



Internship Report on
The Journey of “WIL: Women in Leadership” for
Inspiring Women in Leadership

Prepared for

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Letter of transmittal

30th May 2016

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Subject: Submission of Internship Report

Dear Madam

I would like to thank you for assigning me to prepare an analysis on WIL (Women in Leadership) Project. This report is made as a final requirement of Bachelor of Business Administration Degree (BBA). This task is really important for me where I practically apply my knowledge and explore an important analysis on that topic. I want to thank you for giving me such kind of opportunity to research in this field which I can share in my future as an achievement.

The analysis part of the report is about how WIL is inspiring women in leadership. I have tried my level best to prepare the report on time and gather all the information from the short interviews, opinions and related materials.

I hope that it will be kind to accept my internship report.

Sincerely

Tasneem Tabassum Mourin

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Acknowledgement

At first I would like to express my gratitude to the almighty God for enabling me and give the opportunity to complete my report on the time successfully. I was assigned for three months internship program at Bangladesh Brand Forum (BBF) and prepare an internship report on WIL: Inspiring women in Leadership.

I also wish to my deep sense of thanks to my honorable teacher Ms. Asheka Mahboob, Lecturer of BRAC Business School of BRAC University to give the opportunity to work and providing the necessary instruction about the project.

I would like to thanks Mr. Liton Baul, General Manager, to assign me in the WIL project as well as involve me other projects, form where I explore my learning's and utilize in my project. I also like to thanks the other people who help me in different time to collect the information.

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Executive summary

Now women are celebrating their freedom of choice more than ever before; but not as much as they should. Lots of constraints still block their career path, passion, and the pursuit of their dreams. Through the “Women in Leadership (WIL)” initiative Bangladesh Brand Forum wants to celebrate women and their potential. The platform is designed to engage the society to support and encourage women to elevate to the next level, pursue their skills and achieve their desired dreams. I am very much fortunate to work in this project during my internship period. I had been working for several phase (Inspiring Women Award, Bangladesh Women Professional Network, WIL Magazine and others) of WIL project.

During my internship, I have worked for “YELLOW by Beximco presents Inspiring Women award 2016”, where I had collected data of many women of our country and also worked for organizing the program , managing women who wants to be a part of BWPN member and contribute at WIL magazine. In my report I have used all my observations and suitable information which will explain how WIL project is working for inspiring the women in our country.

On the other hand there were many other projects was on going at BBF. I had also worked for Leadership Summit 2016, Retail Congress 2016, Agrow Award 2016 and Youth Fest 2016.

Chapter One

The Organization

1. Organization Profile: Bangladesh Brand Forum

1.1. Rationale:

A brand always sustain on its ability to deliver their promises towards their target audience. Bangladesh Brand Forum has huge brand equity in the market. To hold the equity, Bangladesh Brand Forum has to be always careful on the delivery of their promises. The insight of Bangladesh Brand Forum is “Inspiring Brands in Bangladesh”. Conversely, corporate are the major target audience for BBF. Therefore Bangladesh Brand Forum always stays conscious to deliver the best. In contrast, for not having any competitor in the current Bangladesh market corporate keep large expectation on Bangladesh Brand Forum. BBF also believe that Strong brands possess credible, relevant and distinctive brand promises. Even more importantly, they fulfill these every day. The days when marketers screamed “Proof first, Promise later” are over. We have learned it is important to “Promise and Prove” at the same time. Trust is the lever here. Market has to trust the brand. As a result delivery of promise is the most important and integral part for Bangladesh Brand Forum.

1.2. Background:

Bangladesh Brand Forum (BBF) started its journey in 2007, with the vision of ‘**Transforming Bangladesh through Brands**’. They believe if our companies can move up the value chain through applying the branding ethos - our economy and society as a whole and most importantly the millions of people below poverty line will experience the biggest positive impact on their economic emancipation. To achieve this vision, BBF has been undertaking a number of initiatives from its inception:

- Bangladesh Brand Forum Seminar (2007, 2008, 2009, 2013, 2015)
- Commward: Excellence In Creative Communication (2009, 2010, 2011, 2013, 2014, 2015)
- Best Brand Award Bangladesh (2008, 2009, 2010, 2011, 2013, 2014, 2015)
- Social And Environmental Excellence Award (2012, 2014)
- Digital Marketing Summit - Knowledge • Inspiration • Application (2014, 2015)
- AGROW Award (2014, 2015)
- Leadership Summit (2008, 2010, 2014)
- Meet Bangladesh – Asia’s Next Big Opportunity’ in UK & USA (2010, 2011)
- World Marketing Summit (March 1,2 &3, 2012)
- Bangladesh Brand Forum Monthly Magazine
- Professor Philip Kotler's Visit to Bangladesh (2011)
- Young Lions Competition in Bangladesh & Cannes Lions - International Festival of Creativity
- City Branding
- Knowledge Center
- Initiatives for Jute Branding
- Bangladesh Youth Fest
- Women In Leadership

1.3. Objectives:

1.3.1. Specific Objectives:

- To acquire practical knowledge concerning delivery of brand promise.
- To know how a brand build up long-term relationship with its target audience.
- To get overall idea about how BBF use knowledge, creativity and innovation to provide the best solution to their clients.
- To know how an organization build their brand equity.
- To find out how BBF operates their two different units such as “Brand Zeal” which is a brand consultancy and the other is “Bangladesh Brand Forum” which is the knowledge center.
- To know how a brand develop engagement with target market.
- Bangladesh Brand Forum (BBF) is an initiative with the vision: "Transforming Bangladesh through applying Branding Ethos among local corporate". With the WTO regime and global economic order reshaping to address the ever dynamic and changing hyper competitive world, only a robust economy can transform a nation like Bangladesh, which to a large extent is driven by local corporate.
- Sustainable growth under stiff competition as well as enhancement of country's image. At the end of the day, this strategic move is likely to bring recognition to the country. Some of the key areas that require attention are:
 1. Focus on knowledge, creativity and innovation
 2. Appreciation of quality standards, employee enrichment, and corporate professionalism
 3. Appreciation of intangibles resulting in societal empowerment and strengthening of national Identity
 4. Integrating economic, social, technological, and political vision to focus on sustainability and Growth.

Bangladesh Brand Forum has launched several initiatives to establish and instill branding values in the Bangladeshi business scenario - they are:

1.4. Brand Forum Seminar:

Through the 'Brand Seminar' BBF inspire marketing community of Bangladesh to rise to the occasion and build powerful enduring brands that not only excel in the local market but also create its mark in the global arena.

1.5. Leadership Summit:

BBF wants to challenge the axiom that 'Leaders are born'. They feel managers can be turned into Great leaders who can create great corporations. 'Leadership Summit' brings leaders and experts, who are redefining the global business institutions, to share their knowledge and insights. BBF aims to inspire our



leaders to take their business to newer heights. They also want to awaken our managers to become great leaders who will lead their Corporations beyond the local boundary.

1.6. Bangladesh Brand Forum Monthly Magazine:



Through the publication BBF wants to inspire and educate the corporate and business community about branding and world class business practices. Topics like expert's opinion, local Industry analysis & case studies, local brand

Analysis & case studies, articles column from internationally experts, inspiring features from creative world makes the publication a reference book for anyone in the world of business.

With the assistance from Harvard Business Review, Contagious, Landor, INSEAD Knowledge, British Brands Group, & Ad Asia Singapore the publication is aiding the managers to keep pace with the global best practices.

1.7. Best Brand of Bangladesh Award

Brands are recognized to be the most valuable asset for any organization (FMCG, Service, B2B etc.). Its importance is recognized not only by for profit organization but also by non-profit and also by countries. BBF has just completed the **"Best Brand of Bangladesh Award 2015"** for the seventh consecutive year. The purpose of that award was demonstrate to the business community that brands are intrinsic part of the organization and in many cases the single most valuable asset.



A rigorous and analytical methodology was used to capture core areas of the brand and its impact on its category. **Millward Brown Bangladesh** was our **Research Partner** for this initiative. Their **'BrandsZ'** model was used to identify brand equity through extensive qualitative and quantitative survey. Additional criteria's are added with Winning Brands model by Prof. Ferhat Anwar, Chief Advisor, Bangladesh Brand Forum; Professor, Institute of Business Administration (IBA) to address Bangladesh specific scenario.

1.8. Women In Leadership

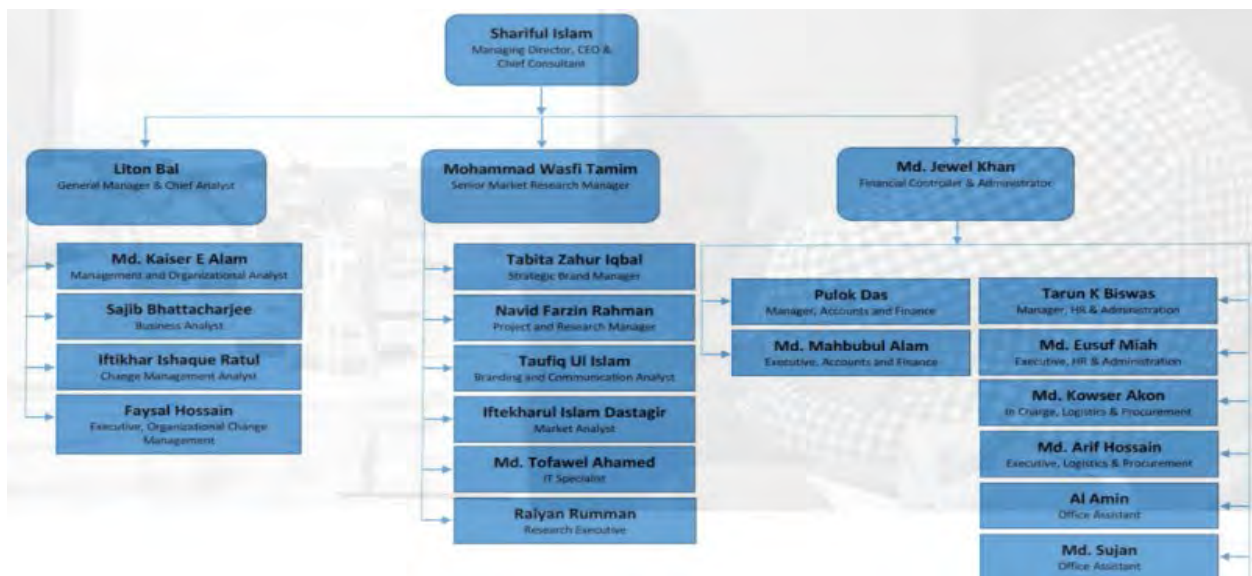
A woman In Leadership is an initiative of Bangladesh Brand Forum to inspire Women Leadership in the corporate sector of Bangladesh. Bangladesh Brand Forum introduced the award in 2015 with a vision to empower and equip women to reach leadership positions in fields of professionalism, and recognize professional women who can be presented as inspirational role models for the society BBF works throughout the year to inspire females in Leadership Position.

1.9. Bangladesh Youth Fest

Bangladesh YouthFest is designed to test the knowledge, creativity and analytical abilities of undergraduate students from all over Bangladesh. The aim of YouthFest is to "INSPIRE THE NATION'S FUTURE".



1.10. Operational Network Organogram:



1.11. Visions for Future:

Despite its perceived significance in the global corporate world, Bangladeshi companies are yet to fully realize the benefits of the wielding brand power. Most products in Bangladesh are unbranded and highly price sensitive. In contrast, a brand mindset always focuses on offering more value and not on price only; it is all about standing for something unique in the minds of the consumer. In this light, Bangladesh Brand Forum (BBF) envisions: "Transforming Bangladesh through applying Branding Ethos among local corporate".

When these local corporations are driven by branding ethos 3 major shifts take place:

- 1. Long Term Focus:** A long-term focus adds new dimensions (e.g. social responsibility, environmental concern) to the way business is driven.
- 2. Value Creation:** Through constant focus on value creation, corporations begin to appreciate creativity, innovation & other intangibles.
- 3. Focus on Delivery:** Corporations begin to realize that delivering and often exceeding the promise is more important than the promise itself.

With the WTO regime and the reshaping of the global economic order to address the ever dynamic ultra-competitive world, only a truly robust economy can transform a developing nation like Bangladesh, which to a large extent is driven by local corporate. It is evident that this transformation that Bangladesh requires cannot take place through mere government intervention or the sole effort of the private sector. Rather it requires multi-dimensional initiatives by all parties, facilitated by government support. In addition, the effort must entail multifaceted activities that are essential to foster both a smooth transition towards sustainable growth under stiff competition and to enhance the image of country as well. Some key areas that require attention are in this light include:

- Focus on knowledge, creativity and innovation
- Appreciation of quality of standards, employee enrichment, and corporate professionalism
- Appreciation of intangibles resulting in societal empowerment and strengthening of national identity
- Integrating economic, social, technological, and political vision to focus on sustainability and growth.

Chapter Two

The Job Part

2. Job Responsibilities

2.1. Description of the Job

Although I joined as an intern at Bangladesh Brand Forum of, I was never treated as one rather I was treated as a core member of Bangladesh Brand Forum. I was assigned to work for WIL (Women in Leadership) project. My job was both desk and field based during the Inspiring Women Award (one of the phases of WIL). It was full of excitement and challenges. My overall job reach was much wider than the appointment letter or first day briefing. I had to develop content for the website, magazine, given numerous data entry, worked with the analyst team, E-Mail marketing, Telephone Marketing, and many more.

2.2. Specific Responsibilities of the Job

2.2.1. Develop Contents for Magazine

When I firstly joined Bangladesh Brand Forum, it was going to launch WIL (Women in Leadership) magazine. My first task was to work for collecting write-ups for WIL magazine. For this I had to communicate several times with the writers, collected several articles, meeting with the WIL President and worked with editing team.

2.2.2. Database Entry

Bangladesh Brand Forum does several works where they have to keep records and make different database. I was given all the previous documents to compile necessary information and now they have all databases for further usage.

2.2.3. E-mail Marketing & Telephone Marketing

I was given the responsibility to send registration proposals (for Leadership Summit, Retail Congress) to all the listed companies and all the important Chief Executive Officers, Managing Directors, Chief Financial Officers, Finance Directors . After the e-mail marketing I was given the office telephone to follow up and try to procure them to register themselves by payment to join those events.

2.3. Difficulties faced during the duration of the internship and overcoming them:

Throughout my internship journey during the last 3 months, I have encountered a lot of difficulties which I had managed to overcome as quickly as possible. The very first difficulty I faced was to adjust with the environment and the people, but with the help of my supervisor and other colleagues it took very less time to be friendly with them. Even with a short conversation I was able to put a great impression about myself through my outstanding interaction skills and academic knowledge.

Another difficulty I used to face was the regulations of the institution, as practical and academic knowledge was totally different. Besides this, I was susceptible to silly mistakes. However, it's really insignificant and was corrected by my supervisor. Such mistakes made my focus more particular towards my work and made me efficient.

2.4. Influence of the internship in my career plans:

After conducting internship under Bangladesh Brand Forum my career plans has totally changed. Starting my profession life from a organization like BBF has shaped a lot of my perception about marketing jobs. Previously I used to think as the best jobs for any fresh graduate can only be working with MNC's. Currently I hold the perception that MNC definitely boosts a fresh graduate's career but it is not the only sector which can gear up the career, institutions like BBF can play a vital role in the stability of economy as well as person's life.

2.5. Critical Observations & Recommendations:

Bangladesh Brand Forum does several kind of work but they don't have different department for doing work with more ease. Though they are doing their task with a great effort and they are very much good at that but to my perspective they should re-structure their organizational structure with in more structured way.

Chapter Three

The Journey of “WIL: Women in Leadership” for
Inspiring Women in Leadership

3.1. WIL (Women in Leadership)

Women in Leadership project is designed to inspire female leadership. This initiative will make sure that women have those attention and support, which is crucial for her to get from society like ours. Women need to understand their potential and need to pursue their career to be a part of economic and social development. It is their responsibility to engage themselves to a bigger picture. Ms. Nazia andaleeb Preema (Director of Bangladesh Brand Forum) is the president of this project.



Women In Leadership (WIL), will ensure that they got rewarded for their struggle and contribution. “Inspiring Women Award” will help identify the role models whom other females can look up to in pursuing their passion and profession. **WIL** will design extensive engagement with professionals and university students, helping them so that they can reach the potential. The by-monthly publication of WIL is going to capture and share the stories, learning, struggles, and success to enable females to be successful in their own space. Through Leaders of Tomorrow, **WIL** is assisting the female students to continue their journey post the university education.

WIL understands that every woman has potentials and if they are recognized in a right way Bangladesh will be definitely become a nation of tomorrow.

3.2. Description of the Project:

3.2.1. Objective of the Project:

The objective of the report is to find out how WIL is creating a new dimension to improve future of women to make Bangladesh- a nation of future.

3.2.2. Methodology

Types of Data

A good research insists such information’s which have an influence on research objective and should be collected from a valid source and appropriately considered. I ensure that all outcome of this research will be acceptable and not be biased. The findings of the report will help to give a clear picture of the current situation. The different types of information source are elaborated in the following paragraphs.

Primary Data

This report is mainly based on the primary data, which has been collected from observations through interactions with colleagues and people who directly involved with WIL. The primary source of information was collected throughout the different tasks of the event. The task included participation database management, guest database management. The databases highly helped to get ideas about the participants.

Secondary Data

The secondary sources of information include the materials like different publication, report, and articles given to the author to understand current scenario. During the internship program materials needed for the service also includes in here. Also the author used some internal information collected from the company with a promise to keep it confidential.

3.2.3. Limitations:

While writing this report, I had to come across many limitations. Some of them include:

- Lack of readily available data in terms of digital marketing
- Due to the lack of time I was unable to provide more data to the whole report.

3.3. Journey of WIL

3.3.1. Women Leadership Summit

This Summit has been designed to address the challenges, identify the opportunities, develop the support system and discuss the sustainability issues in women leadership with the vision to empower and equip women so that they can reach leadership position in various professional fields of professionalism. The key note speakers and panel members shared how critical it is for Bangladeshi women to reach leadership position, and play a more active role in the decision making process.

It was found imperative to address the issues through multiple interventions and work around the core areas of:

- Developing self-belief and confidence for females
- Changing the mindset of males
- Focusing on the health and psychological concerns for females
- Changing how popular culture depicts women in media, drama, television commercial
- Relooking at the organization policy, process and culture to ensure that deserving women rise within organization hierarchy.

All motivational speakers are there and their words are truly motivating for women. Some of the speakers are Naazneen Karmali, India Editor of Forbes Asia Kathy Tracey, Founder & MD, the Learning Company Ltd, UK.

3.3.2. Inspiring Women Award

This award envisions increasing the number of professional women in leadership position. Through this award many inspiring women from different sectors (Professional, Entrepreneur, and Start up, Young achievers) were identified and recognized and this has brought the idea of Women in leadership at the center stage.

The main objective of this initiative is-

- Recognize Inspiring women
- Develop Role Models
- Support the journey of worthy winners
- Inspire other institutions to pursue similar venture



There are different categories, like, Professional (For profit /Not for Profit), Young Professional (1-2 Years of Work experience), Mid-Level Professional (5-7 Years), Top Management – CSO Level, Most Female Friendly Policy/Organization, Inspiring Female of the future (Student), Female Entrepreneur of the Year, Female Start Up of the year, Female Performer of the future – Drama, Film, Singer, Art, Writing, Female of the year– Achievement Against Odds.

This year Wasfia Nazreen, a mountaineer and social activist, was awarded as the inspiring woman of the nation; Ashrafun Nahar, founder of Women with Disabilities Development Foundation, as the inspiring woman against the odds; and Warda Rihab, a classical dancer, as the inspiring female performer. Grameenphone won an accolade as the most female-friendly organization, and Shohoj.com, founded by Maliha M Quadir, was recognized as the inspiring female startup.

Though it is an award giving ceremony, it is making extensive engagement with the professionals and students. Bangladesh Brand Forum introduced the award last year, as one of the phase of WIL, with a vision to empower and equip women to reach leadership positions in fields of professionalism, and recognize professional women who can be presented as inspirational role models for the society.

3.3.3. BWPN (Bangladesh Women Professional Network)

Establishing a strong network among the female professionals will help to address the key challenges for women in their career; and encourage them to collectively design and execute solutions. WPN will be connected at all times through a comprehensive online platform and every month there will be a meeting among the participants. Membership is free and open to any professional women in the corporate sector. Among the members there will be expert mentors who will guide on specific issues and challenges. Also, a bi-monthly publication will be published which will inspire and empower women with relevant knowledge.



3.3.4. BWPN Mentorship Program



This program pairs up young female professionals (mentee) with a more experienced professional, both male and female, (mentor) for 1 year period to aid they break the corporate glass ceiling. The mentorship program of BWPN is designed to assist in psychological and aptitude level of

female professionals. Thus the project is continuing its operations to empower the women so that they can take the lead in the society and Nazia Andaleeb is raising her voice always for women through **WIL (Women In Leadership)** in Bangladesh.

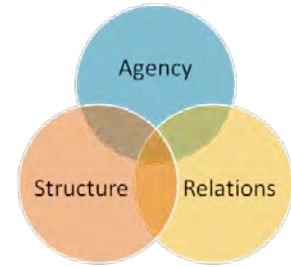
The first meeting of Bangladesh Women Professionals Network (BWPN), took place on August 22, 2015 at BRAC University Auditorium with more than 100 members attending the program. The event was organized by Bangladesh Brand Forum (BBF) in association with BRAC Bank Ltd.

The aim of this network is to share knowledge and promote mutual assistance among the members. Currently BWPN is a network of 204 working females and university students from 87 different organizations.

3.4. Analysis:

“How WIL is Inspiring Women in Leadership”

Gender equality is critical parts of a nation’s development. Women are key drivers of economic growth in emerging market countries. **Bangladesh Brand Forum** finds that their unique and important roles in agriculture and other industries coupled with their responsibilities as family, household, and community members often provide the basis for multiple economic and social gains.



Therefore, WIL defines women’s leadership as the sum total of changes needed for a woman to realize her full human rights – the interplay of changes in:

Agency: her own aspirations and capabilities,

Structure: the environment that surrounds and conditions her choices,

Relations: the power relations through which she negotiates her path.

WIL has started to focus their work by linking women’s own definitions and priorities for leadership to some dimensions of social change which have been shown to be widely relevant to women’s empowerment and leadership across many studies and context:

Agency	Structure	Relation
Self-esteem	Marriage norms and process	Interdependency
Information and skill	Information access to service	Negotiation, accommodation habit
Education	Access to Justice	Alliance and coalition habits
Control of own labor	Parents Mindset	New social forms
Bodily Integrity	Social Barriers	

3.5. Result and Discussion

WIL is relating the individual aims and objectives that each woman sets herself as an idol for other women. These are the some consequences of WIL:

Building Confidence

Through the initiative of WIL, women are becoming more strong and confident as they know they are now recognized for their contribution towards our society.

Building Networks:

WIL has BWPN program and this is very much commendable step because corporate women are making a network with one another which increases self-esteem. Day by day, this network would be very big and we can assume that how many women professionals are there in our country.

Improved communication skills:

All the members of BWPN get an advantage to have invitation of every big event of BBF which helps them to communicate with many people from different sector and country too!

Setting practical yet stretching goals:

Inspiring Women Award is giving women a platform where women are being recognized for their potentials which motivate every woman to set a particular goal of their lives because now they know there is a chance to be recognized nationally.

Economic Growth:

WIL have understood when more women work, economies grow, an increase in female labor force participation—or a reduction in the gap between women’s and men’s labor force participation—results in faster economic growth. That is the reason WIL introduced the recognition process named Inspiring Women Award which motivates women to go into corporate life and thus they are contributing towards national economy.

3.6. Recommendation

The evaluation made a number of recommendations related to the WIL to progress the project into the future. The recommendations listed below represent the issues that relate to projects’ approach.

- With remote Aboriginal communities (chakma, marma, khashia and others) they can have contact with the women and help those women to be part of modern culture and society. The approach could be documented by adding the ideas in this report regarding ‘good practice’ to existing guidelines and procedures.
- The database of WIL should be maintained more strongly.
- Online campaign should be more dynamic.
- Television advertisement regarding WIL should be made to engage more women in WIL.

3.7. Conclusion:

The long term engagement between the women of Bangladesh and WIL has been an important element to being able to develop and support both individual women and society. The evaluation report showed that by working alongside the women using different approach, not only built their capacity, but enhanced their self empowerment and self determination. WIL's vision to assist the women, who are affected by the social determinants of work towards improving their ability, became the overarching priority for the project.

Bangladesh Brand forum has taken a very commendable initiative named WIL, which is ensuring that women are having support and attention to be praised at their work place. And this initiative is motivating other women to be part of journey of WIL and developing themselves more day by day to take them in a leadership role.

I do believe that such internship training will definitely help build up my career. The affection and warmth of its people I have received, I think I would have never received from any other place. It would be great pleasure for me if I again get to become to return to the organization and be a part of the family.

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