

**An Internship Report on
Women's Manufacturing of Bangladeshi Products:
An Initiative of Beshi Deshi LTD:**

Submitted by

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Submitted to

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Daffodil International University

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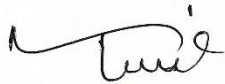
The report is submitted in partial fulfillment of the requirements for the degree of B.A. (Hons) in
English

Declaration of the Student

I, hereby, declare that the internship report submitted to the Department of English, Faculty of Humanities and Social Science, Daffodil International University is an authentic completion of my work for the course Project Paper with Internship (Course Code: ENG 431) in the program of B.A. (Hons.) in English. The internship report on '**Women's Manufacturing of Bangladeshi Products: An Initiative of Beshi Deshi LTD**' was written under the supervision of the respected assigned supervisor for the course, **Md. Abdul Momen Sarkar**, Assistant Professor of the Department of English, Daffodil International, University. The report is based on three months of full-time official work under the supervision of the official team of The Beshi Deshi. This report has not been submitted by any other source or does not contain any kind of non-ethical words that may violate the rules of the organization. The report is not prepared for any other purpose or any reward. I affirm that the submitted report is original and based on my personal field work experiences.

Yours Sincerely,

Tazrimin Akther



Tazrimin Akther

192-10-2082

47th

Summer 2023

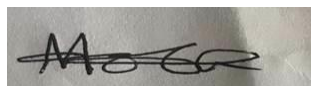
Program: B.A in English

Department of English, Faculty of Humanities and Social Science

Daffodil International University

Certificate of Approval

I am gratified to certify that, Tazrimin Akther (192-10-2082), a student of Department of English, Daffodil International University, has completed her course namely ENG: 431, Project Paper with Internship under my supervision in the semester of Summer 2023. She has maintained her cordiality as well as regularity in her work with visible efforts shown in the report as presented. I am elated to certify that the findings presented in the report reflects the hard work done by her to make the assigned project successfully accomplished. I therefore strongly recommend that the report Tazrimin Akther has presented is authentic for further commendations, presentation, and viva voce. It has been a great pleasure working with her. Wishing her good luck for her future life.



Md. Abdul Momen Sarker

Assistant Professor, Department of English, FHSS

Daffodil International University

Acknowledgement

Before I begin my report, I want to express my deep thanks and gratitude to the Almighty Allah. This report's effective completion was only made possible by the contributions made by a few people. First and foremost, I'd want to use this chance to express my gratitude to MD. Momen Sarker an Assistant Professor at the Daffodil international University for providing me his time throughout my internship. Without his direction, I would not have been able to finish this paper. I also like to sincerely thank my on-site boss, MD. Maruf Hasan Senior Executive, at " Beshi Deshi" He was there for always assisting me and directing me. I'm grateful that Daffodil international University set up the internship program, which allows us the ability to broaden our education while also gaining professional experience. In closing, I'd want to express my gratitude to the interviewees for sharing their perspectives on the Shomriddhi loan and Beshi Deshi (Sayma Akhter, Sanjida Sheikh, Tamanna Manzoor).

The following section deals with the description of the job and the exact duties that I was assigned. A description of the Beshi Deshi Loan's characteristics and eligibility requirements is also included. The report was created using data from both primary and secondary sources. The research focuses on the social challenges that women have while launching a business and the ways in which Beshi Deshi Loan has aided those challenges. Three female business owners and users of this product from both urban and rural areas were the subjects of my interviews. Each of them had a unique story to tell about their company, how Shomriddhi Loan had helped them, and some of the challenges they had when applying for the loan. The interviewees talked about a variety of issues they ran into when they visited various branches.



Tazrimin Akther

192-10-2082

47th

Summer 2023

Program: B.A in English

Department of English, Faculty of Humanities and Social Science

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Abstract

The influence of loan programs on women entrepreneurs is the main subject of the internship report on women's empowerment in online and offline business through loan programs. The research gives a broad picture of how women entrepreneurs are now doing well in terms of their ability to access capital, market prospects, and business expertise. It also talks on the difficulties women business owners have getting credit because of things like gender discrimination, a lack of collateral, and poor financial knowledge. The importance of loan programs in encouraging women's entrepreneurship and economic empowerment is highlighted in the report. It gives examples of effective financing programs that have helped female business owners launch and expand their enterprises. The paper also looks at how technology, namely online lending platforms and mobile banking services, facilitates women entrepreneurs' access to capital. The report's recommendations for Beshi Deshi organizations on how to encourage women's business ownership and economic empowerment through loan programs come as its conclusion. It highlights the need to remove the structural obstacles that keep women from obtaining financing and to offer financial products and services that are specifically designed to satisfy the needs of female entrepreneurs. The research also emphasizes how crucial it is to give women entrepreneurs access to business education, networking opportunities, and mentoring to support their professional growth and business expansion.

Table of Contents

Serial Number	Content	Page Number
Chapter 1	Introduction	1
Chapter 2	Background and Significance of the project	2
2.1	Background of the Internship	
2.2	Organization overview of Beshi Deshi	3
Chapter 3	Vision, Mission, & Values	4
Chapter 4	Position Description	5-6
4.1	Specific Obligations	
4.2	Difficulties During Internship	
Chapter 5	Description of the Project	7
Chapter 6	Aim of the Study	8
Chapter 7	A Review of the Work on Women Entrepreneurs	9
Chapter 8	Methodology	10
Chapter 9	Case analysis	11
Chapter 10	Recommendation	12
Chapter 11	Conclusion	13
Chapter 12	Appendices	14-17

Chapter1

Introduction

The efforts of a company to encourage and promote female entrepreneurs are highlighted in an important internship report on women's economic empowerment in online and offline business through lending programs. The paper seeks to give a general summary of the financing program created specifically for female entrepreneurs, which aids them in starting or growing their offline and internet businesses. An introduction to the loan program and the provider organization opens the report. It gives a general summary of the program's goals and how it aims to support female entrepreneurs. The role of women's empowerment in fostering economic growth and eradicating poverty is also covered in the report. The report's next section offers a thorough review of the loan program, covering its eligibility requirements, loan application procedure, and loan distribution procedure. The loan's interest rates, repayment terms, and the assistance the group offers to help female entrepreneurs thrive in their firms are all covered. Case studies of female entrepreneurs who benefited from the loan program are also included in the paper. It highlights their achievements and the positive effects the loan program has had on their personal and professional life. The article also covers the difficulties experienced by female business owners in both online and offline ventures, as well as how the loan program aids in overcoming these difficulties. It also offers suggestions for enhancing the loan program and expanding access to it for more female entrepreneurs. The internship report on loan programs for women's empowerment in offline and online business concludes by emphasizing the significance of empowering women entrepreneurs and the part that loan programs may play in accomplishing this goal. It gives a thorough analysis of the loan program created specifically for female entrepreneurs and its effects on their lives and enterprises. The paper offers suggestions for enhancing the loan program and fostering women's entrepreneurship both online and offline.

Chapter2

Background and Significance of the project

2.1 Background of the Internship

This internship program is a component of my completion of the degree of B.A. Honors in English at Daffodil International University. In that situation, Beshi Deshi LTD., an online retailer, was my first choice because it offers a solid foundation for showcasing my career. Since a dynamic loan program system is a necessary component of dynamic economies. Beshi Deshi LTD. is committed to gender equality and women's rights and wants to assist women in achieving economic empowerment. I have done some study on the subject and discovered that having access to capital is essential for women's capacity to launch and expand their enterprises. I believe that by working as an intern in this subject, I may be able to learn more about the difficulties that women encounter when trying to access loans and other financial resources and contribute to the development of solutions. Again, the nexus between technology and business piqued my curiosity. I see an opportunity to help women entrepreneurs use these tools to expand their enterprises. Online platforms and digital tools have transformed the way many firms run. I was able to obtain useful expertise in both fields while working on a loan program that helps both online and offline enterprises, and I was also able to assist women in seizing new chances in the digital economy. I believed that my motivations for pursuing this internship were specific to my personal interests and background, and I was affected by several different variables. Whatever my driving force, a Beshi Deshi loan program internship focusing on empowering women in online and offline company was a fantastic way to obtain useful experience, make a difference in people's lives, and promote an inclusive and equitable society.

2.2 Organization overview of Beshi Deshi

An online store called Beshi Deshi offers genuine Bangladeshi goods (made in Bangladesh) to customers living both domestically and overseas. Additionally, they provide loans called "Shomriddhi" to women who want to operate businesses online. BeshiDeshi's managing director and CEO, ZEESHAN KHURSHED MAZUMDER, has eight years of banking and financial institution experience. 6 years of experience building a variety of enterprises in the hospitality and other industries.

They give talented vendors from across the nation who lack the technological know-how to offer their goods online the most exposure possible. And give them loans to make their work easier. They will be more likely to sell more goods, make more money, and receive the required inspiration to keep making regional goods thanks to this exposure. Due to the inflow of imported alternatives that are more aggressively advertised, many Bangladeshi producers have stopped making local items. Our original items are currently produced in extremely small numbers for many of them. As a result, our nation is experiencing a sharp fall in goods that reflect our regional culture and heritage. They seek to use the power of the internet to boost local firms' growth, provide them access to more sophisticated marketing, and increase their chances of making sales. also defend Bangladeshi goods and culture in front of other nations. Mr. Mazumder has visited various locations in Bangladesh, and during these trips, he had the opportunity to speak with numerous people who work in a variety of industries, including the production of organic vegetables, jute, and leather goods, among others, and handicrafts. All these small business owners shared one thing in common: they lacked access to a large enough consumer base because they lacked effective marketing and a suitable platform to sell from and they want money to start a business properly. women are comfortable to work from their home. Because they have a lot of homes. A physical store's establishment costs money as well. Few people, according to Mazumder, have been able to sell their wares in the nation's capital, and even fewer have used various middlemen to export their goods outside of Bangladesh. These merchants do not, however, receive the credit and compensation they are due. As a result, there is less and less incentive to produce goods locally. To make a living, many instead turn to alternative companies. As a result, he began to consider creating a site that might contain goods from numerous handicrafts vendors, jute items, leather products, handloom products, and regional organic foods. Products will be offered for both retail and wholesale use. With the pricing determined by the producers and without the involvement of middlemen, this platform will assist them in displaying their goods both domestically and abroad. Customers from all over the world can examine the extensive selection of products available. This will provide a consistent demand and supply framework for Bangladeshi goods, fostering the growth of regional firms. Additionally, they only work with Bangladeshi items. and gives loans to the vendors to increase their business.

Chapter 3

Vision, Mission, & Values:

Corporate Vision

Building a successful and socially conscious financial institution that is market and business focused with room for expansion will help Beshi Deshi Ltd and its stakeholders create a just, enlightened, healthy, democratic, and poverty-free Bangladesh.

Corporate Mission

- Maintaining growth, particularly in small and medium-sized businesses
- Increasing assets by investing in quickly expanding industries
- Constantly working to increase non-funded income
- Preserving steady profit growth while keeping debt interest rates low (2%)
- Achieving success in various business endeavors without sacrificing the caliber of the services provided
- In order to offer remittances and the beshi dashi's other products and services, it is important to increase the SME business

Corporate Values

- Establishing trusting relationships with customers by providing excellent service and being honest
- Being accountable, displaying reliability, and adhering to rules set forth by the employer
- Strive for financial success & corporate expansion
- Always acting morally and fostering a welcoming environment

Chapter 4

Position Description

During my three months of work as an intern at Beshi Deshi I had the chance to assist the company's Cards Operations Department. These days, cards play a significant role in our lives, making the tasks performed by this section quite important. It handles all card-related tasks, and the department is organized into 4 units.

1. Accounts Services: setting up and monitoring accounts for clients
2. Merchant Payment: compensating the retailers,
3. Processing Transactions
4. Resolution of Disputes

I had the chance to work with two of the departments, accounts services and merchants' payment, as an intern. I had a full-time job that required me to put in eight hours a day, five days a week. The staff at the financial institution are friendly and supportive, and the workplace is pleasant.

4.1 Specific Obligations

I began working for the Cards Ops Department's accounts services division, where I was responsible for three separate responsibilities. Verifying documents was my first task. It takes a lot of consumer information and documents to get a credit card account. It was my responsibility to make sure that every document was submitted, and that the information was given correctly. Following the completion of the verification, this data was transmitted to create customer accounts. The second assignment I managed required me to validate the CIF account as it was likewise related to verification. Customer information file is referred to by the abbreviation CIF. A CIF account is essentially a digital file that contains all the client's crucial personal and account-related data. Each customer receives a special code or CIF number with a set of digits when opening an account. When a consumer establishes multiple accounts at the same financial institution, each of them is connected to the same CIF number that was generated for the customer when the first account was opened. This number is used by the financial institution to quickly locate the customer's account. After completing the steps involved in verification, I was given the go-ahead to create customer accounts. To complete this assignment, all the customer data had to be precisely entered into a piece of software. I began working with the account's services and the merchants' payment unit simultaneously after three weeks of working with this unit. Basically, the activities associated with paying the merchants are covered in this unit. I was given a variety of unconnected responsibilities in this unit, such as manually reconciling numerous transactions and adding reward points to the customer's account.

4.2 Difficulties During Internship

Although working with the Cards Operations Department was a very beneficial learning experience for me, there were a few difficulties I had to overcome while I was an intern. I had to enter data for more than 3000 people when working on reward programs, which illustrates how few people are employed there relative to the volume of data they must manage, which was a major difficulty. Second, data entering for 3000 is frequently tedious and the labor becomes unpleasant.

Chapter 5

Description of the Project

Beshi Deshi introduced the Shomriddhi Loan in 2021. It is a unique product made specifically to support and expand the businesses of the nation's female entrepreneurs. With this product, the nation's female entrepreneurs were encouraged, empowered, and helped with their financial needs. It improves women's lifestyles and makes them feel better about themselves. It is a solution to realize the potential of female entrepreneurs, not just a product. Customers receive improved savings options, expanded rights, and simpler lending procedures with this program. It teaches women how to better arrange their finances, achieve financial independence, and accomplish the goals they set for themselves. Shomriddhi Loan is a unique SME product provided by Beshi deshi Ltd. that has been created to support female entrepreneurs. I've conducted three interviews for this reason. Although most Beshi Deshi's clients come from urban areas, I also spoke with rural entrepreneurs during my interview. Borrowers from metropolitan regions are observed to receive more family guarantee support than those from rural areas, which improves the performance of the product there. Shomriddhi loan program has been created in a unique method that sets it apart from all other Beshi Deshi products to provide borrowers with the greatest possible benefit. For instance, there is no VAT or other processing charge for Beshi Deshi's loan items. When compared to other SME products, which have interest rates ranging from (14% to 18%)

Shomriddhi borrowers pay an interest rate of only 10%, which is very low. For female business owners, Shomriddhi offers a variety of benefits, including discounted processing fees and preferred rates. Beshi Deshi customers will get exclusive access to cash counters and dedicated desks at branches, as well as Premium Financial services and benefits at the Call Center and partner locations. There are four different types of Shomriddhi Loans available to women business owners. It is a Term Loan.

	Unsecured load	Partially secured Loan	Secured Loan
Loan Limit	2 lac-25 lacs	5 lac – 50lac	60 lac – 5 crores
Tenure	12 months to 18 months	12 months to 60 months	12 months to 60 months
Interest Rate	9%	9%	9%
Processing Fee	Nil	Nil	Nil
Eligibility	At least one year old trade license	At least one year old trade license	At least one year old trade license

Chapter 6

Aim of the Study

The study's goal was to comprehend how Shomriddhi Loan affected its consumers' lives. The following goals were established to help with this goal.

- To determine whether a Shomriddhi Loan is necessary
- To determine Shomriddhi Loan's availability
- To evaluate the loan's effectiveness
- To be able to begin business and realize entrepreneurial aspirations with the help of loans
- Analyzing the loan program's performance in achieving its stated goals, such as expanding credit availability to underrepresented communities or encouraging entrepreneurship
- Evaluating how the loan program will affect the borrowers' ability to establish or grow their enterprises, raise their incomes, or enhance their standard of living
- Analyzing how the loan program affects society, including how it affects gender equality, poverty reduction, and other social development objectives
- Examining the loan program's feasibility, both financially and in terms of its capacity to grow or be replicated in other contexts
- Spotting any problems or restrictions with the loan program and offering suggestions to enhance its conception or execution

Chapter 7

A Review of the Work on Women Entrepreneurs

In the previous ten years or so, Bangladesh has advanced significantly in the global economy. Numerous academics have already discussed it. According to Mujeri (2018), this has not only led to a GDP increase of over 7% but also to the country's status being raised from one of low income. However, it is well known that Bangladesh has an alarmingly low number of female entrepreneurs. Mujeri (2018) further mentioned that barely 10% of the population of entrepreneurs are women. Bangladesh must incorporate more female entrepreneurs into its economic cycle and devise a strategy to reshape the role of women entrepreneurs if it is to continue expanding at a stable rate. Consequently, this subject is very important. First, it's critical to comprehend the reasons behind these obstacles facing female entrepreneurs. Even though women make up slightly more than 50% of the population of the nation, Pramanik (2018) found that only 10% of entrepreneurs are female. What are the challenges that Bangladeshi women entrepreneurs must overcome? In addition, Pramanik (2018) discussed how social norms prevent women from starting their own businesses even while their families allow them to work. Many people believe that women are not yet prepared to serve as CEOs or other institutional leaders. The notion is a result of women traditionally taking on secondary roles in families, and the absence of female CEOs in the nation further solidifies this perception further. Mahmud (2016) also noted that some males are merely insecure and do not want their wife to achieve greater success than they do. Particularly in rural areas, religious values contribute to this unrest. Local religious authorities advise men that it is their religious obligation to defend their wives and serve as the only source of income in the household. These factors, along with many others, make it difficult for women to start their own businesses and prevent them from receiving the necessary approval.

Chapter 8

Methodology

The report is made richer and more informative by including both primary and secondary data.

First-Hand Sources

A few female business owners and Shomriddhi loan customers of Beshi Deshi Ltd were chosen and interviewed in order to gather data. These business owners were picked at random from a variety of SME industries. Based on the customer's willingness to utilize the product and the borrower's ease of access, the interview was conducted. Six female business owners were chosen from a variety of industries, including fast food, manufacturing, e-commerce, and agriculture. The method used for this study involved performing both traditional face-to-face interviews and telephone interviews.

Three main questions were put to each interviewee.

- What benefits did the Shomriddhi loan provide?
- Did you experience any difficulties applying for the loan?
- Would you recommend any changes?

Primary Sources

In addition to primary sources, I also used various secondary sources to gather information for my research.

The official website of Beshi Deshi has been one of the key places to gather information. In addition, I gathered many Shomriddhi loan articles from the internet.

8.1 Demographics of the Respondents:

I spoke with a total of three female business owners, who ranged in age from 28 to 40. one of them dealt with online shopping; one sold clothing and the other cosmetics. 1 was involved with Handicrafts.

8.2 Analyzing data procedure:

This paper has been written using a descriptive research technique. Each interviewee's comments were noted and examined as cases. Problems faced by each interviewee are unique and thus I have reported each of these problems in three separate cases. The best approach for this kind of research is case study.

Chapter 9

Case Analysis

CASE# 1

The subject of the interview was the proprietor of a fast-food outlet in Kalabagan. She started doing this in 2011. She intended to take advantage of the expanding economy by opening a second location in the city. To increase investment, she thought about seeking a business partner, but she was unable to locate somebody she could rely on. Then, a family friend of hers informed her about how to apply for a Beshi Deshi Shomriddhi loan. She traveled to the Mirpur DOHS at the office of Beshi Deshi and provided a guarantee for an 18-month, 25 lac non-secured loan. Her revenues significantly soared after a new branch was created. She was, however, very unhappy with a few things. The monthly payments were excessively large, and coming up with them was exceedingly difficult.

CASE# 2

Online beauty and jute product sales were conducted by the second interviewee. Her Facebook profile served as the venue for her business. Most of the commodities came from rural area of Bangladesh. She overestimated the success she would experience when she first started her company in 2017, which prompted her to start looking for ways to grow it. She noticed a Beshi Deshi Loan story in the neighborhood. She visited the Mirpur branch to get additional details. She was left with no choice but to wait this month to apply for the loan at a lower interest rate. She did apply for a loan of BDT 10 lac for 18 months six months later, but she wasn't happy about having to forego 6 months of profit because the firm was thriving.

CASE# 3

The interviewee is a micro-entrepreneur who has been operating an arts and crafts company out of their Mirpur home with her mother for more than three years. She visited the Beshi Deshi in Mirpur to get information on the Shomriddhi loan. The staff at the branch were attempting to persuade her to obtain a home mortgage even though she was qualified for a non-secured Tk. 10lac loan. "Despite the variety of SME products available in the loan, they were hesitant to give me this loan in order to avoid risk." She was quite dissatisfied with the bank's lack of information and marketing. She had claimed that bank employees had done their best to dissuade her from taking out a loan when she first applied for one. She eventually succeeded in obtaining an 8-lac collateral-free loan rather than a 10-lac loan. She was immensely frustrated by her struggles.

Chapter 10

Recommendation

Beshi Deshi ought to consider raising the loan ceiling to encourage more ambitious ventures by female entrepreneurs.

- To assist more entrepreneurs, needs Beshi Deshi needs to reevaluate loan terms.
- Beshi Deshi needs to reevaluate how it plans to utilize field staff, particularly regarding women's SME loans. In these situations, they ought to try to employ more women than men. This is crucial since many rural places want to prevent other men from speaking to their ladies.
- Specialized training courses and seminars created for the women who apply for loans will be advantageous to Beshi Deshi. In addition to drastically reducing the amount of non-performing loans, this will boost profitability for the bank and the business owners.
- Beshi Deshi needs to find solutions to lessen the administrative burden involved in applying for a loan. As a result, there will be less paperwork and documentation. Many entrepreneurs are discouraged from even applying by administrative annoyances like these.
- Beshi Deshi should conduct market research and actively look for entrepreneurs interested in funding promising new ideas and enterprises. Loans for operating capital should have lower interest rates.
- The Beshi Deshi should strive to align its own loan policies with the nation's industrial policies.
- Beshi Deshi should offer loans that people can apply for without a 1-year trade license to support the growth of more and more women-owned businesses.
- To make it simpler for women to receive services, Beshi Deshi should look to boost the number of female employees at their branches. Many women believe that speaking to female cops is simply more convenient. Women make up less and less of the workforce and service providers daily.
- Change the credit guarantee programs for women. Pre and post investment seminars and counseling are two ways that Beshi Deshi can stay in contact with its entrepreneurs.
- Beshi Deshi should attempt to sway important governmental policy debates that lower social barriers.

Chapter 11

Conclusion

A nation's growth and economic activities are fueled by its entrepreneurs. In Bangladesh, women make up more than 50% of the population, however they are underrepresented in business. This has happened for several reasons, including institutional shortcomings as well as societal and religious attitudes. Thankfully, there has been an increase in female entrepreneurs recently, and Beshi Deshi LTD has contributed to hastening this shift by offering financing facilities for women in both rural and urban locations. Women business owners can get loans from Beshi Deshis Shomriddhi for very little money. Additionally, the institution provides uncollateralized loans up to \$1.5 million. Many female business owners in the nation have been successfully inspired by this new venture to grow their enterprises. However, just like any other product, the Shomriddhi loan borrowing system has a few flaws. This analysis has identified the causes of gaps and offered suggestions for how to strengthen the product and advance its development. In the future, if female entrepreneurs be the driving force behind a Bangladesh that is both economically stronger and more diversified, Beshi Deshi's Shomriddhi loan will undoubtedly be credited greatly. Women are now free and have the confidence to dream larger thanks to it. Yes, there is room for improvement, but Beshi Deshi has the logistical means to address them quickly. Shomriddhi has already had a significant impact on many lives, and I have faith that it will continue to bring joy to the faces of millions more women.

Chapter12

Appendices



House 946,948 (Ground Floor), Road 13
Avenue 02, Mirpur DOHS, Dhaka-1216

01844 19 16 12

www.beshideshi.com

To WHOM IT MAY CONCERN

Subject: Internship completion certificate For Tazrimin Akhter

This is to certify that Tazrimin Akter from department of English, Daffodil international University has completed her internship program from 1st February to May 1st, 2023 in Beshi Deshi LTD under the supervision of Senior Executive (Operation) Mr Maruf Hasan Anik.

She was found sincere and hard working during the internship and shown keen interest in learning. We have no dues with her and she is free to pursue her career anywhere.

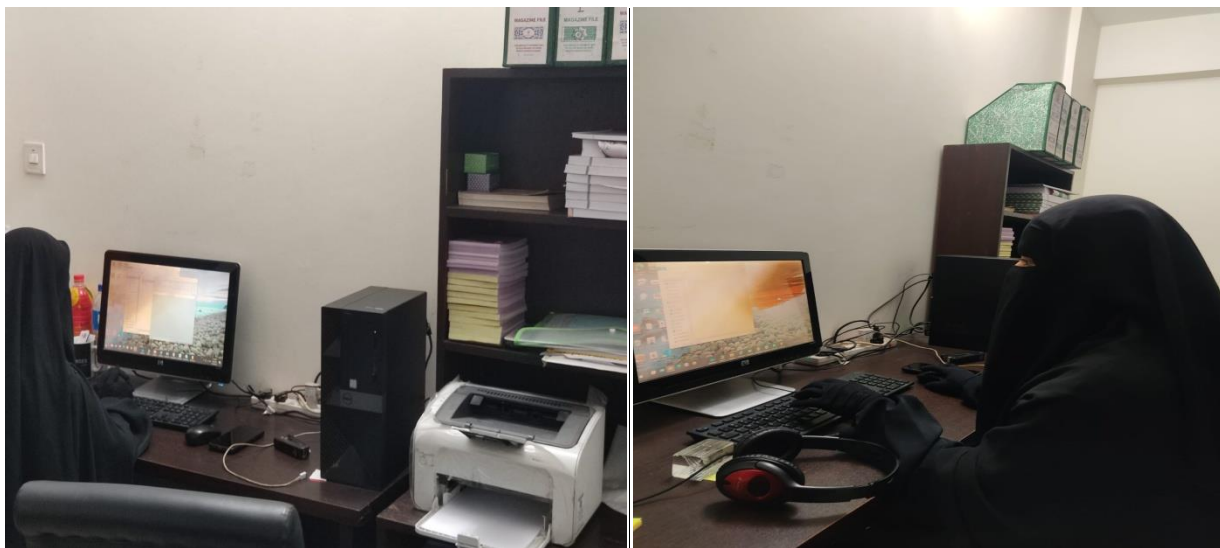
We wish her all the best for her future endeavor.

Regard

Mr Maruf Hasan Anik
Senior Executive Operation



Pictures at the office



Working at the office



Faculty of Humanities
and Social Science

Ref: Internship Placement//222

Date: 29-01-2023

The COO

Beshi Deshi limited

Address: House 948, Road 13, Avenue-2,, Mirpur DOHS, Dhaka

Subject: Request for Internship Placement

Dear Sir,

We are happy to inform you that the Department of English at Daffodil International University (DIU) has been offering BA (Hons) in English for the partial fulfillment of the requirement for the BA in English Degree, students are required to be placed in relevant organizations as interns to gather professional experience. The duration of the Internship is three months.

I would like to draw your kind attention that **Tazrimin Akther**, ID Number: **192-10-2082** has completed 123 credit hours in 41 courses from the Department of English. It would be highly appreciated if you could kindly allow her as an Intern at your esteemed organization.

Please feel free to contact me for further information if required.

With the best regards,

Liza Sharmin 29.1.2023

Dr. Liza Sharmin

Associate Professor and Head

Department of English

Daffodil International University

Email: headenglish@daffodilvarsity.edu.bd



Thank You