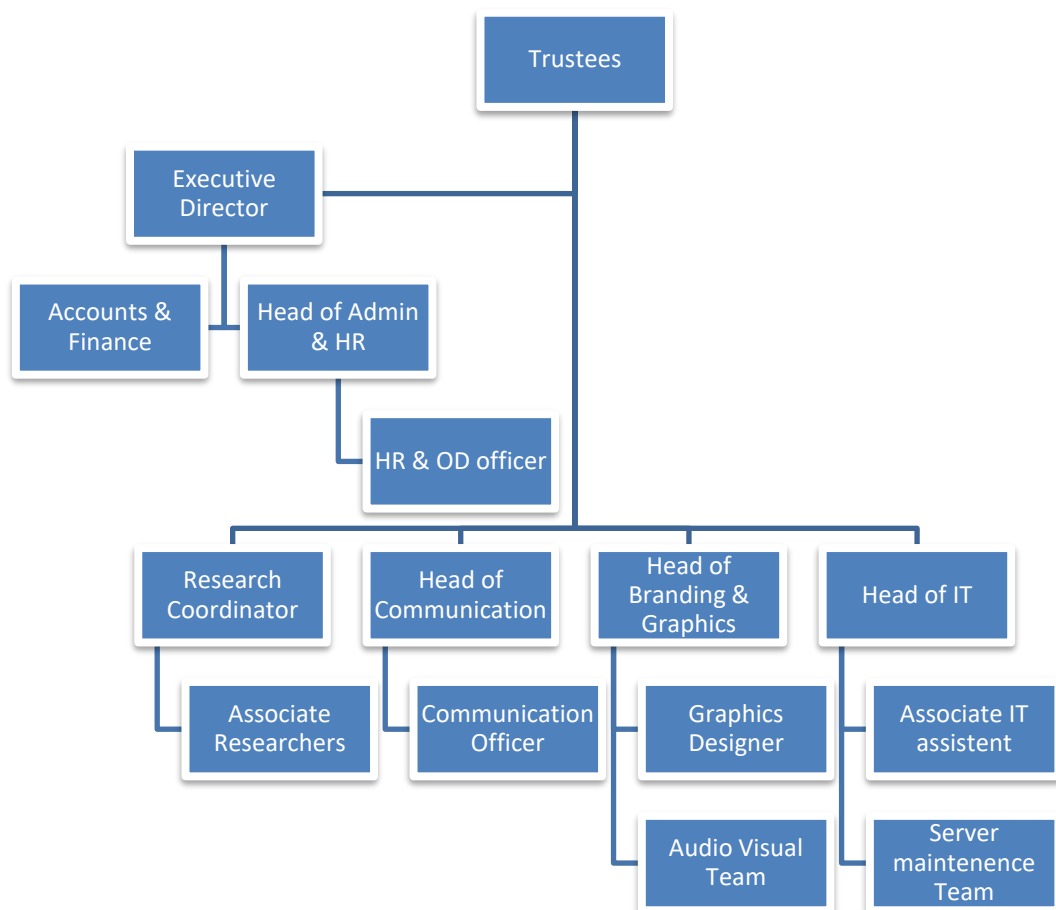
CRI Junction invites young poets, writers, artists, filmmakers, photographers, actors, performing artists and other cultural leaders to express their views on society and the world around them. The objective is to facilitate gatherings of young cultural groups, fuel intellectual debate and explore the various aspects of Bengali arts and culture which undoubtedly affect our nation today. Creative young minds are encouraged to share their ideas on Bengali heritage and culture and discuss how these feed into wider debates on national policy and current affairs. Topics discussed include the future profile of Bangladesh in a globalised world, Bangla language and literature, and the cross-cultural influences of the creative arts in modern Bangladesh. To know more about CRI Junction please [click here](#)

The central theme of CRI

The central theme with which CRI goes about its tasks is youth engagement. With that underlying objective in mind, CRI has created a number of unique platforms like Let's Talk and Policy Cafe which provide youths an unprecedented opportunity to express their opinions, views, hopes and fears. CRI wants to hear what young people have to say about national policy, politics and society. When young people talk, CRI is there to listen and make the nation listen. Also CRI Conducts detailed research on national development issues and undertakes in-depth case studies in sectors of national economy. The organization disseminates information which is of national, economic and social interest among the general public of the nation.

“We undertake research tasks on national economy, policy development, economic development and social uniformity. Our numerous types of studies, publications and research materials on contemporary issues are kept under archive and available for use by the public” – Centre for Research and Information.

Organizational Structure



Part-A

Job Duties and Responsibilities

As an intern I was not assigned for any particular task rather it was a rotation based job. It refers I was responsible for any of the tasks of the department considering the priority and the demand of my immediate supervisor. The tasks that I have been performed throughout my internship are, Coordinating network meeting with YoungBangla members and affiliate organization, YoungBangla social media campaign follow-up, CRI publication distribution towards different government and non-government organizations, communication with vendors for different events, Vision2021 internship follow-up, Career camp follow up etc. I was also provided with an official mobile phone to perform all the official deals and communication with our affiliate networks.

Coordinating network meeting with Youngbangla members

Young Bangla was initiated in 2014. Till then the journey of this platform was very fruitful and the ideology of the platform got up to date with proper manner. One of the very 1st thing I have done as an intern of this organization is, I organized a network meeting with young awardees for taking their feedbacks for further more campaign procedure. Also the back drop banner, communication, Coordination of the entire meeting was prepared by me.



Figure I Youngbangla Network Meeting 2016

Youngbangla social media campaign follow-up

The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. Social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications paradigm whereby a high degree of control is present. Therefore, Young Bangla's core focus of online interaction makes them possible to connect with their audience and get in touch with them.

Here is the page preview of Young Bangla –



Figure II Youngbangla Facebook page

My responsibility was to manage this page with proper information and graphical illustration as well as to do the community management and overlooking insights of the page. Few Graphical illustration of my post is given below.



Figure III Vision 2021 Internship

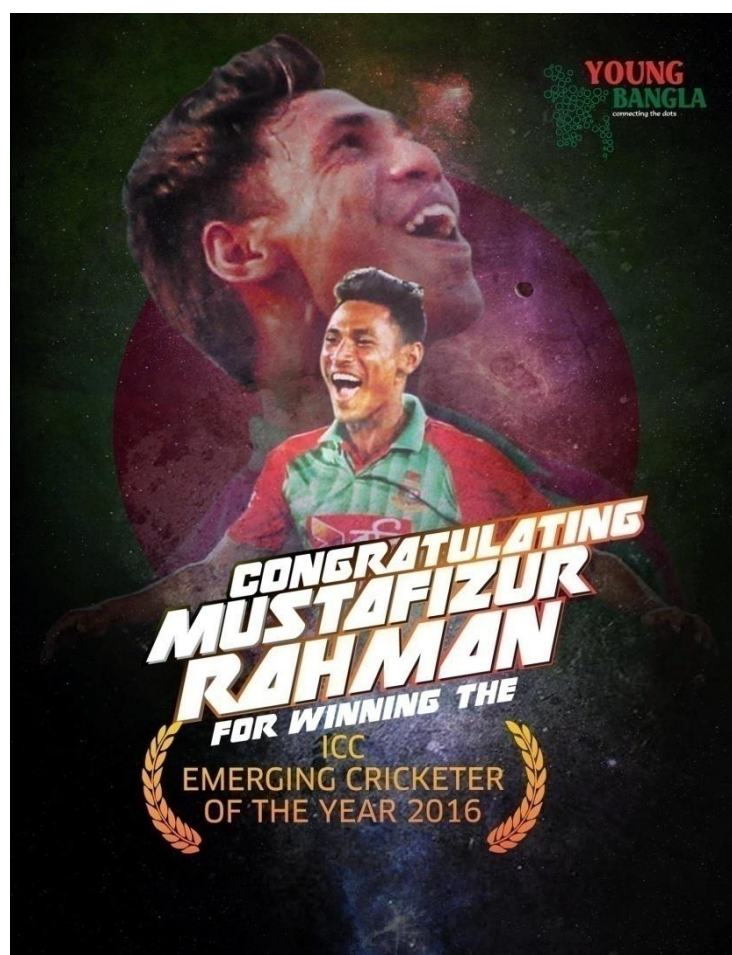


Figure IV Young Bangla in sports engagement



Figure VI Career Camp of Young Bangla



Figure V Microsoft service engineer training by YB

CRI Publication Distribution

As I have done my internship under CRI, so sometimes I had to distribute CRI publications towards different government and non - government organization for publicizing the organizations corporate profile as well as to make a brand exposure towards the public and private sectors.

So far I have Distributed 515 of CRI materials towards INGO, Embassies, Corporate houses, Banks, Airport lounges etc.

Vision2021 Internship& Career Camp follow-up

The need for an internship program in the ministerial process has been felt by Young Bangla platform. The secretariat of 'Young Bangla', the Centre for Research and Information (CRI), is approaching to make a link between brilliant young minds and ministries of the country. Initially, the internship program is designed with four ministries- **Power, Energy & Mineral Resources; Foreign Affairs; ICT; and Primary & Mass Education**(and looking forward to get more ministries onboard).Alongside, as a private sector, Microsoft Bangladesh has also taken a part through their Brand Ambassador and Service Engineering Program. As of Now, 13 ambassadors are appointed at Microsoft Bangladesh, more are in progress.

The internship program will provide an opportunity for the potential young people of the country who possess the qualities to serve the nation directly. The internship program will provide the promising scholars with an excellent opportunity to familiarize them with the national development process.

Progress So far:

- A) Placement of 23 Interns at FTFL program of ICT Division of MoPTIT;
- B) 4 interns successfully completed at Ministry of foreign affairs
- C) 13 became ambassadors and 3 computer lab established through Microsoft Bangladesh
- D) A skill development scheme got initiated in July 2016 in coordination with Aamra companies and APIT
- E) 100 interns got placed in ministry of power energy & mineral resources
- F) 5 Career Camps were organized so far

So as a part of this organization, I had to communicate on regular basis with the candidates as well as the facilitators for broadening further scopes for the young Bangla network.

Part B

The Project part

YoungBangla is a community development organization which works for facilitating the youth and building a better Bangladesh for the next generation. As a matter of fact, branding is a core element for this kind of research organization as CRI (centre for research & information) & YoungBangla works with wide number of vendors and organizations for coordinating the company's flagship events like Let's Talk, Policy Café, Joy Bangla Youth award & 7th march Joy Bangla concert. YoungBangla as an organization is rapidly upgrading continuously as it becoming old. From day 1 till this point of time, YoungBangla crossed thousands of miles to reach its ultimate goal for developing the youth's productivity and engaging them to nation building. However the purpose of this report is to illustrate the “**Branding practices conducted by YoungBangla**” in this reference I would like to dedicate this part for the branding aspects of YoungBangla which is carried by CRI as a mother company of YoungBangla.

Objectives of the Project

Primary objective is to get exposure on how community development organization works in real life and to know about the areas that can make the related marketing practices more suitable for such organizations.

Specific Objectives

- To earn in depth aspects of nonprofit community development organization
- To learn about the actions taken by YoungBangla for branding aspects
- Creating a bridge between the theoretical marketing aspect VS practical implementation which I have been inputting throughout my 4 months extended internship procedure at YoungBangla.

Methodology

Both the primary and the secondary data have been used in preparing this report. To know about organization history and background mainly secondary data has been used. Besides, the head of department and the branding coordinator briefed me time to time to acknowledge me about their business purposes and operations. In addition, I came to know about different related issues by talking with my colleagues informally

Primary Source

Primary data have been collected from time to time briefings, weekly as well as monthly meetings and talking with colleagues in many occasions.

Secondary Source

Secondary data have been compiled from organizational websites, operation manual, available write ups are provided by my direct internship supervisor of the internship.

What is the role of branding for non-profit organizations

Strong brands facilitate organizations to accumulate money, human, and social resources and to make key partnerships. The trust that sturdy brands evoke additionally provides organizations with the mandatory credibleness to develop those resources additional with efficiency than organizations with weaker brands.

Considering the non-profit sector, several leaders of non-profit organizations square measure still skeptical towards branding models and tools the for-profit sector uses since they associate branding with the first ambition of gaining money and square measure distressed that the main target of profit-making undermines the wants of the organization and its main purpose. a commercial business' core objective is to extend the profit; a non-profit organization additionally aims to boost money, but ideally the most goal ought to be to leverage their brand to cause a larger social impact and public discourse.

The models utilized in the non-profit sector to grasp branding remain those imported from the for-profit sector to spice up name recognition and raise revenue. Non-profit leaders would like new models that enable their brands to contribute and to sustaining their social impact, serving their mission, and staying faithful their organization's values and culture.

While you hear the term more in relation to for-profit businesses, branding is an important element of success for nonprofit organizations too. Your brand is what people think about when they think of your nonprofit. This impacts your public image, your engagement, and your fundraising efforts. Brand management is the work you do to influence and shape the way your organization is perceived.

Nonprofits do have a different purpose than for-profits, but there are many brand strategies that apply to both sides. The following brand strategies can help you forge new relationships and strengthen the ones you already have. You may even be employing one or more already. Below mentioned is the 5 step of why branding is important for a non-profit organization.

1. Differentiate Yourself

Why ought to somebody provide to your organization rather than some other?

That's the question that drives differentiation. It's nice that there are numerous nonprofits endeavor social issues, however, this additionally means that donors and foundations have plenty of selections within which they support. This is often why it's, therefore, vital to indicate however your organization is completely different.

If you're the sole non-commercial performing on a selected cause, this is often comparatively straightforward. Most organizations, however, face the challenge of characteristic themselves from comparable organizations. Take into account the reason behind transfer clean water to all or any people—there are many nonprofits during this sector.

Differentiation is all concerning giving folks a reason to recollect you over others. YoungBangla gives an completely different idea about community development by mobilizing youths in nation building and working throughout 64 districts of Bangladesh.

2. Personalize Your Organization

Personalization has become a central brand strategy for many businesses and organizations. One thing people love about Chipotle is they get to oversee and choose everything that goes into their meal. This strategy is not new but it's only just gaining favor with nonprofits.

Peer-to-peer fundraising is the clearest example of the rise of personalization. Supporters can create their own page, add their own picture, tell their own story, and appeal to their own friends and family. Early adopters like charity: water and Pencils of Promise have shown that allowing people to make a campaign their own can yield impressive fundraising results.

YoungBangla thinks about how you can bring personalization to your community, either through peer-to-peer, separate campaigns for individual projects, or any other way.

3. Be Relatable

Being able to relate to another person is essential to forming a connection and it's just as important that your supporters can relate to each other and the people you help.

Reliability also comes into play for YoungBangla when you talk about the people your programs help. A potential donor might not think they have much in common with a man staying in your homeless shelter until you explain that he is a father who lost his job during the recession. Details like these help people relate to your constituents.

4. Appeal to the Emotional

Tapping into the emotions that drive your supporters can go a long way toward breaking through stagnation and apathy. This works hand in hand with the concept of making people in need relatable. When people can relate and identify with victims of a natural disaster, for example, they can understand the victim's sadness and uncertainty. Sympathy is a significant driver of charitable giving.

You can also highlight the positive emotions that come from helping others. This may take the form of donor testimonials or feature posts on your blog that highlight volunteers and supporters. Show your audience that helping your cause is emotionally rewarding for donors too. YoungBangla's approach towards its supporters is same as it creates a hype which eventually creates an engagement.

5. Be a Thought Leader

Finally, positioning your organization as a forward-thinking and innovative nonprofit can be an effective brand strategy. While there are people who prefer to stick with historic or more traditional charities, adopting new technologies and strategies can attract people who may not have been interested in the cause before. As YoungBangla position them as a youth platform with a vision towards countries historic remarks and traditional call throughout the year.

Positioning and branding aspects of YoungBangla

Positioning

In nonprofit marketing there are two definitions of positioning. Both play an important role in helping you plan marketing activity.

1. Customer defined positioning

This is what your customers really think of your product (which could be goods, a service or an idea) and your organization - as opposed to what you would *like* them to think. It is what your customers say about your product and your organization 'after you have left the room' - a brutally honest assessment untendered by politeness. This definition of marketing is core to marketing.

2. Strategic positioning

The second is more closely allied to strategic planning and is how you try and place your products and organization in the marketplace. Here we concentrate on the first approach - positioning as defined by your customers.

Why positioning is important

Why do you need to know exactly and honestly what your customers think about your organization and its products? The answer is simple: if you do not know, you will not know how to improve and you won't be able to communicate those improvements to your customers. YoungBangla always communicate with its existing and potential members/volunteers/supporters for an in depth review over the organizations movement and improvise it in their next step.

Branding Aspects of YoungBangla

Positioning leads to branding - sometimes known as identity. The identity or the brand is the very essence of the charity - its personality. But it is the personality as viewed through the eyes of your customers, rather than you or your colleagues. While it seldom appears on the balance sheet, a strong, well-supported brand is one of a company's most enduring assets. This is even truer in our charity world. We need to nurture and grow our brands if we are to achieve maximum success with our donors and also our beneficiary customers. If our potential beneficiaries have not heard of us, or if they have heard of us but do not have a high opinion of our services, then we have a problem that must be solved. The solution is not spin - it has to be genuine change combined with credible and well-targeted communications that convey this change to customers, including beneficiaries, supporters and donors; staff and other stakeholders; and regulators.

As I have worked in various part of the organization, I had very straight forward limited opportunities to gather core knowledge and idea about the branding practices. As a matter of fact, I have organized my report with very limited branding resources of YoungBangla and CRI. Also I have sorted out YoungBangla's branding practices as far my knowledge is so far on the note of organizational branding.

Brand Elements Mix & Match

The most obvious and probably the most important part of the brand is the name, but there are other visual and sometimes sensual symbols such as strap lines, logos, publications, buildings (and their design), your staff and their presentation, attitudes and behavior. All of these brand components require attention and all need to flow from your charity's purpose and philosophical base.

The name is so important because it is shorthand for everything you do and stand for. If I say 'NSPCC' to you, you will instantly have an image and understanding of what it is, what it does which would take at least half a minute to describe in words.

The speed and holistic experience that the brand name triggers is crucial in keeping large charities successful nationally and small charities strong locally. This is because customers have a bewildering array of charities in front of them and a strong brand with a well known brand name simplifies the choice for the customer

Brand Name

The brand name is important for any sort of organization whether it is profit oriented or nonprofit oriented brand like YoungBangla. To refer the brand name on this note – **“YoungBangla”** refers to enlightened youth of the nation or prosperous youth of the nation.

YoungBangla Logo

A logo gives your company an easily recognized visual symbol. By placing this image on all correspondence materials, marketing collateral, your website and emails, you give people consistent exposure to your brand. The more people are exposed to your logo, the more synonymous the logo becomes with your name and brand. This allows you to put your logo on promotional materials and even products as a stand-alone representation of your business when your name won't fit or doesn't look as good.

The YoungBangla logo is given below –



Figure VII YB logo

Basic elements of YoungBangla logo

- Color Palate of the logo is Red & Green which indicates the national flag of our country
- The map symbolizes the whole country
- Easily mentionable that the organization is operating throughout the nation
- Easy to identify and appropriate for the nature of the organization
- Simple and bold

Slogan – Benefits

It is most likely a state that a slogan will advance the promoting and advertising efforts of your business. Yet, a slogan is one among those imprecise advertising ideas that may have completely different functions. Your challenge as a business operator is to match your slogan with a well-defined purpose. Otherwise, you risk having a shibboleth: A slogan that doesn't mean or communicate something. However YoungBangla's slogan for the matter of fact is ***“Connecting the dots”*** “which indicates the bridge which YoungBangla is building for the recent and future youths of Bangladesh.

Theme song / Jingle

Theme song and jingles are musical messages written around a brand. However YoungBangla has a own slogan which was launched in 2014 and the title name of the theme song is ***“Tomar joye Banglar Joy”*** as the song spreads the enlightened energy of the youth of Bangladesh and convey YoungBangla's vision through its core tune. The theme song has been publicized continuously throughout YoungBangla's journey and has been aired in different radio channels and in other electronic media. Also the song has a wonderful audio visual which makes it perfect for every generation.

The Value of Nonprofit Brands

When it involves driving engagement through branding, nonprofits usually face a harder challenge than for-profits. Rather than delivering instant gratification or a helpful product/service, nonprofits tend to charm to our higher angels providing (usually) a vision of a stronger tomorrow for individuals and/or places aloof from our daily routines. As a result, audiences will feel aloof from the mission and should feel no urgency to act.

Because the strength of a complete is outlined by the degree of trust and loyalty it elicits, this gap between action and impact places a lot of burden on a nonprofit's complete to come up with the type of sustained engagement necessary to tackle advanced issues. Whether or not the audience is individual donors, volunteers, or strategic partners, a nonprofit's complete should convey the concept that the organization delivers on its guarantees albeit tangible results could also be years down the road.

To do that, a noncommercial complete should be regarding over the organization and its mission; it must address, at a deeper level, what's meaning to associate degree organization's audiences. As a result of once individuals powerfully establish with a nonprofit's complete (rather than simply its mission), their reasons for supporting the organization move beyond the rational to the emotional; the brand becomes part of who they are and what they value. It becomes a kind of shorthand for things about which they care deeply and reinforces their belief that they can become part of the solution through their active engagement with the organization.

6 Key Components of YoungBangla as a Nonprofit Brand

1. Organizational strategy

For a mission-driven organization like YoungBangla, they always think of positioning themselves in the core of its audience through emotional appeals, remarkable events like 7th march concert, Divisional meets etc.

2. People

YoungBangla integrates its organizational culture with people who are eventually representing the organization nationally and also in the international fields. As an example; YoungBangla organizes offshore trips for the YB members for showcasing their talents in international stage.

3. Messages

What we say and the way we say it, both in writing and in person, say a lot about who we are. Every audience is interested in hearing different things and depending on the audience; YoungBangla likely has different things it would like to share.

4. Interactions

YoungBangla always cares about the interactions among its audience whether it's online or offline. Also this indicates a properly crafted communication and increases the value their relationship with you.

5. Visual Design

People interpret much of the world through what they see. These days, especially, the quality of a nonprofit's visual design elements greatly determines how much attention the organization receives, people's willingness to engage with it, and, ultimately, the strength of the bonds it forges with supporters. YoungBangla delivers informative infographics, audio visuals and computer graphics for its audience both in social media and print media.

6. Communication

To a significant level, YoungBangla refers massive amount of concentration over their communication with the grassroots till urban volunteers. Moreover this platform has eventually the communicative attributes than any other non-profit organization in Bangladesh with a huge volunteer base and supporter.

Limitations

This report has been prepared particularly based on primary data and secondary data. During the preparation of the report I have faced some constraints. First of all, Non-profit organization like YoungBangla is very rare case in Bangladesh. Also branding aspects of such organizations is still a new concept and consequently things are not organized yet. As a result, all the relevant information is not readily available. Secondly, being an roundup intern I was not assigned for any specific task rather it was rotation based for what I had not got the chance for market research. Besides, my organization would not allow me to talk about the confidential part and few other techniques that I have used in my 3 months internship for promoting the brand and the budget of this promotion for security purposes. Lastly, there was confidentiality issue in-between the organization because of what I did not get much of information about their branding policy. Consequently, I could not get into details. All the above mentioned information's were checked by my supervisor and it was the best possible thing that they allowed me to share in my internship report.

Findings

YoungBangla is one of the largest youth platforms in Bangladesh, which is acting as guardian for the future development of the youths in terms of nation building and strengthening the youth network of the country. Moreover YoungBangla is a brainchild of Centre for Research and Information (CRI) an internationally recognized government think tank which brings them for having some extra leverage in the non-profit field. Moreover, YoungBangla and CRI shares common goal for facilitating our youths with proper education, IT knowledge and community developing skills by the 2021 and establish a new generation with nation building capacity and empowering them to lead the country towards success and prosperity. Beside all of this I think YoungBangla needs to enhance their manpower in the decision making table as because a very small group of people takes a whole lot of responsibility for the organization and matter of fact a lot of good plan gets dumped in terms of lack of manpower and trust issue. So from my point of view its necessary for YoungBangla to extend their executive bodies and disseminate their works in a proper manner.

However as a new organization, YoungBangla is defiantly upgrading day by day and hopefully in a certain period they will erase all the negative points of their journey though proper action plans.

Recommendations

To increase the efficiency and run smoothly for reaching the organizational goals, YoungBangla from my point of view should develop their model intuitively and hire knowledge base employees to deliver more works to have a minimal approach with maximum output. Moreover, for the recommendation part it would likely to be perfect if I separate it in theoretical as well as organizational point of view.

Theoretical point of view

1. It would be helpful for YoungBangla to create a branding department instead of relying on CRI's creative Team and other vendor organization like Grey, Bitopi, Asiatic etc.
2. In-house marketing strategy build-up is necessary for YoungBangla.
3. Celebrity endorsement is a mandatory thing for this sort of organization.
4. More specific on targeting the audience, what I felt should be more highlighted.
5. **Marketing buzz** or simply **buzz** — a term used in viral **marketing** should be introduced for the organization.

Organizational point of view

1. YoungBangla should maintain a good selection process for engaging YB volunteers in grassroots.
2. YoungBangla should stop wasting time on unnecessary campaign plans instead of developing the existing campaign.
3. Should not rely much on vendors rather than doing things in-house
4. Lastly I would recommend YoungBangla to ensure enough manpower to ease the pressure of the existing employees. Surely this will have a positive result on quality as well.

Conclusion

Branding for nonprofits is more than just your logo or name — a lot more. Branding is telling your story to your audience and showing why YOU matter. It's about the experience and perception your audience has of your organization online, in-person, and on paper. This means everything from the delivery of your services, interaction with donors, office space, signature, printed materials, website, and social media. Throughout my 3 months internship period, I witnessed the amount of hard work which is necessary for building a strong non-profit community development organization. Also experienced branding in a different manner than what I have learned in my marketing classes. Though YoungBangla has a long way to go, but still in three to four years, what they have earned and collaborated is truly eye-catching. Hopefully sooner or later they will set a benchmark for how a non-profit can change the community in a broader way for Bangladesh and go on in international stage.

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