



An Internship report presented to the Faculty of BRAC Business School in Partial  
Fulfillment of the Requirement for the Degree of Bachelor of Business  
Administration.

**Internship Report on**  
**DIFFERENT TOUCH**  
-Focusing on Marketing Campaign

**SUBMITTED TO**  
Mr. Shamim Ehsanul Haque  
Assistant Professor,  
BRAC Business School  
BRAC UNIVERSITY

**SUBMITTED BY**  
SAIF AHMED  
ID- 11204029  
BRAC Business School  
BRAC UNIVERSITY

**DATE OF SUBMISSION**  
NOVEMBER 05, 2017

**Mr. Shamim Ehsanul Haque**

Assistant Professor  
BRAC Business School  
BRAC University

05 November, 2017

**Subject: Submission of Internship Report.**

Dear Sir,

I herewith present my report titled “An internship report on Different Touch - Focusing on Campaign”, authorized under your supervision, as a partial requirement for the completion of BUS 400 (internship).

This report endeavors to analyze the experiences and learnings of my three months (April- June 2017) internship period. It then goes on to analyze the marketing activities and campaigns Different Touch.

I am thankful to you for your kind assistance and guidance, in the preparation of this report and sincerely hope that I would live up to your expectations regarding the quality of my work. It has been an interesting and learning experience for me. I believe that this learning experience will be beneficial in my future career.

Sincerely

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Signature

Saif Ahmed  
Student ID: 11204029

## **ACKNOWLEDGEMENT**

At the very beginning, I wish to acknowledge the immeasurable blessings and profound kindness of Almighty Allah. at the very starting, I want to acknowledge the immeasurable blessings and profound kindness of Almighty Allah.

There are many people who have given large contribution in making this report. Their insights, recommendation and guidelines helped me lots.

I would like to express my sincere gratitude to my Faculty supervisor **Mr. Shamim Ehsanul Haque**, Assistant Professor, BRAC Business School, BRAC University for his continuous guidance and assistance to complete this report.

My deepest appreciation goes to my external supervisor Mr. Pradip Ghosh, Event Coordinator, Different Touch for his guidance and cooperation to prepare the report.

I would like to show my sincere gratefulness to all my colleagues of Different Touch for their support during my three months internship period.

The assistance provided by all concerned mentioned above made it possible for me to complete such a vast study within the designated time.

## Executive Summary

The internship report focuses on the experience I have gathered being an intern in the Marketing department of Different Touch which is the working for many renowned national and multinational brands. I have mostly looked into the marketing campaign that Different Touch worked on.

Different Touch has always provided quality service since its inception in 1997. The company's operations include a huge number of services which they deliver using different medium.

I have shared a detailed insight about my work experience at Different Touch along with a detailed job description where I had to work with local government, conducting research through visits and periodic surveys, brainstorming, planning and implementing ideas on how to execute Different Touch's services in the best possible manner.

I have written about the project I worked on such as “Street Drama”, “Pohela Boishakh Road Show”, “Documentary on Prime Minister **Sheikh Hasina** 's Vow- **No Children to be left on the Streets.**” for Aparajeyo Bangladesh, an NGO working for safety of street children.

I have worked on planning and positioning the campaign so as to make the message more effective and also to retain these campaigns in the consumers' mindsets. I have also mentioned about how the message and positioning of the message was done for these projects in an attempt to make the brands more retain these brands in the consumers' mindsets.

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## **Part 01: Introduction**

### **1.1 Introduction:**

According to Prime Minister's statement, 34 Lakh street children exist in different cities of the country while the report from Bangladesh Institute of Development Studies (BIDS) projects the number of street children are 1.5 million in 2015 and it will reach to 1.56 million in 2024. The given situation clearly reveals that there are no comprehensive and reliable statistics available on the actual numbers, living conditions, needs and interests of children living on the streets. But the fact is street children constitute one of the most vulnerable and marginal groups in Bangladesh.

During the inauguration of World Children Day and Children's Rights Week in October, 2015, Prime Minister Sheikh Hasina had asked the ministries of women and children affairs and social welfare to take the necessary steps to ensure food, shelter and education for every street child of Bangladesh. "No children would live on the street as the government has the capacity to feed the reportedly 34 lakh street children" she added. The Prime Minister also urged the authorities concerned to ensure admission of every child in the schools of their areas and warns that the government by no means would accept violence on domestic helps and engagement of children in any risky jobs.

Though several acts and policies have been formulated to protect the rights of the children; the number of the street children and their vulnerability are increasing along with the rapid urbanization. In 6.2 section of National Children Policy, it has been stated that the Social Safety Net has to be expanded to ensure the rehabilitation of all poor children and street children. In addition, the National Plan of Action for Children (2005-2010) also clearly emphasizes the urgent need for "education and empowerment." Education is one of the most pressing needs for the street children that clearly been ignored over the years. The role of appropriate education for empowerment of children – especially the disadvantaged groups like the street or working children – has been unequivocally established. Article 17 of the Constitution of Bangladesh recognizes the right to education for all including the disadvantaged children.

### **1.2 Street Children in Bangladesh:**

In Bangladesh major problems of street children includes insecure life; physical and sexual abuse by adults of the immediate community; harassment by law enforcing agencies; no, or inadequate, access to educational institutions and healthcare facilities; and lack of decent employment opportunity while thousands of children on the streets of Bangladesh are being denied their rights according to the United Nations Convention on the Rights of the Child (UNCRC), which recognizes that every child is entitled to a standard of living adequate for the child's physical, mental, spiritual, moral and social development.

Children living on the streets are particularly vulnerable to abuse and exploitation. These children also endure increased risks to their safety and well-being. Many of them work, often in hazardous and low-wage jobs, to support themselves and their families. Due to low family income and unemployment of parents, many families depend on their children's earnings to survive. Children who live on the street are also vulnerable to other forms of exploitation and frequently find themselves the victims of sexual abuse, physical torture, and trafficking. Extensive criminal networks make substantial profits by engaging children in commercial sex work, smuggling, stealing, and the distribution of drugs and weapons.

In order to protect the rights of the street children and bring them out of the vulnerability, the child development centers, vagrant homes or orphanages are rarely viewed in Bangladesh. Though a limited numbers of centers/ care houses are run by Govt. and Non Govt. organizations (NGOs); however the number is quite low in against of the children living on street. On the other, the standard of care provided in the institutions also raise questions while lack of monitoring leads the questions bigger.

### 1.3 Aparajeyo-Bangladesh

**Aparajeyo-Bangladesh (AB)** is a national child rights organization. It was founded in 1995 through localization of an international NGO. The organization commenced activities in 1976, working with children living in and around the slums of Dhaka city.

AB's work with children complies with the United Nations Child Rights Convention. AB believes that childhood means much more than the space between birth and the attainment of adulthood, Childhood refers to the state and condition of a child's life – to the quality of those years. AB recognizes that children are the holders of their own rights. And because these rights are invested in the child's own person, the child is no longer a passive recipient of charity but an empowered actor in her/his own development.

Most cases of child rights violation remain unreported due to proper and effective communication facilities. This results into extreme physical and psychological damage to children who are in need of care and protection.

Aparajeyo-Bangladesh has acquired a toll free telephone number "1098" from the government of Bangladesh in 2016 and commenced the Child Helpline support to children. The Helpline operates by educating children about its use through outreach and awareness-raising activities. It works closely with the existing social support services, both public and private. The Social Center in Dhaka addresses protective, social, educational and recreational needs of the rescued children through the creation of a child-friendly and supportive



environment. It promotes a systematic approach through community empowerment for social and behavioral change.

The Social Center is equipped with telephone lines where helpline staffs receive phone calls from the children in need round the clock. The helpline responds to a call by counseling the child or guiding the child into making a decision by him/ herself. The emergency calls are addressed by the helpline members through immediate spot visit and rescue support. Children with specific need are referred to appropriate services offered by the experts Government ministries and departments, non-government organizations/NGOs and other service providers, such as law enforcing agencies and judiciary, etc.



## **Part 02: Objectives**

From 02nd May 2016 to 31st May 2017 I was appointed as an Intern in Different Touch. Though I have a dual major in Marketing and E-Commerce, but I always had more interest in Marketing and for this reason I wanted to build my career in advertising agency. Fortunately, I got the chance to serve in Different Touch as Executive- Marketing in Account Management Department.

### **2.1: Objective of my Internship:**

- To apply the theoretical knowledge which I learned throughout my graduation years into the practical field.
- To learn how to work in the professional ambience.
- To learn how to meet the requirements of clients.
- To create job exposure and employment opportunity.
- To enhance professional skills.
- To learn the working culture in the agency industry.
- To learn about various marketing tools and implement those in social cause branding.

### **2.2: Objective of my report:**

- To analyze my work.
- Analyzing about the whole campaigns I was assigned.
- To share my working experience and learning's.

### **2.3: Methodology:**

Primary Data:

- 1 year of work experience was my primary resource to collect information for this report.
- The important informant interviews of concerned employees that were part of the project of Aparajeyo-Bangladesh were undertaken where they answered many questions and also added relevant opinions and thoughts about the project.

Secondary Data:

- Aparajeyo-Bangladesh credentials were studied as well as individual campaign accounts.
- Aparajeyo-Bangladesh website.
- Other relevant websites and project report to know more about the Street children in Bangladesh.

### **2.4: Limitations:**

The biggest limitation for me was to get all the relevant information about the campaigns. We were not legally permitted to share government's information, government's brief and our research information. Again it was a challenge for me to complete this report within the scheduled time having day long heavy work pressure that I was assigned for.

### Part 03: Organizational Overview:

Different Touch specializes in incorporating innovative ideas that is simply stunning and often outshines the corporate standards. This organization is sister concern of Kajal Brothers Limited, a renowned publication company in Bangladesh. We come up with unique ideas for interior spaces of our clients and use various disciplines and elements of Interior and Exterior architectural support, Designing, Event Management, Activation planning Brand promotion and Graphic Design by focusing on practical application and implications of our concepts.

#### 3.1: Services that Different Touch provide:

Different Touch has the capacity to provide a complete marketing campaign that a client needs. According to the agreement, Different Touch delivers services to its retainer and non-retainer clients both. The official service chart of Different Touch is as given below:

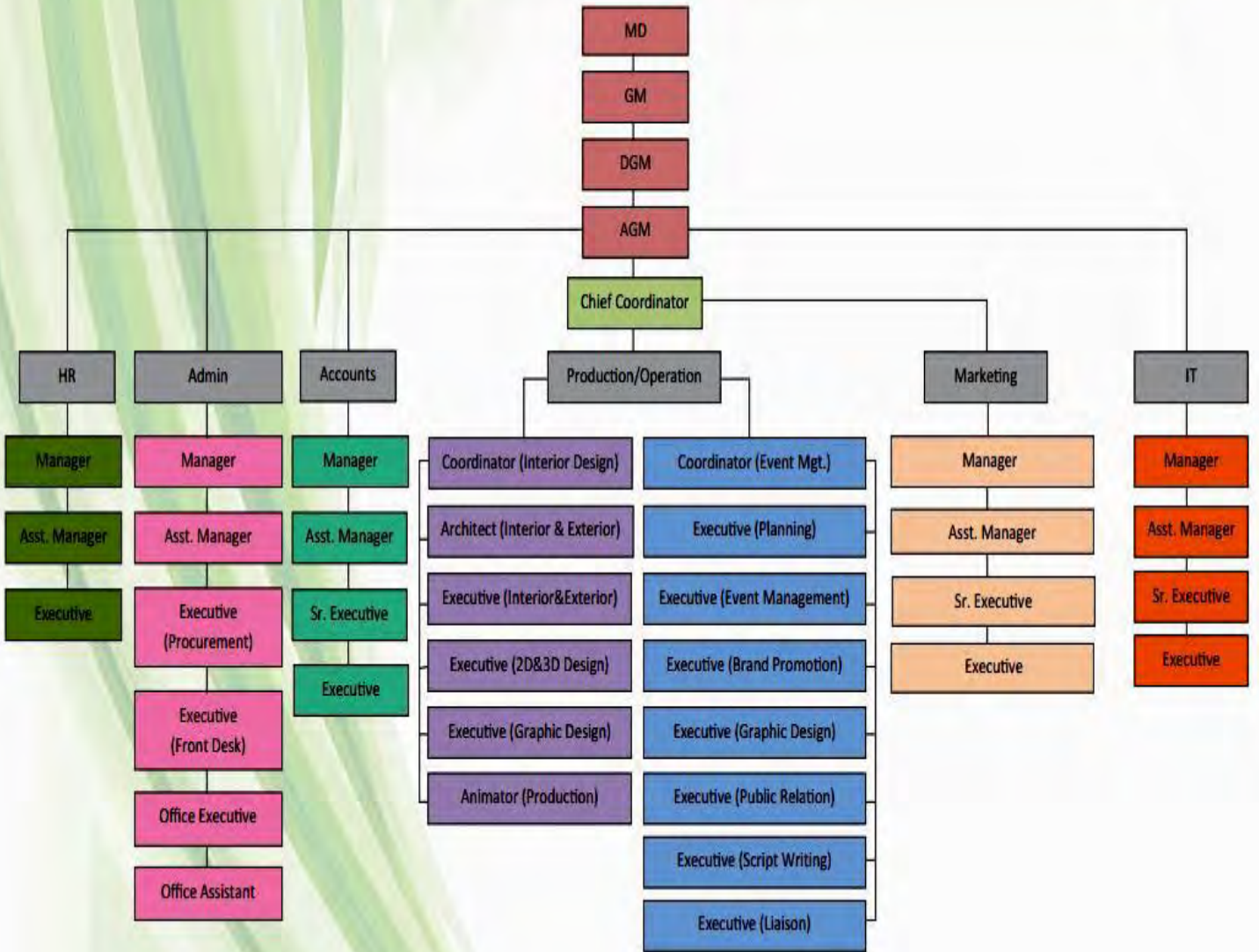
Item	Particulars
360 Degree Campaign	360 Degree Plan (ATL+ BTL)
	ATL Campaign Concept
	BTL Campaign Concept
Media & PR Services	<b>PR Campaign Strategy</b>
	Media Relations Management
	Media Monitoring
	Report Analysis
	News Analysis
	Influencer Analysis
	Media & Press Release Management & Monitoring
	Market Intelligence Report
	PR Events & Activities
	Press Release Preparations (A4 Size, Bangla/English)
POS/POP Materials	Concept & Design Development (New)
	Master Concept
	Poster
	Bunting (Up To 6 in a string)
	Bunting (Above 6 in a string)
	Dangler
	Wobbler
	Sticker
	Flyer / Leaflet (per side)
Newsletter (per page)	

POS/POP Materials	Brochure (cover & back)
	Brochure (per pages)
	Folder
	Forms (Up To 4 pages)
	Forms (above 4 pages)
	Menu Book (Cover & Back)
	Menu Book Design (per pages)
	Positive - per colour/sq inch of output size (if required)
Out of Home	Design Development (New)
	Master Concept
	Billboard
	Festoon
	Roman Banner
	Light Box
	Shop Sign
	Backdrop Banner
	Cut out
	Cash Dispenser
	Van Branding Design (per side)
	Bus Branding Design (per side)
	Stage Design
	Stage Design 3D
	Shop Design
Stall/Pavillion Design	
Booth Branding & Design	
Year-end items	Design Development (New)
	Annual Report
	Seasonal Greetings card
	Calendar (Upto 6 pages)
	Calendar (12 pages)
	Pocket Calendar
	Year Planner

### **3.2: Clients of Different Touch**

Different Touch is currently servicing a list of clients such as Bashundhara Group, Abul Khair Group, Unilever, Dhaka Ice Cream Industries Limited, Prime Bank, Partex Group, Dan Foods Limited, Concord, Ajinomoto, Tele-Talk etc. are few worth mentioning.

# ORGANOGRAM OF DIFFERENT TOUCH



## Part 4: The Job

### 4.1 The Job at a glance

The job that I was offered at Different Touch (Pvt.) Limited was the position of Intern in the Marketing Department. It was a 3 (three) month long internship program. After the first 3 (three) months I was appointed the position of Executive- Marketing.

I along with other interns were provided with on-the-job training and we were also privileged to attend some of the special workshops. I had another intern co-worker with me, and we were given a roster-based work plan. The remuneration was according to the organization's policy, some other facilities includes transportation allowances, cell-phone allowances were also provided.

### 4.2 Responsibilities and Description of the Job

This part includes all the responsibilities and detailed description of the job I had to do during my internship period-

1. **Analyzing and Investigating price-** I had to analyzing and investigating price that we received from the vendors, who provide us with services that we provided to our clients.
2. **Client-servicing-** The initial brief about our clients' requirements were given to me via my superiors after which I had to re-brief the creative department about the designs. I was to plan and presenting ideas and strategies along with my team to provide our clients the best service and meet their goals and objectives.
3. **Strategically Planning-** We had to find out different ways strategically to launch the campaign/ projects. I was given the duty to look after execution of the promotional activities of our clients.
4. I was given the duty of compiling and distributing financial and statistical information to the clients which was prepared by our team.
5. As a team member of the Marketing department, one of my core responsibilities was to ensuring the clients' satisfaction through monitoring their projects, such as organizing events and product exhibitions.

6. **Campaign Management and Execution:** I was fortunate to be a part of the team that did campaign management and execution of those campaigns. Some of the work of the campaigns that I managed are given below-

### Street Children Rehabilitation Programme (SCRP)

Program Name: Boishakhi Road show

Name of Area: Bangladesh Shilpakala Acadeamy, Segunbagicha, Ramna.

Date & Time: 14 April 2017, 8.00 am

Quantity Of Show: 02



Program Name: Boishakhi Road show

Name of Area: Razmoni Cinema Hall, Kakrail.

Date & Time: 14 April 2017, 8.30 am

Quantity Of Show: 01



Program Name: Boishakhi Road show  
Name of Area: Komlapor Railway Station  
Date & Time: 14 April 2017, 10.00 am  
Quantity Of Show: 04



মহিলা ও শিশু বিষয়ক মন্ত্রণালয়



Program Name: Boishakhi Road show  
Name of Area: Shadar Ghat  
Date & Time: 14 April 2017, 02:00 am  
Quantity of Show: 03



Program Name: Boishakhi Road show  
Name of Area: New Market  
Date & Time: 13 April 2017, 03:20 pm  
Quantity of Show: 05



মহিলা ও শিশু বিষয়ক মন্ত্রণালয়

Program Name: Boishakhi Road show  
Name of Area: Kawran bazar  
Date & Time: 13 April 2017, 02:00 pm  
Quantity of Show: 03



মহিলা ও শিশু বিষয়ক মন্ত্রণালয়

## Part 5: Analysis of the Campaigns

### 5.1 Boishakhi Road Show for Street Children Rehabilitation Programme (SCRP)

#### Target Audiences:

Boishakhi Road Show for Street Children Rehabilitation Programme (SCRP) was targeted to the mass audience of Bangladesh for awareness of Street Children Rehabilitation Programme (SCRP).

Targeted population for Street Children Rehabilitation Programme (SCRP) are the street children of age 06-20, who are deprived of the facilities and care a child must get. These children end up becoming:

- Drug addicts
- Victim of Child Labors
- Beggars
- Child Prostitution
- Stray children

#### Execution:

In order to get the public attention we decorated and designed the truck with the branding of Street Children Rehabilitation Programme and greeting for **Pohela Boishakhi**. Boishakhi Road show took place on 13 April 2017 and on 14 April 2017 which was the **Pohela Boishakhi Day**. It took place in 06 places.


Sl.no	Places	Date	Number of Show
1	Bangladesh Shilpakala Acadeamy, Segunbagicha, Ramna.	14 <sup>th</sup> April 2017	02
2	Razmoni Cinema Hall, Kakrail.	14 <sup>th</sup> April 2017	01
3	Komlapor Railway Station	14 <sup>th</sup> April 2017	04
4	Shadar Ghat	14 <sup>th</sup> April 2017	03
5	New Market	13 <sup>th</sup> April 2017	05
6	Kawran Bazar	13 <sup>th</sup> April 2017	03

The band consist of 1 Baul from Faridpur, 1 person on the Dhol, 1 person on the Tabla, 1 person on the Flute. There were 2 people for the sound system. The Shows in New Market and in Kawran Bazar took place on the 13<sup>th</sup> April 2017, and the rest of the shows took place on the 14<sup>th</sup> April 2017.

## Branding:

The Branding design for Boishakhi Road Show,





 **মহিলা ও শিশু বিষয়ক মন্ত্রণালয়**  
পথশিশু পুনর্বাসন কার্যক্রম


আমাদের শিশুরা কেন রাস্তায় ঘুরবে?  
একটা শিশুও রাস্তায় ঘুরবে না।  
একটা শিশুও এভাবে মানবেতর  
জীবনযাপন করবে না।

- শেখ হাসিনা  
মাননীয় প্রধানমন্ত্রী

**শুভনব্ব্বর্ষ**  
১৪২৪ বঙ্গাব্দ

 এনসিও পালিনার:  
অপরাধময়-বাংলাদেশ  
শুধুমাত্র শিশুদের জন্য



 **মহিলা ও শিশু বিষয়ক মন্ত্রণালয়**  
পথশিশু পুনর্বাসন কার্যক্রম



# মহিলা ও শিশু বিষয়ক মন্ত্রণালয়

## পথশিশু পুনর্বাসন কার্যক্রম

আমাদের শিশুরা কেন রাস্তায় ঘুরবে?  
একটা শিশুও রাস্তায় ঘুরবে না।  
একটা শিশুও এভাবে মানবেতর  
জীবনযাপন করবে না।

- শেখ হাসিনা  
মাননীয় প্রধানমন্ত্রী

# শুভনব্ব্বর্ষ

১৪২৪ বঙ্গাব্দ



পথশিশু পুনর্বাসন কার্যক্রম  
মহিলা ও শিশু বিষয়ক মন্ত্রণালয়



এনজিও পার্টনার:

অপরাডেয়-বাংলাদেশ

সুবিধাবঞ্চিত শিশু ও যুব সমাজের স্বার্থে



# শুভনব্ব্বর্ষ

১৪২৪ বঙ্গাব্দ



পথশিশু পুনর্বাসন কার্যক্রম  
মহিলা ও শিশু বিষয়ক মন্ত্রণালয়



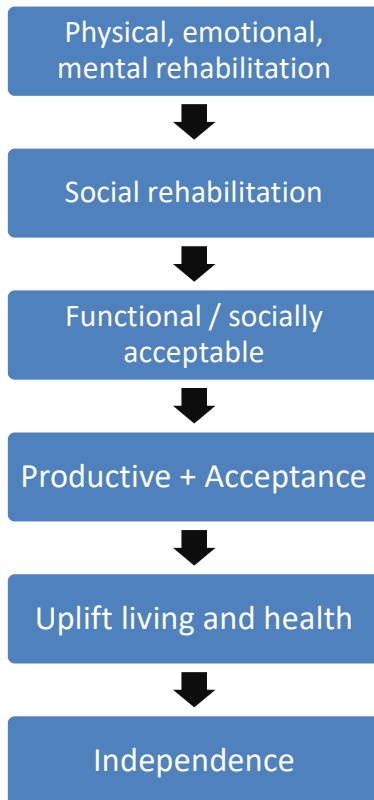
এনজিও পার্টনার:

অপরাডেয়-বাংলাদেশ

সুবিধাবঞ্চিত শিশু ও যুব সমাজের স্বার্থে

**The Street Children Rehabilitation Programme (SCRIP) brief consist of:-**

**REHABILITATION**



- The centers with these services at present is just focused on providing food, clothing, and health facilities.
- It is necessary to have a special environment solely designed for them so as to uplift their living and health as well
- The present centers lack the self- sustainability.
- The proper functions based on the basis of age group is found missing; as the people of 2 different age groups have different psychology.

## 5.2 STREET CHILD SHELTER HOME (Audio Visual)

### Target Audience

“No Child Will Sleep on the Road” was a short documentary on the Street Child Shelter Home that is provided by the Ministry of Women and Children Affairs- Government of the People's Republic of Bangladesh. “No Child Will Sleep on the Road” was targeted to the mass audience of Bangladesh for awareness of Street Children Rehabilitation Programme (SCRCP). The short documentary spoke about of the procedure that are required to get a child in the Shelter Homes that is run by the Aparajeyo-Bangladesh Government of Bangladesh.

Targeted population for Street Children Rehabilitation Programme (SCRCP) are the street children of age 06-20, who are deprived of the facilities and care a child must get. These children end up becoming:

- Drug addicts
- Victim of Child Labors
- Beggars
- Child Prostitution
- Stray children

### Execution:

The Street Child Shelter Home was aired in BTV for the first time in May 14, 2017, a month after Pohela Boishakhi. The documentary was also showcased in different parts of Dhaka City, such as,

Sl.no	Places	Date	Number of Time Shown
1	Bangladesh Shilpakala Acadeamy, Segunbagicha, Ramna.	14 <sup>th</sup> May 2017	18
2	Razmoni Cinema Hall, Kakrail.	14 <sup>th</sup> May 2017	16
3	Komlapor Railway Station	14 <sup>th</sup> May 2017	15
4	Shadar Ghat	14 <sup>th</sup> May 2017	13
5	New Market	14 <sup>th</sup> May 2017	13
6	Kawran Bazar	14 <sup>th</sup> May 2017	21
7	Mirpur 1, 10	14 <sup>th</sup> May 2017	17

The documentary is 10 minutes. The shooting for the documentary took 02 (Two) weeks. The next week we worked on the editing panel for the graphics was added along with images, music, color correction and special effects.

The planning phase sets the overall vision of the documentary. Pre-production also included working out the shoot location and casting for Street Child Shelter Home from Aparajeyo-Bangladesh.

**Positioning:**

Sheikh Hasina Wazed, she is the current Prime Minister of Bangladesh. She has been in the office since January 2009. At an event on the World Children Day, 01<sup>st</sup> June 2015, she said,

"If we can feed 160 million people, we can surely look after all our children on the streets". "No child will remain on the streets, every child must have a shelter, a home to stay." She also instructed the ministries dealing with social welfare and women and children affairs to ensure rehabilitation of all street children in Bangladesh.

The documentary "No Child Will Sleep on the Road" was done to enhance the audience knowledge on Street Child Shelter Home. The documentary intends to have a positive, empowering psycho-social impact on audience and on children in a street situation (CSS) by developing CSS and community's active participation, learning and advocacy in combating social exclusion and stigmatization.



Branding:

কোন শিশুই আর  
পথে ঘুমাবে না



মেহের আফরোজ চুমকি  
মাননীয় প্রতিমন্ত্রী, মহিলা ও শিশু বিষয়ক মন্ত্রণালয়, গণপ্রজাতন্ত্রী বাংলাদেশ সরকার



মহিলা ও শিশু বিষয়ক মন্ত্রণালয়  
গণপ্রজাতন্ত্রী বাংলাদেশ সরকার



## **Part 6: Recommendation**

According to the analysis and finding that I did, there are some recommendation that I have for the people working in marketing agency.

1. The working hour should be maintained, or at least the employees should try to maintain.
2. The production teams should try and follow the schedule for the shoots.
3. There is a need for more training which can be provided by specialized trainers.
4. Account Management and Creative & Art need more manpower to fulfill the extra requirements of the clients.

## **Part 7: Limitations**

The three months' internship period came along with a lot of obstacles. Some of the limitations in preparing the report are following-

1. The visit of the shelter homes were difficult, as there were many government procedure that were required before the work started.
2. The children in the shelter homes were not very comfortable in providing us with information that were required by us in preparing the script.

## **CONCLUSION**

I am very happy that, I had the opportunity to work with great minds and professional people from many departments. It was a great experience for me. The atmosphere in office and people that I worked with made me feel very comfortable and also taught me a lot of things which will help me in my work life. I got learn to have fun while working at the same know that I lot relies on the team. We used to have fun, work lately with high encouragement because we felt like, we are working not only for the client but also for the nation and its people.

I would like to thank a lot of people who helped me during the report.

## REFERENCES AND ATTACHMENTS

1. Aparajeyo Bangladesh website- <https://www.aparajeyo.org/>
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