

Report On

**Overcoming Marketing Barriers to Advance Media Literacy: A Case Study of
NNO Global in Bangladesh**

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**A Case Study report submitted to the BRAC Business School in partial fulfillment of
the requirements for the degree of Bachelor of Business Administration**

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Declaration

It is hereby declared that

1. The case study report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

18 August 2025

Afsana Akhtar

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Subject: Submission of Internship Report

Dear Ma'am,

With due respect, I would like to inform you that, I am a student of Brac Business School, BRAC University. It is an absolute pleasure for me to submit the internship report titled '**Overcoming Marketing Barriers to Advance Media Literacy: A Case Study of NNO Global in Bangladesh**' which has done as a part of the requirement of the course BUS-490. Your guideline has been followed in every aspect of preparing this case study report. I have really enjoyed working on this report and I have tried my level best to make an effective report. This report has focused on both theoretical and practical knowledge. Within the limit, I have made this report as comprehensive as possible. But there may be some mistakes due to various limitations.

So, I beg your kind consideration in this regard. I hope that my work would meet the level of your expectation. Any query on this report is appreciated.

Sincerely yours,

Md Ahshanul Mahbub Labby

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Brac Business School

Acknowledgement

At first, I would like to thank almighty Allah for giving me the opportunity, strength, patience and knowledge for completing my internship. My gratitude goes to entire Brac Business School of Brac University for arranging Internship Program that facilitates integration of theoretical knowledge with real life situation. Also, I would like to give my special thanks to my academic supervisor, **Afsana Akhtar** ma'am, from the deepest corner of my heart for providing encouragement and valuable direction. I would also like to give thanks to my seniors, juniors and my classmates and colleagues of my business venture for their help, advice, and suggestions, inspiration and support. The encouragement as a continued source of inspiration provided by our parents is fully appreciated.

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Introduction

Overview: Media Literacy and Youth Engagement

Media literacy refers to the power to acquire, review, critique, and create media products of numerous types. In the modern world, it is a crucial ability because media has a significant impact on society, determining the opinion, attitude, and behavior ((Report, 2024)). However, in Bangladesh, historically the media literacy learning was not so much effective though the media plays a crucial role in creating an informed and democratic society. (Report, 2024).

The world of media in Bangladesh has been changing massively over the last ten years, especially with the emergence of digital and social media, as well as the news apps (Report, 2024). The young people are getting more news via these online sources instead of using the printed media. Nonetheless, when it comes to using media, the youth are usually enticed by entertainment or scandal thirst, as opposed to reason, moral news consumption, and awareness of the influence of media on the opinion of the masses. (Report, 2024).

The unavailability of media education to youth in Bangladesh has formed a clogged path to the critical interaction of the youths with the media, which influences their way of knowledge about the news and journalism and the ethics of media. It is high time to provide the youth with the necessary skills to survive in this digital age so that a young informed and responsible as well as media-literate generation can be produced.

Research Purpose and Objectives

This research is mainly aimed at examining the marketing problems of **NNO Global** and its major project the Newspaper Olympiad to address the problem of media literacy in Bangladesh. The research will use this case study to understand how the NNO Global has moved past the obstacles and challenges of introducing media literacy, and how the organization has managed to use different marketing strategies to reach out to the youth in Bangladesh and other parts of the world.

Research goals can be identified as:

- To examine the online transition and revolution of media consumption and how that is affecting the print media in relation to reaching the youth (Wood, 2016).
- To analyze digital marketing issues of NNO Global, such as of content overload, social media algorithms, and necessities of paid marketing. (Wood, 2016)
- To investigate how shortages of resources, including the use of volunteers and financial resources, influence the scale and professionalism of the marketing of the NNO Global. (Shout, 2020)

- To evaluate of the significance of local ties, civic involvement, and non-standard event models in solving the problem of access barriers in rural areas, including disadvantaged territories, for youth. (Wood,2016)

Scope of the Case Study/ Summary of outcome:

The following are some of the main aspects of the NNO Global journey, which the case study is going to address:

- The development and the spread of the Newspaper Olympiad, from a local event to a national one and international spot. (Shout, 2020).
- NNO Global developed the methods it could use to promote media literacy and overcome all the marketing difficulties (digital communication and focusing on the younger audience) (Shout, 2020).
- The influence of such marketing trends on the interest of youth in media literacy trainings and the general contribution of the media market in Bangladesh (*Promoting Media Literacy in Bangladesh – FPU Knowledge & Quality*, n.d.).
- The discussion of the hindrances to and prospects of scaling media literacy programs in the world where all is digitalized, including the consideration of the innovative approaches to marketing strategies to remain in the focus of the young generation. (*Promoting Media Literacy in Bangladesh – FPU Knowledge & Quality*, n.d.)

The case study will also provide an understanding of how the organizations that are involved in media literacy can integrate the marketing within them to cope with the challenges and impress the younger generation so that they can help in creation of more informed and critical mass of human beings. (<https://www.risingbd.com>, n.d.)

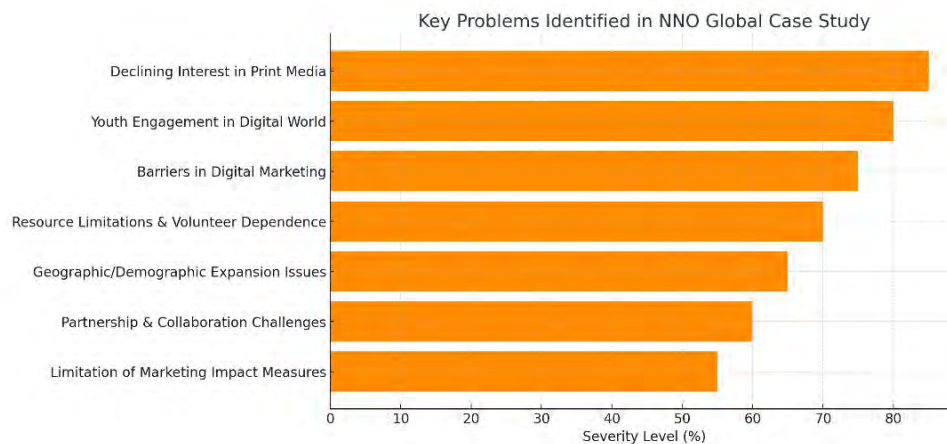
Problem Statement

Since it was launched, NNO Global has grown significantly, but it still has several marketing issues that have affected its capacity to fulfill its potential in enhancing media literacy and reaching out to the youth in Bangladesh and other regions. These problems result in a fast-moving media terrain, gap between digital and non-digitality? as well as constraints due to resource and collaboration. It is important to understand these challenges to establish better strategies that can be used to handle the challenges so that NNO can realize its mission of raising a generation of media literate citizens.

Less Interest in Print Media

The falling print media interests are the first and maybe the most serious challenge that NNO Global can encounter. With the increasing consumption of digital media in the world, especially among the younger

population, conventional print media, including newspapers, have lost their significance (Wood, 2016). Just as it is in other countries, the younger generation in Bangladesh would rather access news via social media, news apps, and websites simply because they are faster and more interactive as compared to print media (Wood, 2016). This development does not help NNO Global particularly to get young minds to read papers, the basis of its media literacy project. It is also difficult not only to reach the younger generation, but also to make them appreciate the usefulness of printed newspapers in the world where digital content is more available and can be organized according to individual interests.



Youth Engagement in a Digital World

Youngsters are engaging in a phenomenon that the NNO Global is pursuing in the quest to create media literacy. It is also apparent in the current digital environment where the youth have now been divided into many different online avenues (online social media groups, streaming, and gaming), which in turn makes it more challenging to engage and maintain their focus on educational pursuits. The attention of young people tends to be captured with the help of digital content that is interesting, interactive, and adjusted to their preferences, and it is hard to compete with such a form of education. In the case of NNO, it translates to changing the way it presents information all the time so that it can be more attractive, interactive, and in the interest of a generation that believes in being technology-savvy. The danger lies in that, unless the ongoing involvement of youth continues, the mission of media literacy might not resonate with the younger generation, who might find it as a thing of the past or irrelevant.

Barriers in Digital Marketing

With NNO Global having adopted digital platforms to popularize media literacy, it has hit an important roadblock in digital marketing. These are content overload, changing algorithms in social media networks, and necessity of

paid marketing to obtain visibility. The problem is that social media, such as Facebook, Instagram, and Twitter, prefer the paid content over organic reach, so NNO must spend some money to make their content available to their intended audience (Team, 2013). Also, social media is associated with content overload: millions of shares every day, and it is hard to find a place on the platform and retain visibility. This is escalated by the fact that compared to bigger corporations, NNO has limited financial resources to allocate to advertising activities and producing the content. This makes NNO ever in competition in the overcrowded digital environment in terms of attention and reach and limits its capacity to attain the desired levels of reach and engagement.

Limitation in Resources and Dependence on Volunteers

The NNO Global works with minimal financial resources and it uses the services of volunteers in executing its mission. Although this kind of model enables the organization to retain the nonprofit status and save on expenses, it has a few complications. The volunteer workforce implies that NNO is not equipped with professional workers to carry out mass marketing and outreach campaigns. Moreover, turnover, the unavailability of training, and the low number of working hours to do the campaigns affect the efficiency of the marketing activities of NNO (Team, 2013). Lacking adequate sources to cover full-time employment of professionals or invest in marketing infrastructure, NNO cannot easily sustain a consistent level in its outreach activities brand. This restricts its growth and opportunities to attract competition with other organizations that are financially flexible.

The Geographic / Demographical Expansion Issue

The activities of NNO targeting the young in rural and underserved areas have received great obstacles. Not all these territories have access to the digital environment because of the absence of the internet connection or the inability to buy a computer or smartphone. (Team, 2013) The great digital divide between rural and urban regions, reducing the impact of digital marketing and reaching out to rural people via printed newspapers. The solution to this is that NNO will have to be creative to reach the youth in rural areas through offline campaigns, through radio and through the local school partners. These, however, are expensive and time consuming and were lacking in resources, NNO is incapable of carrying them out in a high trajectory.

Issues of Partnership and Collaboration

One of the most important areas involved in NNO Global success is the establishment and sustenance of partnership with other organizations, media houses and educational institutions. However, NNO experiences difficulties of matching its mission with the prospective associates to whom other priorities, goals, or resources are more relevant. Formation and maintenance of these alliances may be a complicated and lengthy task and accordingly, demands meticulous bargaining and matching interest. (Team, 2013)

Scaling initiatives require partnerships but are hard to maintain when neither of the parties perceives an advantage to the other. In the case of NNO, identifying partners, which share the passion of its mission and works towards its long-term commitment can prove to be a running mission.

Limitation of Marketing Impact Measures

The other limitation of NNO is the ability to gauge the success of its marketing and ascertain the success of its initiatives in bringing media literacy to the youngsters. Although the likes, shares, and comments are popular, simple, and easy to measure the engagement metrics, they do not always result in the long-term behavior change and media literacy better integration in everyday life. NNO is challenged by not being able to follow up on how its campaigns are affecting the skills of youths to think critically, their exposure to the media, and patterns of media consumption as well as their general media awareness on the issue of literacy. The problem is further aggravated by the fact that consequences of media literacy education are usually long-term and their short-term quantification is not easy to accomplish. In absence of resourceful ways to quantify and assess these effects, NNO cannot easily determine the real success of its campaigns and alter its marketing approaches based on this analysis. (Team, 2013)

Background of the Case

Introduction to NNO Global

NNO Global was established in 2018 by **Labby Ahsan** with the idea of sensitizing youths about media literacy in Bangladesh. The platform was initially a local project, **a Newspaper Olympiad, which was created with an aim to promote newspaper reading among young people, informing them about what was going on in the world and teaching them to be critical towards the media they were consuming.** The campaign launched in Rangpur was a short time under consideration because of the innovative approach to the issue of attracting young people to the problem of media and journalism, providing them with a chance to acquire the necessary skills related to critical thought and usage of news media.

Newspaper Olympiad expanded fast, not only in Rangpur, but countrywide in Bangladesh. NNO Global is the largest media literacy platform in Bangladesh today, with more than 100,000 youth enrolled in 44 districts of the country, across 11 countries in their age group. Besides the competition, NNO Global widened its activities with the introduction of Media Probe, a research-based consultancy that seeks to understand the trends in media consumption and media ethics and the NNO News Portal, which provides an avenue of young people to write and publish their works, providing them with practical exposure within the world of journalism.

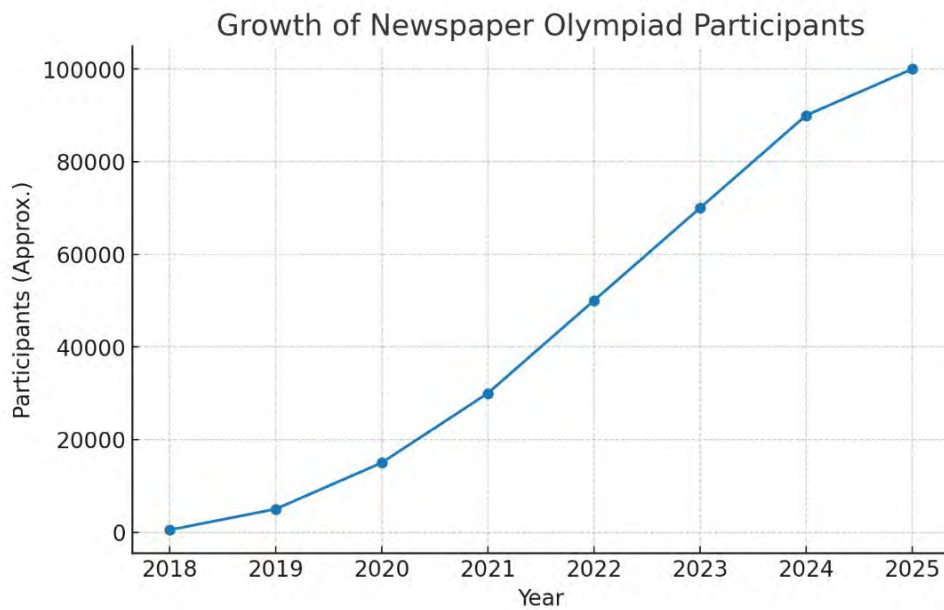
The general aim of the NNO Global is to empower the young people with the necessary tools intended to help them do the following three things: analyze the media content critically, feel responsible about consumption, and use it to become a part of the larger media landscape. Through the emphasis on newspaper reading and media literacy, NNO will deal with the increasing issues of the misinformation, bias, and media manipulations which are widespread in the modern online world.

As the organization was developing, NNO Global became more numerous and diversified in its endeavors and outreach, and the digital media with its new role in the explaining world of young people became an urgent issue to pay attention to. After three decades, the mission of the organization has now expanded to include not only promoting critical media consumption but also career preparation of youth in the realms of journalism and communications through offering to the group the skills, knowledge, and resources they will need to succeed in journalism and communications work.

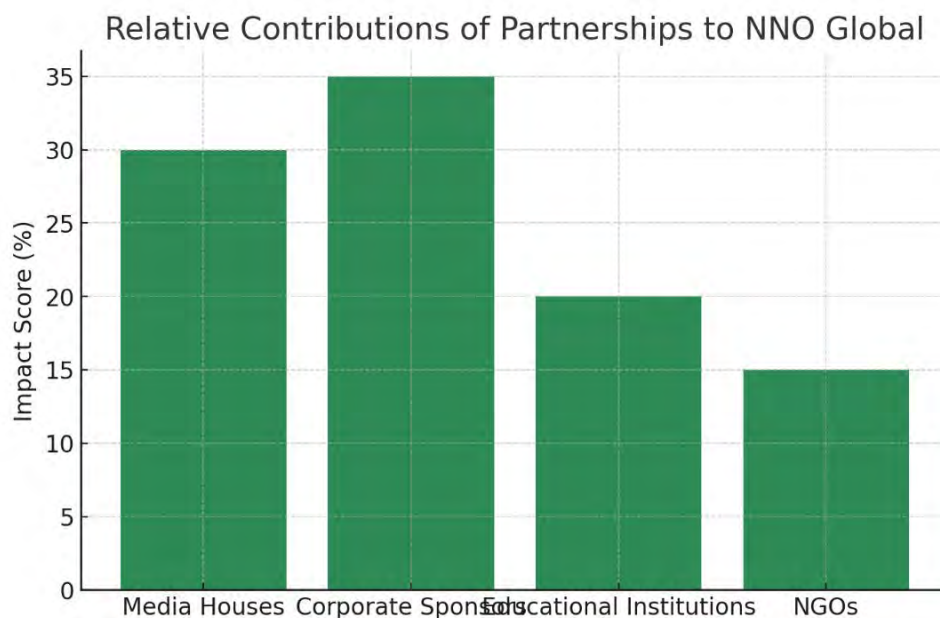
Mission and Expansion of NNO

The focus of the mission of NNO Global is the empowerment of the youth to have the skills to critically consume media and form their own informed opinion. Established on the motto that Read Newspaper; Gain Knowledge, NNO aims at establishing a culture of media literacy not only in assisting the youth to orient themselves through the complexity of the current media world, but also in giving them a chance to become the leaders in the media and communication industries.

Within these young years, NNO Global has grown exponentially since its humble start in Rangpur and spread literally all over the country, and, subsequently, the rest of the world over. **This organization currently exists in 44 districts of Bangladesh with thousands of urban and rural youths being positively influenced. It has also opened offices in 11 countries in which it has not only expanded in South Asia but has also taken advantage of other countries like India, Pakistan, Nepal, among other countries.**



The secret of such growth has been that NNO Global has been able to transform its central mission in the context of other regions and other audiences. Through a combination of online, in-person, and local collaborations, NNO has designed a scalable model that allows the organization to provide true access to all youth regardless of their socio-economic origins. Besides school programs, **NNO engages its outreach with local media houses, international non-governmental organizations and educational institutions to take media literacy programs to the underserved people especially, rural youths and poor people.**



Moreover, NNO Global has already moved on to a different type of competition to launch several branches that cover various areas of media literacy:

- **Newspaper Olympiad:** The best-known contest that challenges students with the knowledge of current affairs motivating them to read the newspapers deeply, as well as the other sources of news.
- **NNO Learning Hub:** A web-based source of educational materials (guides, articles, videos, seminars, webinars, etc.) that aim at educating youth in media literacy and journalism.
- **NNO News Portal:** A place of the new authors and young reporters to place their articles, ideas, and create a body of text works.
- **Media Probe:** A research consultancy providing guidance on the influence of media on the formation of opinions, as well as suggests ways to enhance the level of media literacy and eliminate such dilemmas as fake news and media bias in the work of the media.

Therefore, as NNO keeps growing, the organization stays true to its original mission of empowering the future generation of studious journalists, content creators, and critical media consumers. This growth testifies to the increased requirement in media literacy studies, particularly in the modern media environment, which is marked by the abundance of misinformation and froth, along with political polarization.

Important Effective Domains in the Development and Marketing by NNO

The core values of the growth and marketing strategies of NNO Global revolve around a few focus areas, which have been instrumental in its capacity to grow and effectively market the concept of media literacy in Bangladesh and all over the world. These strategies include:

1.Digitalization and Digital Communication

With the transition to the use of media that is more online-based, NNO Global, in response, has become more online by improving its online presence. NNO has made considerable progress in attracting more population, especially using social media, online campaigns, and online education (Ahsan, 2018). The digital transformation in the organization has enabled it to communicate to the younger generation who are becoming less concerned with the traditional media platforms such as the newspaper.

2.Engagement of the Youths with Interactive Campaigns and Events

Media literacy among young people will only be attained through innovativeness. Their passions are numerous and cover wide areas. NNO Global has paid particular attention to developing the interactive campaigns that not only help to deliver the informative material but also involve young people into the creative activities as well. These involve the competitions, workshops, and interactive seminars that lead students to active learning in terms of discussions on the issues of media ethics, current affairs and the role of journalism. A similar strategy of gamification has also been employed by NNO in terms of keeping the youth busy and interested in participating in long-term activities. (Labby, 2018).

3. Using Partnerships to Reach and Expand

Since it operates with a large number of volunteers and has limited resources, NNO Global has been very keen in developing relationships with corporate sponsors, media houses, educational facilities and NGOs. The collaborations have enabled NNO to expand its influence, perform to bigger crowds and establish more financially stable income sources via sponsorship and grants (Team, 2013) The collaborations have assisted NNO in localizing its work by providing content and projects relevant to particular areas and communities (particularly in the rural setting).

4. Targeting Rural and underprivileged Young Population

A major obstacle in the sphere of NNO is accessing the young audiences that are restricted to the rural population and the underprivileged ones, and who have no access to digital platforms and media resources. NNO has subsequently developed locally specific approaches to making media literacy available to such young people, such as the holding of mobile workshops, the use of traditional media, and collaboration with local schools in serving up their content. This has worked especially in regions where the internet connection is poor or where there is low use of digital media. (Team, 2013)

5. Measuring Impact and Feedback

NNO Global strongly believes in evaluating the success of its programs to keep on refining its marketing plans. The organization also checks the effectiveness of their events and educational programs using surveys, engagement rates, and feedback of the participants. Such information is further employed to streamline the approaches of the organization, and make sure that its work is causing a sustainable change in the young population and adding to the media competence in the nation. (Ahsan, 2018)

Evaluation of the case

Summary of Media Literacy and Youth Participation

Media literacy can be explained as the capacity to read, analyze, evaluate, and produce media typography (in various forms) such as digital and print media. In the current environment, media literacy education is essential in ensuring that the youths can make sense of the dynamic media space that they are facing every single day. Media literacy is a necessary ability to approach the media responsibly and critically so that people do not get lost in their media consumption, avoiding the unethical and socially harmful consequences of their actions.

It is particularly significant that youths should participate in media literacy courses given the fact that they are exposed to a huge diversity of media most of which is unedited and unvetted. According to Anderson & Sheehan (2019), to develop the skills of critical thinking, young people must be empowered to interact with media in a manner that aligns with informed decision-making and active participation in society. Nonetheless, media literacy cannot be easily taught to young people, because, as Smith & Duggan (2014) mention, most of the content perceived by these individuals is oriented towards entertainment that dilutes more educational media.

An increase in the popularity of digital media and the transition of traditional to the online sector have produced an entirely new terrain in the process of engaging youth. The trend of media consumption among youths has shifted in favor of social media in which the contents are confused as news and entertainment. Such transition begs? new approaches that will make youth meaningfully consume media and empower them to critically analyze digital content.

Depreciation of the Print Media and the Rise of the Digital

The depreciation of print media is a trend that has been in age especially after the introduction of the digital mode. According to Pew Research Center (2020), the number of readers of traditional newspapers, especially among younger generations, has significantly declined and the younger generation is more attracted to the convenience and time-saving quality of online news. Such transition has greatly affected such endeavors as NNO Global, which initially dealt with attracting young readers to use newspapers.

The online revolution has caused the youth to be attracted to social media and other mobile apps as their major news channels. Since technologies have allowed the creation of personalized news experiences (Wood, 2016), digital platforms are appealing to the users based on their specific interests and are more entertaining (kinetic) than conventional print media. This change becomes a major problem to organizations such as NNO Global, which are forced to devise new methods of ensuring the relevancy of newspaper and print-based media in the wake of this digital revolution.

Online Marketing and engaging the Youth

Digital marketing barriers are one of the main challenges that NNO Global must deal with. Compared to traditional space where it was easier to ensure visibility and draw attention of the young audiences, the digital space has experienced the content overload, and this has complicated getting visibility in the digital space (Lipsman et al., 2011). The problem is there are numerous conflicting messages on social media platforms and NNO Global would not be able to stand out.

Besides content saturation, NNO must identify any algorithm shifts in social media platforms such as Facebook, Instagram, and Twitter where most matters of visibility are usually controlled by paid promotion as opposed to organic reach. Levinson (2018) describes that algorithms value the content that will generate user interest and as such do not always represent educational or not-for-profit content. Organizations such as NNO, without adequate advertising funds, have a challenge of guaranteeing that their messages get to the targeted customer.

In addition, the participation of the youth in the digital sphere is complicated due to such limitations as the distractions that young people experience. Due to the availability of entertainment, the interest of youth in educational materials does not last long, so the situation presents a marketing problem to organizations such as NNO Global when it comes to ensuring that the youth stay interested over the long term.

Limitations on Resources of Volunteer-based Leads

Volunteer controlled non-profit organizations such as the NNO Global have severe limitations of resources. Volunteer organizations have severe problems with growth because of the low number of professional employees, insufficient funding and the rotation of volunteers. NNO, being successful, is mainly carried out by volunteers which, although making it rather cost-efficient, restricts its possibility to conduct large-scale, professional marketing campaigns.

Voluntary-based operations also imply that NNO must be continuously solving the problem of inadequate training since the volunteers might lack skills and time to effectively complete complicated marketing operations. Also, without dedicated resources, volunteer-based nonprofits cannot be consistent in their branding, outreach, and creation activities, which remain the key to the establishment of long-term involvement.

Geographic Enlargement and Digital partitioning

The geographic expansion of the NNO Global comes with its own challenges especially to the rural and the underprivileged youth. The presence of the digital divide in Bangladesh, as great numbers of the adult population (in particular, in rural locations) do not enjoy access to the internet and digital devices.

NNO has curbed this with the localized strategies that have used a combination of offline events, radio programs, and a school-based outreach in the regions where internet is not widely available. Nevertheless, such plans entail high logistical arrangements and financing of reaching out to such communities which increases the financial burden on the organization. (Wood,2016).

Obstacles to partnerships and methods of collaboration

Development and maintenance of partnerships are important to the success of NNO Global, but it is also a major challenge. As it has been mentioned by (Soomro et al., 2020), nonprofit organizations also tend to fail to circumscribe their missions and goals in accordance with the ones of their partners which results in mismatched expectations and disruptive partnerships. NNO Global has managed to provide innovative services to the international community, but cannot boast of stable collaboration with media houses, schools, and business sponsors because these entities do not make social impact a priority of their operations.

Amid all this, NNO has been able to establish useful partnerships that help the organization advance its mandate. An example of this would involve partnerships with media houses to give NNO a bigger outreach as well as partnerships with corporate sponsors to give them a financial boost. Nevertheless, NNO must improve its partnership dynamics in terms of sustainability and compatibility with the partners (Soomro et al., 2020).

The Strategy of Evaluation of the Marketing Efficiency and Impact.

The ability to measure the effectiveness of the marketing activities can be an important part of the strategy of NNO Global, yet it is a difficult problem. Nonprofits are usually not able to measure the effects of their activities, particularly when the aim of nonprofits is somehow related to the long-term results. Anheier (2000, 2005), like in the case of the changes in the behaviors of youth or their critical thinking. The major difficulty that NNO Global faces is evaluating the effectiveness of its media literacy campaigns in captivating youth and making them change their behavior.

Although the common digital performance measures such as likes, shares, and comments can help to understand the deep-rooted effects of the NNO activities towards influencing the youth attitude toward media literacy and news reading, these sources of input fail to measure such a critical sphere. Behavioral changes can be longer-term and are more challenging to assess and usually need more qualitative evaluations, through interviews and surveys of the participants.

History and Development of NNO Global

Labby Ahsan started NNO Global in 2018 in reaction to a mushrooming media literacy crisis in Bangladesh. The rationale behind the establishment of the organization has been the dwindling popularity of the traditional

print media among the young people and the fact that the youths need a platform through which they can be empowered to question the contents of the media they consume and the ethical consequences of the media contents. The Newspaper Olympiad is the initial program which was started in the district of Rangpur in the northern region of Bangladesh that was expected to rekindle the interest of young people in the newspapers and other current affairs.

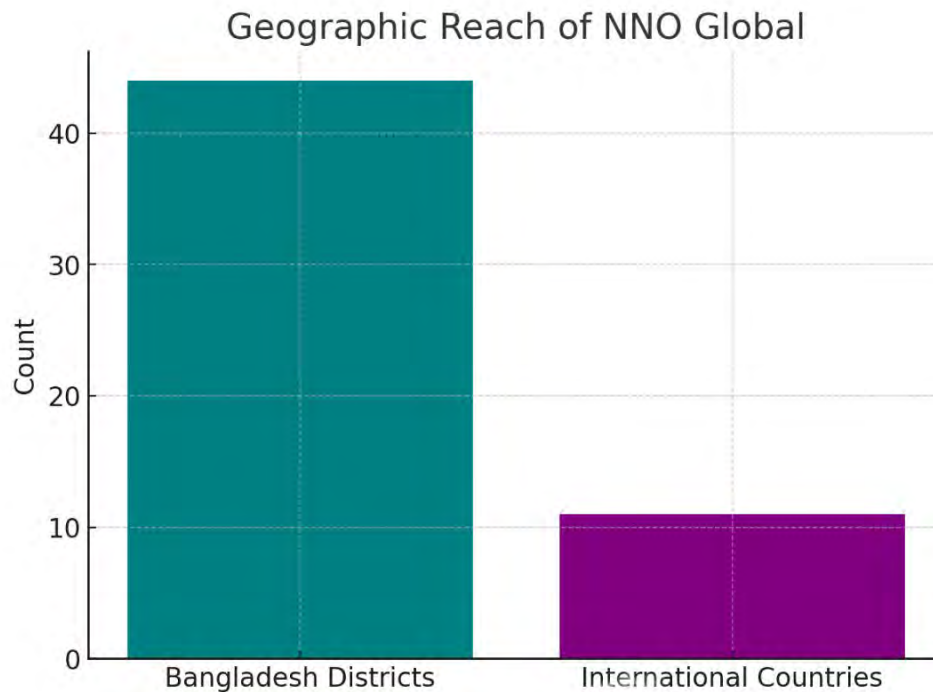
The contest took off and within very little time, the project spread to the whole Bangladesh. Now thousands of students take part in the competition every year. Newspaper Olympiad became a success which enabled NNO to increase its outreach. Besides the Olympiad competition, the organization extended its portfolio and included workshops, training programs and the media consultancy services.

The development of the organization raised the need to have media literacy attention extended to a wider focus that was not restricted to the newspapers. NNO Global became a holistic platform with several educational arms and eventually became the largest media literacy program in the country where more than 100,000 students were reached in 44 of Bangladesh districts and an international arm was established into 11 countries. (Ahsan, 2018).

Expansion and Growth into NNO Global

The rise of NNO Global can be explained by the high level of requirements of media literacy education in a digital-first world. Starting as a local competition, NNO grew through the usage of media, events, and inter-corporate and regional cooperation with corporate sponsors, educational institutions, and media institutions.

NNO Global has become an international platform in less than a few years, and its coverage has spread in 11 countries including the neighboring countries of South Asia such as India, Nepal, and Pakistan and worldwide. Its growth was stimulated by the inert positioning of NNO as a platform, which can bridge the gap between the education of traditional media and digital literacy. The fact that NNO was able to adjust to the digital transformation and enable both urban and rural youth to appreciate it has contributed to its success (Soomro et al., 2020)



Moreover, one of the things that NNO realized is the need to scale up its operation early in its existence. Through online courses as well as digital workshops, and reaching through the outreaches on social media, NNO Global was able to reach out to the youth in the rural and underprivileged locations where they may not be well-served by media literacy programs.

Four Major Ventures of NNO

The four key initiatives have led NNO Global to the position where it is now a global media literacy platform today, as all of them contribute to the realization of the company as a mission on media literacy. These are ventures that include:

Newspaper Olympiad

The Newspaper Olympiad is the flagship project of NNO and is the campaign meant to influence the newspaper reading and awareness of the current events among the young people. Olympiad allows students to test their abilities of knowing the national and international news, where participation in Olympiads makes students read the newspapers.

The competition annually reaches tens of thousands of participants, who take part in regional and national competitions, winners being offered scholarships, mentorship and a possibility of attending workshops on media

ethics and journalism. The Newspaper Olympiad has turned out to be a viable source of introducing the print media back to a generation which has become addictive with the use of digital media. (Ahsan, 2018).

NNO Learning Hub

NNO Learning Hub is an educational division of NNO Global which offers online courses, workshops and seminars covering media literacy, journalism and critical thinking. The Learning Hub provides everything free to students in Bangladesh and beyond and the goal of the Learning Hub is to fill the gap with media education to provide the means to navigate the media and see to it that the youth are provided the tools that would help them to critique the media content in an informed way.

Learning Hub has helped to increase the scale and outreach of NNO Global, as it is a scalable means of media education to reach out to the youth who may lack access to the classroom or media literacy programs. The online media is also characterized by interactive content and guest speakers in the field of media industry, where they can learn about the reality of the media environment.

NNO News Portal

The NNO News Portal, grew out of the need to give younger and upcoming journalists the platform to publish their articles and reports. The portal is a virtual platform through which students can post their articles, essays and reports touching on issues such as current affairs, media ethics among others.

Since the NNO News Portal allows young people to have their voices heard by engaging and actively participating in the journalism process, it helps to build youth talents and provide them with real-life experience in media manufacturing and writing. It is also a sort of resource center to any student who wishes to take up a career in the field of journalism or any related course. This portal has led to the creation of a community of young writers interested in media literacy and have an outlet where to publish.

Media Probe

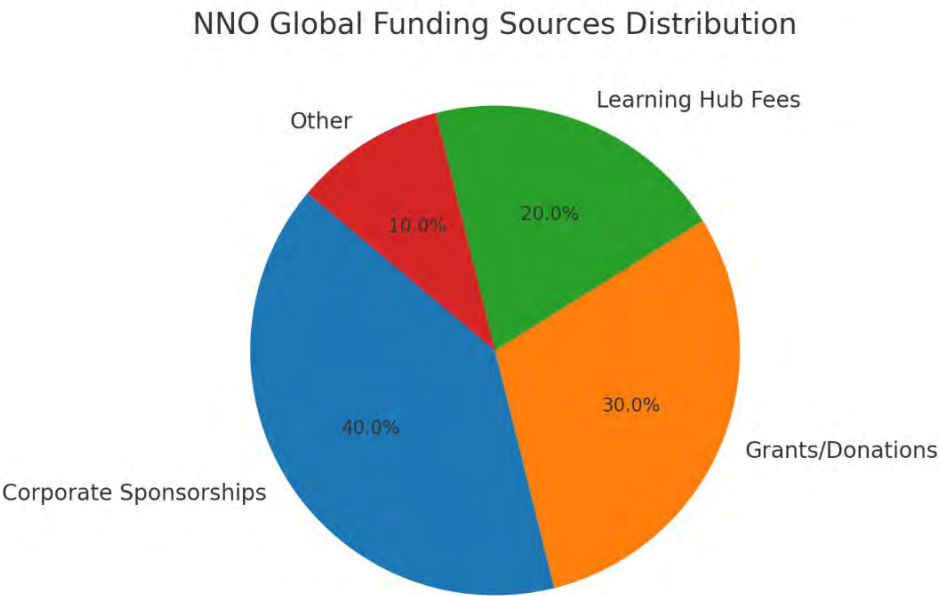
The research-based consultancy firm of NNO Global is called Media Probe, whose purpose is to analyze the media consumption patterns and resolve the issues concerning the ethical way of work of the media, fake news, and media bias. The work that media probe does alongside researchers, media houses, and NGOs is aimed at providing advice on how media literacy in Bangladesh and other parts of the world should be enhanced.

The consultancy provides an insight on media consumption habits, which the organizations can use in determining the impact of media on the general perception and how to involve the youth to better analyze media. The media

probe also organizes workshops and seminars to media practitioners so that they learn about the relevance of the media literacy in their practice.

Important Scenarios and Partnerships

During its growth, NNO global has opened its doors to various flagship events that have played a major role in enhancing its development and exposure. The most visible event is the Newspaper Olympiad which attracts the participants throughout Bangladesh. Yet, NNO has also held media literacy workshops, webinars, and seminars on such important issues as fake news, media ethics, and literacy related to social media. Such occasions are very much helpful in making young people discuss positively the role played by the media in the society.



NNO has more collaborations that have been critical towards success. NNO has over the years collaborated with media houses, schools and corporate sponsors to increase its operations. Such partnerships have helped NNO organize bigger events, raise funds on behalf of its programs as well as establish contacts with the major players in the media market. It has also partnered with local schools and universities to get its media literacy programs to the youth in rural communities so that its message can reach many communities.

NNO as a Human Capital Development Platform

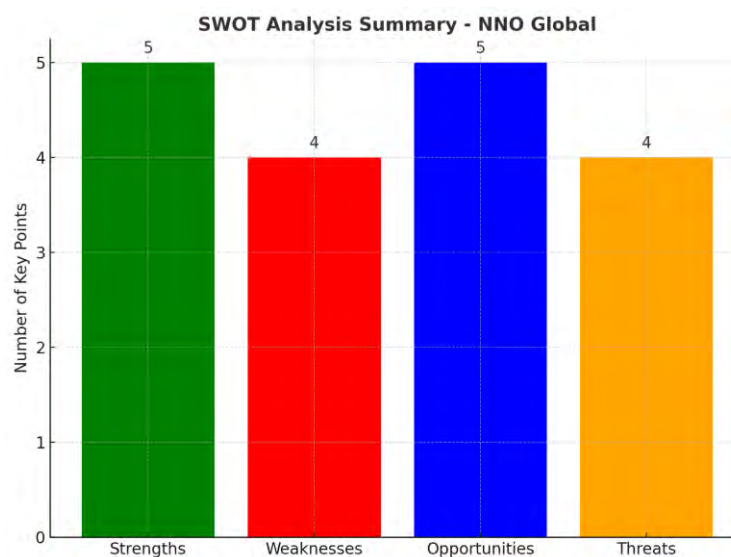
In addition to media literacy promotion, NNO Global is significant in developing human capital. In offering training programs, internships and mentorship, on topics in journalism, communications and production of media, NNO assists the younger generation in building their newspaper reading habit by the competition and its extensive

syllabus. NNO uses its Learning Hub and Media Probe programs to ensure that young people can understand the media better; including the ability of young people to create media that is responsible. Also, winners of the Newspaper Olympiads are usually offered internships as well as scholarships in media organizations that broaden their professional experience and establish a supply chain of young talents towards the media business.

The human capital development acts of NNO correspond with its overall objective of transforming the youth into well-informed media-literate citizens with capability of making a positive contribution to society. Grooming the very potential journalists, content creators and media workers, the NNO is playing a key role to influence the future of media in Bangladesh and beyond.

To better understand why its components are working or not working, we need to deep drive into NNO Global's SWOT analysis.

SWOT Analysis of NNO Global



Strengths

1. Good brand and reputation:

NNO Global is currently the biggest media literacy platform in Bangladesh with a large recognition throughout the years. Newspaper Olympiad has been building many credibility and trust and with its expansion, NNO has taken the first mover advantage in media literacy arena within Bangladesh and other part of the world. NNO has a verified Facebook page on social media with over **50000+** followers and **they had collaborated with all the major brands of Bangladesh like The Daily Star, bKash, Daraz, Meghna group, Square group etc.**

2. Education which was affordable and accessible:

NNO Learning Hub, a media-oriented course provider at reasonably priced courses (1 USD / 120 BDT), has opened doors to the world of media education to the large number of budding youths, and also to poorer groups of society. this low cost has made NNO an inclusive platform, which is not focused on profits, but a vast audience of participants.

3. Diverse Range of Programs:

NNO Global carries an array of their programs and addresses the various elements of media literacy such as Newspaper Olympiad, NNO News Portal, Media Probe, and NNO Learning Hub. Such a variety of events makes sure that NNO has opportunities to work on several aspects of media education and appeal to a wide range of participants, those people who show different interest, in competitions, as well as in skills training in journalism and media production.

4. Good relations with Partnership and Sponsorship:

NNO has acquired strategic associations, including bKash, the largest mobile financial services in Bangladesh. Such partnerships assist in improving visibility, funding, and credibility of the activities of NNO. Moreover, such partnerships enable NNO to expand its marketing campaigns and attendance since it reaches corporate networks and a larger number of people.

5. Global Reach:

The out-of-Bangladesh action has enabled NNO Global to reach youth in 11 countries so that they can deliver their message of media literacy well past the borders of Bangladesh. The global reach makes the platform more credible and influential, which makes NNO a global expert in media literacy learning.

Weaknesses

1. Limits to Resources and Volunteer Relying:

NNO Global cannot grow and implement top-tier marketing campaigns since it is based on volunteers but not a professional staff that can help to achieve higher scales. Although volunteers are enthusiastic, they might lack the expertise necessary to carry out mass digital marketing, advertisement, or content designing. This may bar NNO to compete successfully with organizations much bigger than it that have full time employees and high finances. (Boris, 2019).

2. Budgetary constraints on Media buying:

A nonprofit scheme such as NNO also faces a shortage of marketing funds that hinder its opportunities to purchase paid media outlets using social networking platforms or search engines. This causes NNO problems with reaching and visibility necessary to achieve the established goal. In addition, the digital marketing market is highly competitive, which compounds the issue further.

3. Little Youth interest in the Print media:

As the byte size news portals are increasing rapidly and they are very short and attractive, youths use social media to read and source news from the byte size portals, and they have a very less interest in print media.

4. The problems of awareness and engagement:

Since the Newspaper Olympiad is not considered to be directly connected with the curriculum or the interests of youth that are popular (sports or entertainment), it fails to attract the attention of many students. This can be worsened by a rather cheap registration, of 200 BDT that can reduce the number of those who find it worth participating in an educational contest.

Opportunities

1. Globalization of Digital Learning Systems:

The increasing digitalization of the educational process is an opportunity to continue developing the Learning Hub with the range of online courses expanding in all areas connected with digital media literacy, journalism, media ethics, and content creation. Since young people continue to shift toward digital learning, online platforms will expand learning opportunities and increase the global presence of the NNO through educational programs

2. Corporate Collaborations and Government:

As more people in an increasingly connected world understand the importance of media literacy, NNO stands a chance to participate in partnerships with governmental agencies and corporations that are ready to invest into social change. Media literacy programs sponsored by the government can be used to

highlight the activities of NNO to the national front, giving it access to funds and coverage to wider audiences.

3. Educational Institution Schemes:

To encourage media literacy to be included in the curricula, NNO can reinforce its collaboration with schools, universities, and education ministries. It will be possible to raise awareness to get more additional participants in the Newspaper Olympiad and change the culture towards media engagement of the young population in the long run. The universities could equally be used to train future media professionals as well as participate in the provision of internships.

4. Engagement of the young generation by Gamification and interactive campaigns:

With the further increase of gamification popularity, NNO will be able to add more interactive features to the programs, including online competitions, mobile applications, and interactive learning. This would help media literacy to be more friendly and related with younger people and more will engage in programs such as the Newspaper Olympiad.

5. Expanding into New Regions:

The globalization of NNO Global provides an opportunity to pursue new markets in particular in the growing number of nations where there are increasing numbers of youths as well as little media literacy education. NNO has a good chance of becoming a global player of media literacy by localizing its content and providing culturally relevant programs.

Threats

1. Digital Media Competition:

The emergence of the digital based media forums like Facebook, YouTube, and Twitter is a significant threat to NNO Global. Their information consumption and entertaining services are way better compared to the traditional newspapers. The young people are more prone to interactive, personal and real time content as opposed to the dull format of newspapers. This pattern may further confine NNO to lose its relevance among young people. (Lipsman et al., 2011).

2. Economic and Political instability:

Since NNO is a nonprofit making organization that operates in Bangladesh mainly, it is susceptible to holding a financially and politically unstable country, which may cause it to be incapable of raising funds, forming partnerships and sustaining operations. Politics, economic recession and budgetary

reduction might derail the attempts of NNO to expand its programs and reach more youths.

3. **Shifting the Media Consumption Behavior:**

The ever-changing nature in youth media consumption preference where they gravitate towards more interactive, visual and entertainment-oriented materials poses a threat on the traditional media literacy approach by the NNO. Maintaining pace in relation to these changes is going to be a challenge to make sure that media literacy prevails in a world that has been taken over by trends that are digitally oriented and driven by entertainment.

4. **Finance and Sustainability Problems:**

NNO Global is vulnerable to any changes in donor funding and sponsorships because of its dependence on sponsorships and volunteer-based work. This would negatively affect the scale of the organization in terms of initiating its projects as well as running its operations and putting up effective marketing systems.

Research Focus and Questions

Areas of Important Research and Focus

The stream of the current research is to determine how NNO Global has managed the marketing issues it has to realize promoting media literacy among the youths especially through its most recognizable program called Newspaper Olympiad in Bangladesh. Although NNO has achieved remarkable success in the regard of increasing coverage, it still faces the challenge of substantial obstacles as far as marketing and outreach approaches are concerned.

The main spheres of investigations will be:

1. **Declining Interest in Print Media:** Researching into what NNO Global has done since the reduced consumption level of print media by young people globally and what it has done in the strategies to reach the younger population into reading newspapers and inculcating media literacy in them.
2. **Youth Engagement in the Digital Age:** Finding out how NNO has gone about maintaining the interest of young people in media literacy in view of the other temptations of the digital age and how the programs at NNO should be maintained in such a way that it is relevant to and attractive to the

youngsters of the age of technology.

3. **Digital Marketing Barriers:** Discussing the digital marketing-related issues that NNO Global is experiencing, like an overflow of content, the specifics of social media algorithms, and other areas that make it difficult to advertise without the use of paid approaches. This shall seek to discuss ways in which these barriers can be surmounted.
4. **Resource Limitations:** Analyzing the impact of resource limitations and volunteering dependency on the scaling of the marketing work of NNO Global and defining some creative ways that the organization has already chosen to fill the gaps in available funding and manpower.
5. **Geographic and Demographic Outreach:** Examination of the efforts that NNO Global has been making to familiarize young people in rural and disadvantaged areas, which can be reached as readily by digital platforms and media, with materials and resources, and how the local approaches that NNO has applied doing so have been attempted.
6. **Sustainable Partnerships:** Research regarding how NNO has forged and maintained partnerships and alliances with media houses, educational providers and the importance of corporate sponsors and how these partnerships have increased the reach of NNO and addressed the challenges of resources.
7. **Measuring the Effectiveness of Marketing:** The knowledge of the way NNO evaluates its marketing and media literacy campaigns such as the criteria according to which successful campaigns are evaluated as well as the results of the campaigns made by NNO and its long-term effects suffered by youths concerning their behavior and reception of media.

These major areas will be considered to give a good picture of the manner in which NNO Global has covered its marketing challenges and successfully adopted measures that will help them in their mission of media literacy education.

Research Questions

In a bid to cover these areas, the study will be based on the following research questions:

How NNO Overcame Print Media Challenges

- Living in an age of digital first, how has NNO Global been able to maintain the relevance of print media to youth-centered audiences, mainly where younger generations are moving more toward social media and other online channels of news consumption?
- How have the traditional media blended with the new digital ones in a manner that appeals to the youngsters of the day?

Youth In the Digital Age

- What innovations have NNO Global made in its strategies of reaching out to the youth to help keep them engaged in the digital world where youths are faced with a variety of competing entertainment and information sources?
- What techniques or campaigns have been most effective in grabbing and maintaining the attention of young people who are tech-savvy and how have campaigns changed?

Confronting the Barriers of Digital Marketing

- What are/were the digital marketing problems (e.g., content overload, social media algorithms, paid marketing requirements) that NNO Global had in promoting its programs, and how was the organization able to withstand these tasks?
- How does NNO gauge and modify its marketing campaigns to remain visible and topical in the face of such difficulty?

Compensation of Resource Scarcity

- Working on a shoestring budget and with little funds and bands of volunteers, how was NNO Global able to expand marketing in an efficient manner?
- What are the ground-breaking ways or resource depth traditions employed by NNO to redress weaknesses in respect of financial funding and professional personnel?

Access to Rural and Underprivileged Youth

- What have been the achievements of NNO Global in accessing the rural youth and disadvantaged groups who do not have a lot of access to digital focused technologies?

- What are the local-specific strategies or partnership that have been established to address the digital divide and youth participation in these areas?

Viable Partnerships and Collaborations

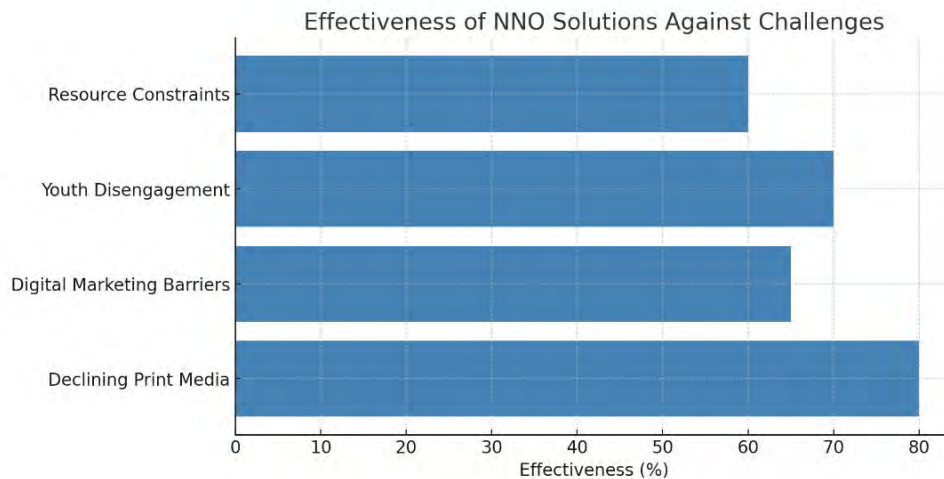
- What is the role of sustainable partnerships NNO Global has formed with corporate sponsors, media houses and educational institutions to break the barriers of resource availability and grow on a larger scale?
- How have these alliances facilitated the development and expansion of NNO in its marketing and outreach?

Measuring Effectiveness of Marketing Activities

- How does NNO Global measure the effectiveness of its marketing and outreach campaigns?
- What are the methods NNO uses to find out how their work led to higher media literacy levels, a field-related youth interest, or media consumption preferences?

Proposed Solutions and Changes:

NNO solved a major issue by blending traditional and digital platforms. NNO acted as a bridge among the newspapers published from Bangladesh. NNO provided participants with a prep guide called "**Newspedia**". It is an annual supplement which was made by compiling the prior year's important news. It served as the reference book of knowledge. It has significantly increased the interest among youth to read print news stories in depth. NNO is also leveraging online channels when needed. **During Covid-19 pandemic, NNO moved its newspaper quizzes and exams online. By combining physical newspapers with digital engagement, NNO was successful to keep traditional media appealing and accessible to youth.**



To solve the innovation challenges for youth engagement in digital world,

- **NNO can run and continue to launch signature quiz events like" News Mania". Such competitions not only grab young people's attention but also encourage them to follow news throughout the year.**
- **NNO can solve digital marketing barriers by building a strong grassroots volunteer network. It will help to pass the message organically. NNO launched a nationwide movement driven by the commitment of 3000+ volunteers across the country.**
- **NNO can best use of this network by providing them extensive training and learning materials.**

In this case, word of mouth can play a big role here. Now the question is how to solve the marketing challenges?

New Marketing and Outreach Strategy of NNO

The marketing and outreach plans of NNO Global are intended to break the barriers to the dwindled popularity of print media, low funds to use in advertising and the difficulty of attracting the interest of the young generation in a non-traditional Olympiad contest. However, against all odds, NNO has come up with several creative initiatives that focus on attracting the younger population, making optimal use of the available resources, and increasing the scope of access to more disadvantaged regions. In this case we are going to investigate the digital marketing problems, the new methods of outreach, the use of resources and the models of partnership which have made up the development of NNO Global.

Digital Marketing Problem that NNO faced

Short reach is one of the most urgent digital marketing issues facing NNO Global because the corporation does not have enough money to spend on media acquisition. NNO is a non-profit making organization whose activities are based on media literacy, limiting its capacity in terms of paid media which hinders its presence in the marketplace, including Facebook, Instagram, and Google. Lipsman et al. (2011) report that content overload on such platforms introduces intense competition of attention so that organizing like NNO rarely draw attention unless they pay hard to achieve paid reach.

In addition to that, NNO Global is subject to an intrinsic problem since Newspaper Olympiad has nothing in common with such topics that generally interest the young generation, like sports or entertainment. It is impossible to keep the young audience and base it on long-term educational competitions such as the Olympiad, as Levinson (2018) indicates that they prefer entertainment content.

Also, organic reach has been reduced even more by the algorithmic changes in places such as Facebook and Instagram. Such platforms no longer favor organic (or pro-bono) efforts instead giving precedence to paid content such that unless sufficient investment is made in ad placements, the content generated in these portals by NNO becomes buried in the maze. This, together with the fact that digital marketing is an expensive undertaking, has continued to be a thorn in the side of the digital marketing activities of NNO. (Wood, 2016).

New Outreach perfectly to communicate to young people

To solve the problem of low engagement and lack of reach, NNO global has introduced some innovative forms of reaching out, which should be of special interest to the youth and encourage them to engage in media literacy activities.

Among these plans is the NNO Learning Hub where courses related to media are offered by NNO in a low fee of 1 USD (120 BDT). The low cost is an attractive deal to the young generation of diverse finances since the program allows them to receive quality education delivered by the best mentors of the nation. The Learning Hub can be a source of income to NNO, as it helps it continue operations at the same time spreading media literacy and digital skills. Youth could also enter the wider scope of working of NNO through these courses by participating in Newspaper Olympiad.

High-profile sponsorship is another successful outreach activity that can be done with bKash, the largest mobile financial services provider in Bangladesh. The visibility and credibility of the competition made by their sponsoring of Newspaper Olympiad have drawn more people to compete in it. The participation of the bKash has not only provided the financial help, but also, it has managed to bring the corporate interest in the work of the

NNO letting them be promoted more widely due to the common general marketing and alignment of interests along with a reputable partner in Bangladesh.

Lastly, inactive gatherings and live presentations should be important ways of reaching out to the youth online. These activities enable the attendees to connect with the representatives of both industries and media gurus, hence their chances of bonding with the cause of media literacy of NNO.

Utilization of Volunteers and Resource allocation

Since NNO Global is a nonprofit, volunteer-based organization, it has difficulties with effectively making the best use of the existing scarce resources. Due to its volunteer-based nature, NNO does not have full-time staff to handle the marketing efforts of large campaigns, and the workload is placed on the shoulders of volunteers who already may not be adequately qualified or have the time to carry out high-impact marketing campaigns.

NNO has however utilized its network of volunteers quite successfully, by providing its volunteers with as many tools and resources as possible to become brand ambassadors. When it comes to the community outreach, events setup and the promotion through social media platforms, the volunteers become local advocates who can boost the presence of NNO in the respective community without the need to have a hefty budget.

Further, NNO has undertaken a plan that would maximize the volunteer activities by offering professional volunteer training and developing volunteers to have best experiences in marketing, event management, and social media. This is in contributing to a prepared and inspired workforce that stands to aid the different endeavors of the organization without having to incur a lot of expenses.

Access to Rural and disadvantaged Youth

Access to young people in the countryside and in disadvantaged regions where young people do not always have access to digital tools and the internet is one of the challenges that NNO Global must overcome. As one way of coping up with this challenge, NNO has used localized approaches where offline and online marketing approaches are merged.

To illustrate, NNO also organizes offline workshops and community-based programs in the rural regions, in which they collaborate with the local schools, local community centers, and NGOs to conduct media literacy programs. Such events entail print resources, over the air broadcasts, and community radio broadcasts, which can be listened to by another person without the internet connection. With the emphasis on direct interactions in such regions, NNO has been capable of developing the trust and making an impact in communities that are otherwise difficult to access with an in-store-only method.

In addition, the collaboration with local influential people, such as the teachers, community leaders, and youth activists, can be seen to promote NNO in their message in the territories where media literacy initiatives are lacking.

Collaborations and Partnership Models of Expansion

The successful strategic alliances in NNO have contributed to the capacity of the organization to increase its coverage and tackle the constraints on its resources. Partnerships with the corporate sector, media houses and schools have increased the operations of the NNO and made it visible in both the urban and rural regions.

A vivid example is the promotion of the Newspaper Olympiad conducted in cooperation with bKash which displays an ideal present-day scenario justifying the role of the corporate sponsoring through financial stability and marketing range. With these partnerships, NNO has been capable of obtaining economic support, utilizing the marketing channels of bKash, and taking advantage of common advertising to increase the numbers of participants in the Olympiad.

Also, NNO has collaborated with schools and universities to advertise its programs and provide scholarships to participants. All these partnerships assist NNO to reach into networks of young people, which means it will have a broader scope of work, and the Olympiad will be an attractive and useful program to the nationwide students.

Besides their corporate partnerships, the media partnerships have played a critical role in increasing the program reach of NNO. Partnership with such Media houses as Daily Star, Prothom Alo, and Channel i has enabled the amplification of the message of media literacy and assisted in inscribing real-life media exposure upon the young participants.

Conclusion and Recommendations

Summary of Key Findings

This case study was a discussion on the marketing issues encountered by **NNO Global** and its lead project **Newspaper Olympiad** as a mechanism of instilling media literacy in the young people of Bangladesh. Several remarkable results were revealed in the process of analysis:

1. **Declining Interest in Print Media:** The current trend of using digital media has been a major challenge to the mission of NNO Global on encouraging people (especially the youngsters) to read newspapers. The popularity of social media and news apps stands in the way of renewed interest, although trying to get

people interested in print media again with Newspaper Olympiad was another win.

2. **Digital Marketing Barriers:** The challenge that NNO experiences is gaining recognition and participation in the growing digital realm. The drawbacks of using paid marketing and the algorithm inhibiting the use of social media limit the number of people that NNO can reach.

It is further exacerbated by the information saturation on digital media upon which it becomes more difficult to create awareness of the efforts of NNO.

3. **Youth Engagement:** It has been hard to engage the youth in a media literacy competition that focuses on the media format in the form of newspapers because this is no longer the form that most digital-first generation youth is interested in.

Although the Newspaper Olympiad is beneficial as a learning platform, it is failing to attract and retain the youth audience because they prefer to consume entertainment centered content.

4. **Resource Limitations:** Being a nonprofit that uses the model of a volunteer-based organization, NNO Global has severe resource limitations. Its marketing efforts does not work efficiently and cannot be scaled as professionals and small budgets are used to buy media. This restriction has also affected the potential of the organization carrying out big scale and professional marketing campaigns.

5. **Geographic and Demographic Challenges:** The rural and underserved youth have also been hard to reach because of the lack of access to digital spaces in the remote locations. Although offline outreach has proved useful, it is a very costly activity in terms of investment in resources and logistics, and it is an additional burden to the operations of NNO.

6. **Partnership and Collaboration Opportunities:** NNO has been conducting effective strategic alliances like the one with bKash, but it has had problems in maintaining the alliances and making the corporate sponsors reciprocate the NNO functions. Such partnerships have been vital so far to allow the organization to reach upwards, but they must be increased to ensure a sustainable future.

7. **Impact Measurement:** NNO has a challenge of gauging the long-term success of its activities in marketing. Engagement trends (e.g., likes, shares) do give some information but by no means reflect the whole truth of what the organization is doing to shape the behavior of the youth and their ability to discern critical media consumption.

The Suggestions to its Marketing Strategies of NNO

According to the findings some of the following recommendations are made to assist NNO Global to rise above its marketing challenges and be better at managing its outreach efforts:

1. Focus on Digital Engagement:

In response to the digital trend, NNO ought to invest in production of interactive digital content that can excite young people. This may involve gamification, use of social media campaigns as well as mobile friendly formats to comply with the digital behavior of youth. Such short-form types of video content as Instagram Reels and TikTok videos may be useful to promote the Newspaper Olympiad and media literacy in a more relatable and interesting way.

2. Leverage Data-Driven Marketing:

NNO ought to implement a more evidence-based marketing which includes audience behavior and their involvement, audience response measurements, and A/B testing in its digital campaigns. This will enable NNO to maximize on its advertising budget and the effectiveness of paid marketing campaign. A more sensible use of Google Ads and social media Ads can be used to expose NNO to a larger audience.

3. Strengthen Offline Outreach:

Considering the nature of rural outreach, NNO ought to remain keen on offline interaction in underprivileged regions. There should be partnerships with local schools, community centers and radio stations to help promote media literacy in remote areas. The off-line event and online campaign can provide a wholesome approach in promoting marketing in both the urban and rural areas.

4. Train and use Volunteers more:

To address the limitations in resources, NNO ought to make investments in training resources in order to train the volunteers on skills related to marketing and content creation. Improved volunteer base will assist NNO in creation of professional material and greater online presence. Another approach that NNO might consider is crowdsourcing certain marketing activities, which implies engagement of the community in marketing by encouraging the initiatives of the organization in peer-to-peer marketing.

5. Increase and diversify relationship:

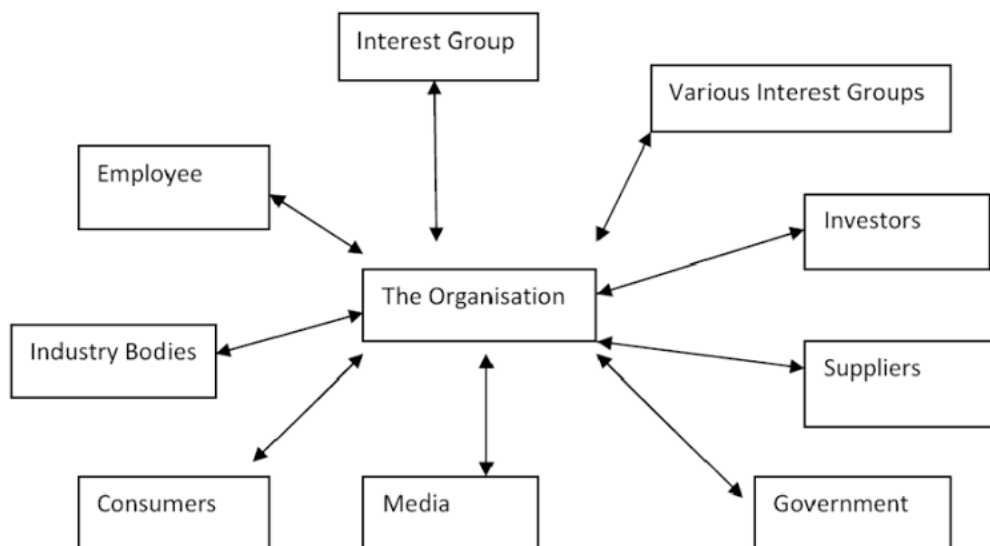
NNO ought to find more collaborators in the form of media houses, corporate sponsors and NGOs to vary its sources of financing and to increase the magnitude of its promotional actions. Cooperation with tech firms, learning and education platforms, and even social media influencers, will allow NNO to reach a larger audience, more diverse than a traditional one, and meet partners who will share the NNO mission of getting people in front of the media literacy stream.

6. Improve Impact Measurement:

NNO ought to come up with stronger approaches of assessing the question about the impact of marketing processes on its part. This may involve surveys, which would monitor change of attitude towards media literacy, focus groups, which would involve the participants to monitor their outcomes of the process, and longitudinal studies, which monitor behavior change over a period. The information will assist NNO to perfect its plans and show prospective donors and collaborators the quality of its programs.

One theory that fits with NNO Global's marketing barrier is stakeholder theory. (Freeman,1984)

The reason why it is relevant with stakeholder theory is, NNO struggles with collaborations and partnerships and here comes stakeholder theory what shows us how to align with all the targeted stakeholders. In case of NNO, the interest groups are NGOs, Government organizations, media houses and corporate houses.



Long-Term Sustainability and Growth of NNO Global

To guarantee long-term sustainability and further development, NNO Global should pay attention to the scaling of its revenue basis, growth of partnership, and establishing sustainable funding system. Specifically, NNO should:

1. Diversify Revenue Streams:

NNO is to maintain and develop its Learning Hub, sell inexpensive online classes and investigate other prospective income-generating endeavors, including certification, corporate education, and content licensing. Further, it would be noted that it is worth increasing the corporate sponsorships of the Newspaper Olympiad and Media Probe so that the NNO can bring its operations to support without exclusively depending on the donations.

2. Strengthen Organizational Capacity:

NNO ought to take into consideration recruiting full time employees to handle major processes like marketing, fundraising and program development to handle its growing activities. Professional employees will allow NNO to multiply the initiatives and maximize effectiveness of the marketing tools it uses, particularly in those where the efforts of the volunteers are not enough.

3. Become an Advocate and Policy Change participant:

This is something that NNO may campaign in their long-run vision; that media literacy may become part of the education system of other countries. Through comments on education policymakers and the ability to make media literacy education a crucial skill, NNO can make sure its mission stays alive in the future generation of youth in Bangladesh and others.

4. Multi Year MOUs and institution-based partnerships

NNO should focus on multiyear partnership now and do MoUs with universities and corporate sponsors. For example, BRAC university can be a long-term educational partner for NNO Global.

5. Volunteer to professional pipeline:

Skill development platforms can help to boost the skills of NNO volunteers such as LEAD Academy or KEERON. These are upskilling platforms, and it will help volunteers to follow a professional pipeline for their career growth.

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Appendix:



Registration campaign



National events

ENDED