



News Initiative Project

at



INTERNSHIP REPORT

Presented by

Manik Hossain Tanvir

ID: 221-24-025

Department of Journalism Media & Communication

Faculty of Humanities and Social Science

Daffodil International University

Presented to

Dr. Md. Abdul Kabil Khan

Associate Professor and Director, MSS Program

Department of Journalism Media & Communication

Faculty of Humanities and Social Science

Daffodil International University

Summary

During my engaging and enriching internship experience at the Google News Initiative Project, Prothom Alo, I was able to immerse myself in something incredibly innovative in the Bangladeshi media scenario through this project. I was a key member of this project, which conducted the country's first ever training session on 'Digital Journalism: Information Credibility & AI Literacy.' My key area of concern was centered on complete visual documentation, where I was able to document the very essence of these sessions. which was done for internal, as well as promotional, purposes. This report aims to give my readers a complete insight into my experience, which covers my key key area of concern in Video Production, Photography, Documentation, Survey, and Communication.

Letter of Transmittal

10th December, 2025

MD. Abdul Kabil Khan PhD

Associate Professor

Department of Journalism, Media & Communication

Daffodil International University

Subject: Internship Report Submission - My Transformative Experience at Google News Initiative Project at Prothom Alo

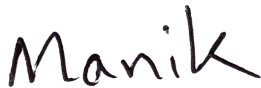
Dear Sir,

I have been assigned for an internship in order to complete my Bachelors of Social Science (B.S.S.) degree. I must say, it was another significant milestone of my academic career. I am grateful to my university for allowing me to have this opportunity for myself.

Internship at the Google News Initiative Project at Prothom Alo has been the greatest opportunity for me to gather knowledge and experience in my career. I got the opportunity to work with one of the finest teams executing the first-ever AI Literacy training program in Bangladesh with Google, which gave me a whole new perspective on it. I strongly believe that this experience will allow me to shine more in the future because by doing this internship, I have succeeded in contributing to Video Production, Photography, Documentation, Survey, and Communication with participants. I am grateful to my department and my university for giving me this opportunity and guiding me whenever I tried to reach them for their valuable guidance.

I am very thankful for the excellent advice, guidance and helpful mind of my supervisor. He helped me to successfully complete my internship.

Regards,



Manik Hossain Tanvir

221-24-025, Batch: 45

Department of Journalism, Media & Communication, Daffodil International University

Certificate of Approval



I am pleased to certify that the internship report on the Google News Initiative Project at Prothom Alo prepared by Manik Hossain Tanvir, ID: 221-24-025, Department of Journalism, Media & Communication has been approved for presentation and viva-voce as part of his course requirement. Under my academic supervision, Manik Hossain Tanvir worked in the Google News Initiative Project at Prothom Alo as an Intern. He completed the internship journey from **September 1st to November 30th, 2025**. I am pleased to certify that the data and the findings presented in the report are the authentic work of Manik Hossain Tanvir as per my knowledge.

To my knowledge, Manik Hossain Tanvir bears a very good moral character and a very pleasing personality. I wish him all success in life.

A handwritten signature in black ink, appearing to be "Dr. Md. Abdul Kabil Khan".

.....

Dr. Md. Abdul Kabil Khan

Associate Professor

Department of Journalism, Media & Communication

Faculty of Humanities & Social Science

Daffodil International University

Certificate from the Organization



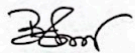
সম্পাদকীয় : প্রগতি ইনস্যুরেন্স ভবন, ২০-২১ কারওয়ান বাজার, ঢাকা ১২১৫। বাণিজ্যিক : প্রথম আলো ভবন, ১৯ কারওয়ান বাজার, ঢাকা ১২১৫, বাংলাদেশ
ফোন : ৮১৮০০৭৮-৮১, ৫৫০১২২০১-০৯, ফ্যাক্স : ৫৫০১২২০০, ৫৫০১২২১১

To Whom It May Concern

This is to certify that **Manik Hossain Tanvir**, Internship Employee ID - 120472, successfully completed his internship at Prothom Alo Digital under the Google News Initiative – Digital Journalism: Information Credibility & AI Literacy Training Project.

The internship period was from September 1, 2025 to November 30, 2025. During this time, he showed sincerity, dedication, and professionalism in his work.

We wish him success in his future endeavors.


22.12.25

A F M Khayrul Bashar
Internship Supervisor
Senior Manager, Ad Operations
Prothom Alo Digital

The Daily Prothom Alo

Editorial: Pragati Insurance Bhaban, 20-21 Karwan Bazar, Dhaka 1215
Commercial: Prothom Alo Bhaban, 19 Karwan Bazar, Dhaka 1215, Bangladesh
Phone: +88 02 8180078-81, 55012201-09, Fax: +88 02 55012200, 55012211
Email: info@prothomalo.com, Website: www.prothomalo.com



Acknowledgement

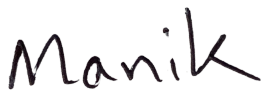
I am very delighted with Almighty Allah for giving me the capability to finish this internship report. The internship report has been a really significant lesson in my academic journey towards the Bachelor of Social Science (B.S.S) degree. I am really thankful to my university because this institution has given me immense support and allowed me to explore by doing an internship at the prestigious Google News Initiative Project at Prothom Alo.

My supervisor has been Md. Abdul Kabil Khan PhD, Associate Professor of Journalism, Media & Communication, Daffodil International University. I am very glad for the excellent guidance and for the helpful thinking of my supervisor. He has guided me from day one and given me objective feedback during my internship. This internship has been a great learning experience for me to gather a unique kind of knowledge and experience for my career life. Through this opportunity, I was able to contribute significantly to the 'Digital Journalism: Information Credibility and AI Literacy' training program, specifically in Visual Documentation, Survey Management, and Participant Communication. I worked with multiple teams to execute these tasks, and this would not have been possible without my advisor's wisdom.

For this significant experience, I also want to remember my line manager, A F M Khayrul Bashar, for being absolutely supportive since day one. I would like to thank my department and university for keeping me updated with all the information and helping me throughout this journey.

This internship period will definitely be considered as the most fun and valuable learning experience, and I will be forever grateful for it.

Sincerely,



.....

Manik Hossain Tanvir
ID: 221-24-025, Batch: 45
Department of Journalism, Media & Communication
Faculty of Humanities & Social Science
Daffodil International University

Table of Contents

Chapter	SL. No.	Title	Page No.
Chapter 1	1	Introduction	1
	1.1	About Internship	1
	1.2	Unveiling the Professional Journey: The Motivation Behind Choosing the Google News Initiative Project	1
	1.3	Duration of the Internship	2
	1.4	Leadership Profile: A Comprehensive Overview of My Supervisor	2
Chapter 2	2	Organizational Profile	4
	2.1	Background of Organizations	4
	2.2	Organizational Structure	4
	2.3	Contact Details	6
Chapter 3	3	Learning Experience	8
	3.1	Responsibilities	8
	3.2	Activities During Internship Period	8
	3.3	Work Experience of Internship	19
Chapter 4	4	Evaluation of Learning	21
	4.1	Difference between Academic Learning and the Corporate World (Academic & Practical Work)	21
	4.2	Navigating Success: My Internship Outcome	23
	4.3	Internship Expectations: Pursuing Innovation in Digital Media	24
	4.4	Evolution of Skills through Internship	26
	4.5	Future Opportunities for a Stronger Portfolio and Career: A Roadmap from Internship Learnings	27
Chapter 5	5	Conclusion	29
	5.1	SWOT Analysis	29
	5.2	Conclusion	32
	5.3	Appendix	33

Chapter One

Introduction

1.1 About Internship

The bridge between my time at the Google News Initiative Project at Prothom Alo and my internship. my college life and the work place. I was honored to write about the state of Bangladesh. Digital Journalism and AI Literacy training program, which I could immerse myself in the first time. and in the changing media technology.

This journey has been a great learning experience that benefited my career in these perspectives:

- Gained firsthand exposure to high-level media operations and industry standards.
- Elevated my visual storytelling and documentation skills to a professional level.
- Took full responsibility for the visual narrative and archival of the project.
- Worked along with different teams smoothly and came out successful.
- Build strong interpersonal skills by interacting with participants first-hand.

1.2 Unveiling the Professional Journey: The Motivation Behind Choosing the Google News Initiative Project

Before coming to Daffodil International University, I was really confused about what I wanted to pursue as my career. But my experience within the Department of Journalism, Media & Communication assisted me in realizing what my interest lies in. I had a great experience as a Student Associate at DIU, but I needed my internship experience to be the next thing that would happen to the world of media.

With the ever-growing adaptation to Artificial Intelligence in the current world, Google introduces innovative AI software purely designed for the press. It was in the context of the project "Digital Journalism: Information Credibility and AI Literacy" that the internship experience was gained, and it was the ideal place to learn and develop. It was a career-defining experience to be able to work in South Asia's top daily newspaper, Prothom Alo, in a project sponsored by Google.

1.3 Duration of the Internship:

September 1st, 2025, to November 30th, 2025, was a period where I was intensely involved as an intern for the Google News Initiative Project at Prothom Alo for three months. Throughout this three months, I was actively involved with a number of key stakeholders, including members of the Project Coordination team, the Google Trainer, and trainers of the program. This was a very intensive experience where I was involved with a number of activities connected with achieving success for "Digital Journalism and AI Literacy."

1.4 Leadership Profile: A Comprehensive Overview of My Supervisor

I gained significant insights under the expert tutelage of **A F M Khayrul Bashar**, Senior Manager- Ad Operations at Prothom Alo, on operational standards necessary for high-profile media projects. He played a key role as a mentor to me to overcome challenges associated with 'Digital Journalism and AI Literacy' and helped me learn to integrate visual storytelling with overall projects.

He helped me develop a professional workflow on the visual documentation process and communication that was necessary on the project. He made sure that all elements of the project were of the required quality that was needed by Prothom Alo and Google. This made it possible for me to gain confidence in handling tasks on the ground, as well as insight into how large-scale initiatives in the media industry are delivered.



1. My first day at Prothom Alo with Editor

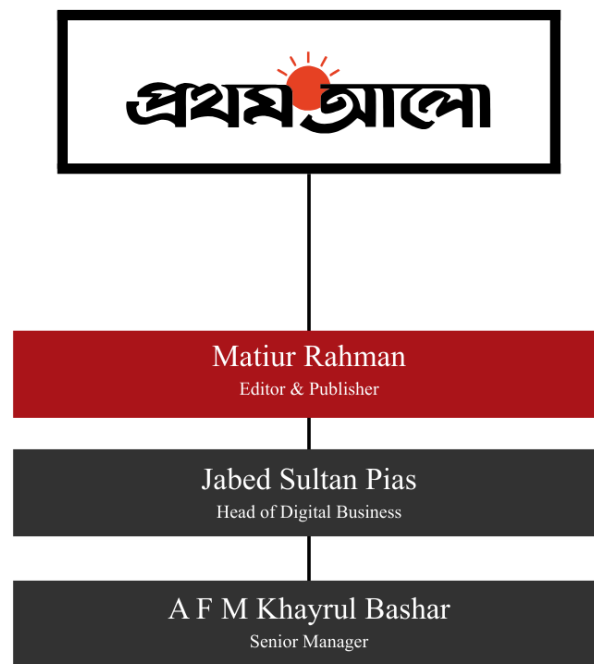
Chapter Two

Organizational Profile

2.1 Background of Organizations

 Name of the Organization: Google Genre: Multinational Technology Company CEO: Sundar Pichai	 Name of the Organization: Prothom Alo Genre: Daily Newspaper & Digital Media Editor & Publisher: Matiur Rahman
---	---

2.2 Organizational Structure



2. Prothom Alo's Organizational chart at a glance

Prothom Alo has a balanced leadership structure that maintains editorial consistency and commercial expansion. This is a look at the organizational structure of this particular company.

Editor & Publisher: Matiur Rahman

- **Sajjad Sharif**, Managing Editor
- **Anisul Hoque**, Associate Editor
- **Abdul Quayum**, Associate Editor
- **Shawkat Hossain Masum**, Head of Online
- **A B M Javed Sultan**, Head of Digital Business
- **Md. Azwaj Khan**, Head of Marketing
- **Md. Monowar Hossain Khan**, Head of Commercial (Advertisement)
- **Md. Shamim Khan**, Head of Human Resources
- **Anup Kumar Mandal**, Head of IT
- **Redoan Rony**, Chief Operating Officer (Chorki)

In other words, “Organizational Structure” illustrates the hierarchy of Prothom Alo, known as the ‘Best in South Asia’ media group, headed by Matiur Rahman as the Editor and Publisher. Its important divisions include Editorial, Online, Digital Business, Marketing, Commercial, HR, IT, and Chorki. Its administration is quite efficient in balancing opinions towards maintaining its quality of journalism and preservation of innovations in the world by means of innovative partnerships. The fact that it is associated with Google News Initiative (GNI) and is thus its dominance in both print and digital platforms.

The Prothom Alo (GNI Project) has core values

- **Credibility in the Core:** Truth lies in the core of all we do. Every documentation, all the training periods, all the visual descriptions are dominated by an overriding. dedication to factual data and trustworthiness of the populace.
- **Collaboration for Impact:** Mission media literacy is much more than we believe. individual achievements. The merger between Prothom Alo and Google is something we highly sense. via unceasing exchange of knowledge and sharing of resources in knowledge, learning, and reciprocity, support.
- **Integrity and Responsibility:** Liberty to make-mmandated to provide the best. We surgical guarantee by ownership, our knowledge of our work is the most of the national. trusted voice.
- **Innovation in the Age of AI:** We trust in empowering teams to achieve the power of technology and rebrand modern journalism. We believe in the adoption of AI and using digital tools as a growth potential, fostering a culture of traditional media meets future innovation.
- **Building an Informed Future:** There is always a need to consider what the long-term foot print of our choices will be to the media scene. We institute training programs and consider the way we are creating a more information literate generation in the future.

2.3 Contact Details

Address: Prothom Alo Centre, 100 Kazi Nazrul Islam Ave, Karwan Bazar, Dhaka 1215

Official Website: <https://www.prothomalo.com/>

Facebook: <https://www.facebook.com/DailyProthomAlo>

YouTube: <https://www.youtube.com/@ProthomAlo>



3. Training of Trainers Program with Master Trainer from Google

Chapter Three

Learning Experience

3.1 Responsibilities

My fundamental duty as an intern with the Google News Initiative Project at Prothom Alo was to lead the visual and on-ground logistics of the Information Credibility and AI Literacy training program on digital journalism. This position was not just an ordinary internship job; I had to be the key arbiter of a historic media project as an archivist. I was required to present quality visuals on documentation and promotional grounds as part of my job and I had to ensure that the nature of all the sessions was embraced. Additionally, I had a significant role in the management of stakeholder relationships and there was a need to ensure that there was a connection between the organizers and the participants via appropriate communication and feedback systems. In short, I made sure that besides implementing the task successfully, it was also documented professionally to be remembered in the future.

In brief, in summary of my primary tasks:

- Professional photography and recording done to produce a visual record of the Prothom Alo and Google.
- Assembled a library of graphic components that is arranged in a systematic format of promotion and reporting.
- Served as the main contact with trainees in terms of enquiries and schedule.
- Surveys were distributed and gathered with regard to the feedback to the program effectiveness.
- Participated with the team on training logistics.

3.2 Activities During Internship Period

In my internship, I had a professional office schedule with the adaptation to the dynamic life of the training program. The overall task that I was assigned was the end-to-end Visual Documentation of the sessions on Digital Journalism: Information Credibility and AI Literacy, and ensuring that all the noteworthy moments were recorded to be archived and promoted by Google and Prothom Alo.

The Training of Trainers (ToT) program was a very important experience that I supported. My job was to take the visual documentation and logistical arrangements of these top-tier meetings in which Google experts visited to train our local program trainers. My position also made sure that this vital knowledge transfer was professionally documented and the event logistics were successfully fulfilled.

One of the most important aspects of my job was Data Management and Participant Coordination of the online sessions. I was involved in the intensive sorting of documentation process, which filtered 4,303 applications and selected 1,519 applications. Out of this pool, 1,134 out of the 2,000 online participants were reached out to and connected, which included the media professionals, journalists and students of journalism.

I also supported the program's massive overall impact, which reached participants from all 64 districts of Bangladesh. My engagement activities helped reach a grand total of 780+ Journalists, 289+ Media Professionals, and 930+ Students from 31+ institutions. Speaking specifically about the offline component, I helped facilitate the organization of the offline activities with 480 students from the 6 academic and strategic partner universities:

- North South University
- Daffodil International University
- Bangladesh University of Professionals (BUP)
- University of Chittagong
- University of Barishal
- University of Khulna

Within these 12 months, I managed to develop skills, including those within a professional media environment, a massive data management system, and organizing an event.

Week: 1 (Timeline: September 1 - September 7, 2025)

Activities

1. GNI Onboarding: Tasked to analyze the primary goals of the Google News Initiative (GNI) project and the learning curriculum to grasp the details of the 5 training modules, which include Research and Verification, Google Trends, Pinpoint, Gemini, and NoteBookLM.

2. ToT Archiving: Processed the video from the Training of the Trainers (ToT) activities conducted on the 15-16th of August. Organized the content to make it a resource for internal referencing purposes for the team.
3. Analyzing the ToT sessions that were held gave me a new outlook on worldwide knowledge transfer. This week gave me a technical background that will enable me to document the pending sessions correctly.

Learnings

Through studying the GNI project framework, I gained insights into the critical importance of information credibility and AI literacy. Reflecting on the Training of Trainers sessions provided me with a Different perspective on global knowledge transfer. This week established the technical foundation I needed to accurately document the upcoming sessions.

Week: 2 (Timeline: September 8 - September 14, 2025)

Activities

1. Event Opener Creation: Created the Event Opener Infographics Video with animations that would be shown during the start of each university term.
2. Visual SOPs: Developed the “Visual Documentation Standard Operating Procedures” (SOPs) to consistently frame and brand all of the upcoming road show locations.
3. Logistics Prep: Prepared all cameras and live stream equipment for the beginning of the road show portion at the university.

Learnings

It was a challenge to strike a balance between the creative ideas and the need to communicate the technical modules in a clear fashion to a student audience.



4. Event Main Banner

Week: 3 (Timeline: September 15 - September 21, 2025)

Activities

1. Infographics Publishing: Finalized and published Event Infographics on September 17 through the Prothom Alo Facebook page, aiming to announce the roadshow.
2. DIU Session Leadership: Conducted the visual coverage of the session held at Daffodil International University (DIU) on September 18.
3. Survey Execution: Executed the Pre-Survey and Post-Survey for all DIU participants to capture their knowledge in regards to AI at a base level.
4. Data Backup: Completed immediate on-site data backup to guarantee that no footage was lost from the first major university event.

Learnings

Covering the meeting for DIU gave me an insider's view into the dynamics of role transitions from being a student to an organizer. I was able to learn how to handle a large number of people and take effective "energy" from the audience in the auditorium while completing the mandatory survey.



5. A Memorable Group Picture with DIU Participants and Trainers

Week: 4 (Timeline: September 22 - September 28, 2025)

Activities

1. DIU Video Release: Finalized the post-production work on DIU session highlights and published the same on the Prothom Alo Facebook page on September 23.
2. BUP Session Documentation: Managed visual documentation of the session at the Bangladesh University of Professionals (BUP) conducted on September 25.
3. Survey Execution: Conducted Pre-Survey and Post-Survey for BUP students, ensuring a high response rate for measuring impact.
4. Faculty Testimonials: They intended to get quality video testimonials of the importance of AI literacy among faculty members of BUP.

Learnings

I have learned the importance of shot listing, such as having a clear understanding of the shots I required (wide, or reactions of participants, or even branding), but then being able to be productive in the crunch of the BUP event.



6. Group Picture with BUP Participants and Trainers

Week: 5 (Timeline: September 29 - October 5, 2025)

Activities

1. Huge Applicant Filtering: Filtered through the entire database of 4,304 applications to shortlist 1,519 qualified candidates to online phase.
2. Categorization: Used superior filters in Excel to designate applicants into jobs.(Journalists, Students) and classified them in Groups 1-5 based on their preferences.

Learnings

The work with such bulk of data enhanced my organizational skills. I understood the importance of such term as Data Hygiene, i.e. checking whether all data is right, since a single incorrect piece of information would lead the trainee to the inability of locating the connection to the training site.

Online Schedule							
Groups	Research and Verification	Google Trends	Pinpoint	Gemini	NoteBookLM	Time Slot	Participant %
Group -1	Monday, November 3, 2025	Monday, November 10, 2025	Monday, November 17, 2025	Monday, November 24, 2025	Monday, December 1, 2025	Monday (3PM - 5 PM)	182
Group -2	Wednesday, November 5, 2025	Wednesday, November 12, 2025	Wednesday, November 19, 2025	Wednesday, November 26, 2025	Wednesday, December 3, 2025	Wednesday (8 PM - 10 PM)	382
Group -3	Friday, November 7, 2025	Friday, November 14, 2025	Friday, November 21, 2025	Friday, November 28, 2025	Friday, December 5, 2025	Friday (10 AM-12 PM)	414
Group -4	Friday, December 12, 2025	Friday, November 14, 2025	Friday, November 21, 2025	Friday, November 28, 2025	Friday, December 5, 2025	Friday (8 PM-10 PM)	252
Group -5	Saturday, December 13, 2025	Saturday, November 15, 2025	Saturday, November 22, 2025	Saturday, November 29, 2025	Saturday, December 6, 2025	Saturday (8-10 PM)	289
Total						Total Selected Participants	1519 35%
#						Total Registrations	4303

7. Database of Primary Selection of Participants

Week: 6 (Timeline: October 6 - October 12, 2025)

Activities

1. NSU Session Documentation: On-ground visual documentation of the session was done at North South University (NSU) on October 9. There were also Pre and Post-Surveys that were used.
2. CU Session Documentation: Visit to Chittagong on October 12 to participate in the University of Chittagong (CU) session and accomplish Pre and Post-Survey among students.
3. Travel Logistics: Organized challenging travel logistics to transport equipment in Dhaka to Chittagong within a limited time period.

Learnings

The experience that I gained in handling back-to-back sessions in other cities made me agile. I got to know how lighting and camera angle could change based on the size of the venue, which is a modern hall at NSU and a large auditorium at CU.



8. Group Picture with CU Participants and Trainers

Week: 7 (Timeline: October 13 - October 19, 2025)

Activities

1. Documentation Review: Went through and stored the footage of NSU and CU sessions.
2. Online Prep: The pre-preparation of communication drafts in online form was initiated, to be prepared, which would be prepared online, and would be inducted later after the online roadshow.

Learnings

This week, I had the time to enhance our archival system, which would mean that the process of archiving our video files of the road shows would be effective in final report.

Week: 8 (Timeline: October 20 - October 26, 2025)

Activities

1. BU Session Documentation: I left a session with the University of Barishal, on 21st October in Barishal to be part of the University of Barishal session of BU, conducting the required Pre and Post-Surveys.
2. KU Session Documentation: Attended immediately to Khulna on the 23rd of October, KU Session aiming at accomplishing Pre and Post-Surveys.
3. Roadshow Conclusion: Finalized the physical roadshow, ensuring that all information on offline participants was secured.

Learnings

This was the most intense week of travel. Moving from Barishal to Khulna taught me resilience and time management. I learned about transferring and protecting video data while on the road to prevent any video from being lost while en route.

Week: 9 (Timeline: October 27 - November 2, 2025)

Activities

1. Mass Participant Linkage: As the offline sessions were finished, I embarked on the massive process of linking 1,134 online active participants (shortlisted from the initial 1,519).
2. 1-to-1 Communication: Implemented 1-to-1 communication by phone calls and WhatsApp to ensure high attendance levels.
3. Group Formation: Participants were successfully added to respective WhatsApp groups for effective communication.

Learnings

This week has taught me the art of mass communication. It is not easy to communicate with more than a thousand people individually. It requires tremendous patience and planning in order that no one is left behind.

Prothom Alo Online Schedule: GNI AI Literacy Training 2025 - Bangladesh								
Groups	Research and Verification: S1	Google Trends: S2	Pinpoint: S3	Gemini: S4	NoteBookLM: S5	Time Slot	Attendees	%
Group -1	Monday, November 3, 2025	Monday, November 10, 2025	Monday, November 17, 2025	Monday, December 8, 2025	Monday, December 1, 2025	Monday	182	
Trainer 3 PM - 5 PM	Azad Baig Digital Growth Editor The Daily Star	Ariful Islam Arman Head of New Media Initiatives, DIU	Maliha Tabassum Assistant Professor, BUP	Khayrul Bashar Senior Manager, Prothom Alo Digital	Dr. Jamil Khan Associate Professor, DIU	(3PM - 5 PM)	150	82%
Group -2	Wednesday, November 5, 2025	Wednesday, November 12, 2025	Wednesday, November 19, 2025	Wednesday, November 26, 2025	Wednesday, December 3, 2025	Wednesday	382	
Trainer 8 PM - 10 PM	Minhaz Aman Co-founder and Research lead Activate Right	Maliha Tabassum Assistant Professor, BUP	Maliha Tabassum Assistant Professor, BUP	Khayrul Bashar Senior Manager, Prothom Alo Digital	Ariful Islam Arman Head of New Media Initiatives, DIU	(8 PM - 10 PM)	279	73%
Group -3	Friday, November 7, 2025	Friday, November 14, 2025	Friday, December 12, 2025	Friday, November 28, 2025	Friday, December 5, 2025	Friday	414	
Trainer 10 AM - 12 PM	Dr. MD Saiful Alam Chowdhur Associate Professor, DU	Ariful Islam Arman Head of New Media Initiatives, DIU	Maliha Tabassum Assistant Professor, BUP	Khayrul Bashar Senior Manager, Prothom Alo Digital	Dr. Jamil Khan Associate Professor, DIU	(10 AM-12 PM)	299	72%
Group -4	Friday, December 12, 2025	Friday, November 14, 2025	Friday, November 21, 2025	Friday, November 28, 2025	Friday, December 5, 2025	Friday	252	
Trainer 8 PM - 10 PM	Dr. MD Saiful Alam Chowdhur Associate Professor, DU	Ariful Islam Arman Head of New Media Initiatives, DIU	Maliha Tabassum Assistant Professor, BUP	Khayrul Bashar Senior Manager, Prothom Alo Digital	Dr. Jamil Khan Associate Professor, DIU	(8 PM-10 PM)	192	76%
Group -5	Saturday, November 13, 2025	Saturday, November 15, 2025	Saturday, November 22, 2025	Saturday, November 29, 2025	Saturday, December 6, 2025	Saturday	289	
Trainer 8 PM - 10 PM	Dr. MD Saiful Alam Chowdhur Associate Professor, DU	Ariful Islam Arman Head of New Media Initiatives, DIU	Maliha Tabassum Assistant Professor, BUP	Khayrul Bashar Senior Manager, Prothom Alo Digital	Dr. Jamil Khan Associate Professor, DIU	(8-10 PM)	214	74%
Total Selected Particepant							1519	
Total Active Participants							1134	75%

9. Final Database of Class Schedule and Participants

Week: 10 (Timeline: November 3 - November 9, 2025)

Activities

1. The Launch Group 1 successfully managed the launch of the Monday Group (Nov 3) for Research and Verification.
2. Launch Group 2: Controlled the Wednesday Group timeslot (Nov 5).
3. Launch Group 3: Controlled Friday Group 3 (November 7) time slot.
4. Online Survey Management: Pre-surveys and Post-Surveys were conducted through distributed digital means during the sessions.

Learnings

Managing live online classes taught me crisis management in a virtual setting. The experience of handling live online classes exposed me to managing a crisis in an online environment. I also learned to be able to multitask i.e. listen to the trainer and at the same time solve login problems to participants in the background.

Week: 11 (Timeline: November 10 - November 16, 2025)

Activities

1. Group 4 Launch Group: Both effectively conducted Group 4 launch session on Friday, November 14.
2. Launch Group 5: Organized the launch session of the Group 5 members on November 15.
3. Survey Analysis: Started compilation of data from the thousands collected during both the offline and online phases to visualize the impact.

Learnings

The analysis of the survey data showed me what actually happened in reality through this program. I learned how to visualize data showing improvements in the participants' understanding of AI tools.



10. Control room for online Sessions

Week: 12 (Timeline: November 17 - November 23, 2025)

Activities

1. Ongoing Session Management: Continued supporting the remaining web-based training sessions scheduled for the remainder of the year until December.
2. Report Preparation: Started framing the final Project Report and Visual Documentation that will be completed by the end of all sessions in December.
3. Asset Delivery: Organized the final visual database of the roadshow events for the Prothom Alo leadership.

Learnings

The final week was about legacy. I learned that a project's value relies not on its accomplishment but on its documentation. I was able to leave behind a good legacy on an efficient archive system and a comprehensive outline of the December finish report.

3.3 Work Experience of Internship

Under Google News Initiative Project at Prothom Alo, as an intern, I had to undertake various activities, beginning with the high-level documentation, to data processing. I have discussed my experience and what I have learned below:

Key Responsibilities and Activities:

1. Visual Documentation Lead: Provided the entire visual repository by executing end to end photography and video services of training modules in 6 universities.
2. Training of Trainers (ToT) Support: Recorded exclusive sessions where Google experts trained trainers in the locality on how to use Google products effectively. Videotaped workshops during which Google specialists exchanged information on such products as Google Classroom and Google Drive.
3. University Roadshow Management: Organized logistics and paperwork of offline programs in DIU, BUP, NSU, CU, BU and KU, adapting to various environments and traveling schedules.
4. Survey & Impact Measurement: Pre- and post-survey of all the individual sessions (offline and online) were done to assess the overall success of the program in terms of AI literacy.

5. Massive Data Management: The total number of applications that were screened to shortlist 1,519 potential participants and linked 1,134 active participants personally by phone and WhatsApp post the offline event were 4,304 in total.
6. Content creation (Video and graphics): Event Infographics Design (uploaded on September 17th) and DIU Session Video Design (uploaded on September 23rd). Faithfully ensured that all the designed files were in compliance with the two-brand guidelines.
7. Online Event Moderation Converter Technical Moderation. Was the technical moderator on online events, doing it online and sorted out the technicalities when hundreds of participants were involved.

Key Learnings:

- Strategic Documentation: Learned that crafting the process of documenting should not only focus on the creativity, but also be disciplined.
- Crisis Management: Established resilience to manage subsequent traveling and events in different geographic areas (Dhaka, Chittagong, Barishal, and Khulna).
- Data Hygiene: The second command is data management, where data quality and integrity are paramount in managing a program.
- Brand Compliance: Gained a lot of experience in the strict following of visual principles of a technological giant (Google) and a country-wide media house (Prothom Alo).
- Digital Transformation: How the world of journalism is being changed by tools like Gemini and Pinpoint.

In conclusion, the internship has provided a balanced understanding of the media development projects. It bridged a divide between creative visual storytelling and extensive project Management, equipping me with the skill and understanding to deal with large projects in the digital media sector.

Chapter Four

Evaluation of Learning

4.1 Difference between Academic Learning and Corporate World (Academic & Practical Work)

Being a digital media and journalism fanatic and as a student at the university studying the given field, doing courses in journalism concepts and ideas, my experience would be an exciting meeting point of academic discovery and the pressure-cooker task of putting the ideas and concepts to life in the corporate world. Having my education and being familiar with the concepts and ideas based on the classes I took at the university in media and journals and the internship experience both with the Google News Initiative (GNI) Project at Prothom Alo, I engaged myself in a plethora of activities that included the documentation of the technological capabilities of AI tools like Gemini and Pinpoint and the real execution of the operational side of the roadshow tour of the entire country.

Let us pass through the closest reasons that make my academic achievements and the rewarding experience I gained in the corporate world stand out.

Here are some key differences:

1. Practical Application vs. Theoretical Knowledge:

- **University Learning:** University taught me the theoretical aspects of journalism ethics, new media trends and rudimentary video production. It was about the history of media and acquiring a wide conceptual ground.
- **Corporate World:** My internship was related to the real-life reporting of the state-of-the-art AI Literacy training. I was not just studying new media; I was capturing images on how it was being applied in Bangladesh. I was able to apply my editing skills in making the Event Opener Infographics, following the instructions of Google and Prothom Alo, which is scarcely ever demanded in an academic work.

2. Collaboration and Teamwork:

- **University Learning:** Group assignments are highly used in university learning, but this occurs largely with individuals of similar learning experiences.
- **Corporate World:** I had a chance to accentuate the necessity of inter-functional coordination. I collaborated with senior trainers, Google specialists (in ToT), as well as the Prothom Alo management. Hosting NSU student volunteers, DIU, BUP, CU, KU students at the same time as I was performing any duty to my supervisors helped me understand the significance of a team in the organization of any type of events.

3. Adaptability and Rapid Problem-Solving:

- **University Learning:** University academic assignments typically possess deadlines and foreseeable parameters.
- **Corporate World:** The University Roadshow involved a high level of flexibility. It could be the process of adjusting the camera parameters to the University of Chittagons auditorium lighting or it could be the issue of data backups during the trip to Barishal and Khulna, I had to resolve the technical issues on the spot. No extension to a live event, the issue needs to be resolved instantly.

4. Community Engagement and Relationship Building:

- **University Learning:** University studies tend to focus on the grades and the development of personal portfolios.
- **Corporate World:** The presence of 1,134 online participants who were connected with the help of 1-to-1 communication and WhatsApp groups through me revealed the importance of the community management. I also discovered the value of forging relationships with the trainees, and it was necessary that they are supported by the 5-module program.

5. Project Management and Execution:

- **University Learning:** Project management may be defined as a concept that is presented in a simulation, and its scope is extremely small as far as the real project implementation is concerned.
- **Corporate World:** I was also involved in the colossal screening process, which included sifting through 4304 applications to narrow down to 1519 applicants, and this practice provided me

with some insight on how to handle large quantities of data. Complexities in the visual logistics of the events in 6 universities made the abstract theories of project management concrete and high-pressure.

6. Strategic Thinking and Planning:

- **University Learning:** Case studies of previous events can be used in teaching strategic thinking.
- **Corporate World:** I was also involved in the analysis of Pre- and Post-Survey data which helped me to observe the actual workings of our strategies. I got to know how to analyze the attendance rates and feedback to modify the online session management, which proved the practical implementation of an evidence-based decision-making.

Overall, although scholarship provided me with what and why of journalism, I got the how as part of the GNI project. The latter gave me a new and useful lesson: a complex of practical skills, which I will undoubtedly be able to use in the event of becoming a full-fledged participant in the media community.

4.2 Navigating Success: My Internship

My experience as an intern in Google News Initiative Project in Prothom Alo has been very rewarding and enlightening, and I am sure that I will approach my career beginning with a lot of confidence in the world. This multifaceted job, such as it being the principal Visual Archivist and also managing a database of thousands has not only solidified my technical skills but also imbued me with a professionalism.

There was no chance of my missing a bit of what I witness through a camera window in a complicated landscape of a worldwide technological best friend. Between the extensive records in Training of Trainers (ToT) to the exciting adventure of driving a University Roadshow, all the experience was a learning process on how large scale media undertakings run in development projects.

My exposure to the group-based scenario of Prothom Alo has helped to shape up my communication competencies. Communication and its highest value have been highlighted when dealing with the community of trainers, collaborating with volunteer groups in different campuses of KU and BU, and holding online sessions with hundreds of people. This sense of collaboration in the context of Prothom

Alo, together with the need for crisis management in the process of live streaming, has made me confident and prepared for the constantly changing environment of online journalism.

In addition, the hands-on experience of sorting through the applications of 4,303 candidates to verify the "Data Hygiene" quality of the participant lists has honed my eye for detail. These skills, learned within the heat of hard, deadline-driven experience, have increased my level of preparedness to accept challenges head-on within the professional environment.

As I look back at this transformative experience of completing a 12-week internship, I am not only satisfied with learning so much, but I am also very pleased with the “legacy” I have been able to leave, because I have been able to establish a ‘Visual Archive’ for a defining moment for the history of media in Bangladesh.

This internship experience has been a ‘catalyst’, propelling me ‘forward’, because I now believe that my “future” for a ‘substantial growth and progress’ in my ‘occupational pursuits’, as a ‘Photographer’, is firmly set on track.

4.3 Internship Expectations: Pursuing Innovation in Digital Media

My experience in the internship has remained an inspiring blend of learning from academic environments and implementing corporate experience, having moved effortlessly from being a Media studies learner to being a practitioner in Digital Media Support. With emphasis on Visual Storytelling, Data accuracy, and coordinating events, my experience has exceeded my expectations. Taking on an assignment that covered 64 districts, mastering the skill in documenting AI tools, and applying effective participant management, I have gained improvement in my comprehension of the media environment.

Hands-on Application of Media Concepts:

- **Expectation:** Gain experience in photography and video recording at a media house.
- **Achievement:** Finished a fully automated visual documentation of a nation-wide training, mastered and effectively applied the guidelines of branding both of Google and Prothom Alo, created such materials as Event Opener Video.

Collaborative Teamwork:

- **Expectation:** To be involved in a teamwork setting with the in-house team.

- **Achievement:** Proactively engaged different stakeholders (Google experts, trainers, faculty members, and students) and aimed at providing the opportunity to establish relationships among the different levels of operations.

Adaptability and Rapid Problem-Solving:

- **Expectation:** Learn how to work comfortably in an office setting.
- **Achievement:** The highest possible level of adaptability during the Roadshow Phase, managing logistics and data protection on the way over to Dhaka, Chittagong, Barishal and Khulna.

Community Engagement and Relationship Building:

- **Expectation:** Know the way the media houses relate with their audience.
- **Achievement:** Managed directly the onboarding of 1,134 participants, connecting with individuals using a personal phone call and WhatsApp groups and consequently achieving a high attendance rate of 75 percent to online sessions.

Project Management and Execution:

- **Expectation:** Learn the process of organizing training programs.
- **Achievement:** Participated in the full process of the programmatic funnel, which includes sorting applications to 4,303 to the very end, delivering the impact reports.

Strategic Thinking and Planning:

- **Expectation:** Monitor the way strategies are made by leadership.
- **Achievement:** I played a role in the strategic analysis of Survey Data, where I assisted in visualizing the program progress in improving AI literacy among participants and demonstrate the effectiveness of the program.

To sum up, I have not only met but also had an opportunity to surpass my own expectations through an internship experience that has continued to change me as well as introduce me to a variety of tools in technology like Gemini, Pinpoint, and NoteBookLM, which have a promising future at the intersection of technology and journalism.

4.4 Evolution of Skills through Internship

Since starting my professional journey at an academic setting as a media enthusiast with the invaluable experience provided by my internship at Prothom Alo, I have been able to learn an enormous amount of skills. This hard to come by transition between experience and practice in application of skills has really paid off to a large extent on my part, and a glimpse of skills learnt can be seen below:

Visual Production Mastery:

- **University Learning:** Basics in photography and video editing.
- **Corporate World:** Could successfully generate quality visual content that matches corporate quality such as the Event Opener Infographics and the Roadshow Highlights.

Data Analysis and Management:

- **University Learning:** Fundamentals of data entry and spreadsheet.
- **Corporate World:** Learned to work with Excel to operate with such a big piece of data (4,303 records), to develop data cleaning processes, and to compare the Pre/Post-Survey data.

Adaptability and Logistics Management:

- **University Learning:** University time and dates of personal assignments.
- **Corporate World:** Organized the traveling and equipment security in 6 various districts which showed that it has the ability to give the high-level functionality even during the transition between locations.

Community Management:

- **University Learning:** Interaction and classroom discussions.
- **Corporate World:** Was the manager of the customer experience of 1,134 trainees, including technical issues, Their Attendance, and messages on different digital services like Zoom, WhatsApp, or Email.

Digital Event Moderation:

- **University Learning:** Online Class learning as a student.

- **Corporate World:** was the technical host to the large-scale training programs where I performed live troubleshooting on the audio and video issues and made sure that no disruption occurred in the broadcast of the training program when hundreds of people were present.

This experience has made me evolve as a learner who has acquired knowledge of the concepts to someone who has been equipped with the competencies of succeeding in this dynamic discipline known as Digital Content Production.

4.5 Future Opportunities for a Stronger Portfolio and Career: A Roadmap from Internship Learnings

Equipped with a broad mix of theoretical knowledge and practical experience acquired in my role at the GNI Project, my future is full of bright opportunities. The skills gained will form a basis of preparation for exploiting the following opportunities:

Digital Media Production Leadership:

- Utilize my skills from developing the "Visual Archive" and Event Opener to look for job opportunities related to digital content development.
- Demonstrate my skills in creating global-standard content (such as that of Google) in my portfolio.

Project Coordination in Development Sectors:

- Apply the skills learned by sorting applications and overseeing the University Roadshow to projects in the areas of media development or NGO.
- Emphasize the strength of handling mass activation in several districts.

Data-Driven Storytelling:

- Make myself a journalist and an interpreter of data. I would be able to rely on my experience with Survey Analysis and such tools as Pinpoint to create stories supported by strong data evidence.

Community Engagement Strategy:

- Expand the community engagement competencies gained in managing 1,134 participants.

- Document plans used in ensuring high attendance levels at 75, in case of future positions of community managers.

Technical Training and Moderation:

- Become an expert in AI in Journalism (Gemini, NoteBookLM) and digital event moderation.
- Live moderation experience will also help in seeking future opportunities in educational technology or training coordination online.

Networking and Mentorship:

- Access the business contacts built with Prothom Alo leadership, Google professionals, and university professors.
- This will be reported in the GNI Project as a testimony of the way I am capable of working with first-class stakeholders.

These will eventually transform my portfolio into a living, breathing skill profile, the visual creativeness, and the logistical exactness. It prepares me to have a great career by continuing to push the limits of innovation of the Bangladeshi media.

Chapter Five

Conclusion

5.1 SWOT Analysis

Strengths

- **Dual Competency (Visual & Logistical):**
 - **Description:** Unique combination of artistic abilities (video production, video editing, branding, etc.) and attention to details (data organizing, SOP writing, etc.).
 - **Impact:** Placed me as a multi-faceted resource that can create quality content and manage the logistics as a whole regarding the national program.
- **Large-Scale Data Management:**
 - **Description:** Competence in dealing with large datasets, in which they filtered 4,304 applications and maintained the database of 1,134 active participants in order.
 - **Impact:** It proves the fact that I can work with sensitive information and perform mass onboarding procedures with accuracy and attention to detail, which is highly valuable in terms of organizing the program.
- **Crisis Management & Resilience:**
 - **Description:** History of adjusting to high-stress environments, such as organizing technology-related arrangements in various districts of Multipler and maintaining Internet-based sessions with hundreds of participants.
 - **Impact:** It demonstrates reliability, calmness and capability to give results in a situation where the task one is doing might easily fail due to technical aspects.
- **Brand Compliance Mastery:**
 - **Description:** Experience in the field of work according to very strict graphical requirements two large companies, Google and Prothom Alo.
 - **Impact:** I will improve my professional image as someone with a creative mindset regarding designing, not focusing on the aesthetics but on the identity and the consistency of a company.

Weaknesses

- **Project-Specific Focus:**
 - **Description:** It was primarily the GNI training project where I spent most of my time, which restricted me in the newsroom aspects of the journalism desks of Prothom Alo.
 - **Mitigation Strategy:** I will seek to connect with journalists outside of our project team and observe their daily reporting processes in hopes of gaining a wider perspective on the news cycle.
- **Short Duration for Deep Tech Mastery:**
 - **Description:** Although I was recording information about the software available for use (Gemini, Pinpoint), it seems that the 12-week timeframe was more centered on logistics and archiving than it was on utilizing said software in-depth.
 - **Mitigation Strategy:** The mitigation of this risk plan would be to continue working with those particular AI tools in personal projects in order to move away from the role of a "documenter" of the technology to a "power user."

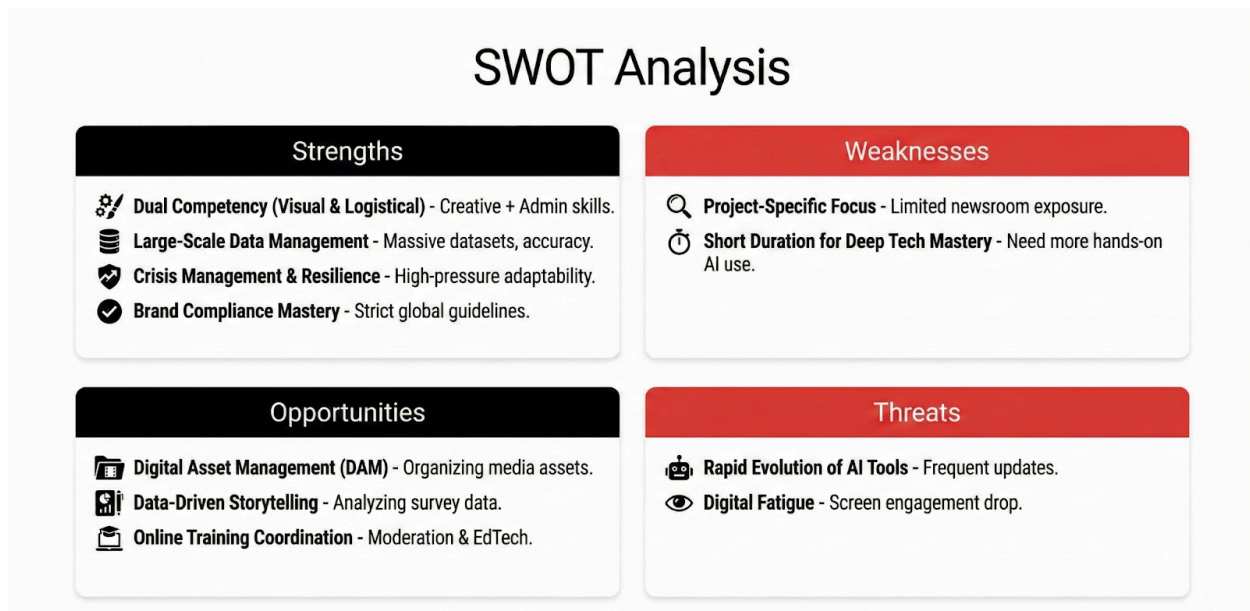
Opportunities

- **Digital Asset Management (DAM):**
 - **Description:** The project involving the "Visual Archive" shows expertise in managing and protecting digital media.
 - **Action Steps:** This experience is to be used to seek employment in any job that involves managing media libraries, archiving or digital production processes in larger media houses.
- **Data-Driven Storytelling:**
 - **Description:** I am able to enter the field of data journalism because of my experience in Surveillance Data (Pre/Post Impact) evaluation.
 - **Action Steps:** Prepare a portfolio piece based on information about the change the project made and how I can represent my ability to communicate a message with data.
- **Online Training Coordination:**
 - **Description:** The effective facilitation of online cohorts is a prospect in the fast developing field of Educational Technology.

- **Action Steps:** In my resume, highlight the fact that I have mastered the basics of Google meet and LMS (Learning Management System) to get an opportunity to work with e-learning platforms.

Threats

- **Fast Evolution of AI Tools:**
 - **Description:** Gemini and NoteBookLM are constantly updated; the exact workflows I was taught are likely to become useless in the nearest future.
 - **Mitigation Strategy:** Dwelling on the skills, and maintaining the pace of updates with official Google and technology blogs to ensure that I maintain compliance.
- **Digital Fatigue:**
 - **Description:** Screen fatigue is also a risk in online communities and can lead to a decrease in user interaction.
 - **Action Steps:** To develop a skill in the notion of "gamification" to retain the online audience.



11. SWOT Analysis at a Glance

SWOT Summary The given exercise highlights the fact that I lacked experience in general journalism; however, my Visual Archiving, Data Management, and Event Coordination skills are my unique strengths. With the emphasis on the pace of change in the sphere of AI, I will be able to develop my understanding of the newsroom and thus, transform these merits into the promising career of my own.

5.2 Conclusion

This internship experience has therefore marked an important milestone in my academic journey from the halls of Daffodil International University to the fast-paced business world of Prothom Alo. This experience was more than just an academic requirement needed for graduation. Rather, it was an opportunity for me to play the role of the visual historian for an important project in the Bangladeshi news market—the Google News Initiative (GNI) Digital Journalism Training Program. It represented the intersection of my artistic interest in visual presentation and the more structured needs of project management in the business sector. I learned that a successful media project requires more than just good content; it demands precise **data hygiene**, resilient **logistics**, and the ability to build a community. From the adrenaline of the **University Roadshow** across Multiple districts to the disciplined focus required to screen **4,303 applications**, I have proven to myself that I can handle scale.

The **Visual Archive** I leave behind is a testament to this effort—a structured legacy that preserves the hard work of trainers, volunteers, and participants. While the internship has concluded, the lessons in **adaptability, brand compliance, and digital leadership** will serve as the foundation for my future career.

As I step forward, I am no longer just a student with a camera; I am a **Digital Content Specialist** ready to navigate the intersection of technology, media, and community in a digitally evolving Bangladesh.

5.3 Appendix - A

Relevant Links:

- **Prothom Alo Facebook Page:** <https://www.facebook.com/DailyProthomAlo>
- **Google News Initiative:** <https://newsinitiative.withgoogle.com/>
- **Event Infographics (My Work):** <https://www.facebook.com/share/p/14SBq2rvVCM/>
- **DIU Session Highlights Video (My Work):**
<https://www.facebook.com/share/v/14QQyof7n9D/>



12. A Picture of the pre-session venue branding at the University of Chittagong



13. Backend setup before the Group 5 session



14. Digital signage at North South University reception



15. Monitoring a live online training session



16. Pre-session group photo with the training team and NSU Faculty



17. Virtual training session in progress



18. With the trainer after successfully concluding the CU session



19. Recording the closing remarks by Editor Matiur Rahman in a live session