



Daffodil
International
University

Information of Environmental Communication: An Internship project at

SigmaTechs Ltd.

Supervised to:

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Date of Submission -

Declaration

I, Md. Abdul Malek Masum, hereby declares that the internship paper titled "Information of Environmental Communication" submitted to SigmaTechs Ltd. is my own original work and has not been previously published or submitted for any other degree or examination. All sources have been properly cited and referenced I have received guidance and supervision from my internship supervisor, Ms. Farjana Yesmin, but the work is entirely my own. I understand that any plagiarism or academic misconduct will result in serious consequences, including the failure of my internship and the possibility of disciplinary action from my university. I am proud of the work I have done on this internship paper and believe that it is a valuable contribution to the field of environmental communication. I am confident that it meets the academic standards of SigmaTechs Ltd. and that it will be a valuable resource for future interns and employees.



Signature -

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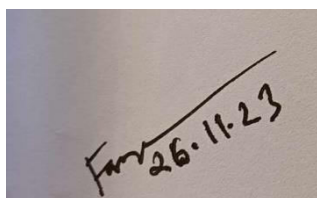
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Letter of Approval

This is to certify that Md Abdul Malek Masum , a student of B.A (Hon's) program. Daffodil International University having ID - 193-10-2126 has successfully completed the internship report titled “ Information of Environmental Communication: An internship project at SigmaTechs Ltd.” under my supervision and guidance. I have carefully checked the final copy of this report, which is submitted to Daffodil International University for completion. It has been a great pleasure to work with him.

I wish him the very best for his upcoming career.



(Ms. Farjana Yesmin)

Lecturer

Department of English

Faculty of Humanities & Social Science

Acknowledgement

It is my pleasure to write about this journey of wisdom. Throughout the complete six-month semester there were many difficulties to be met one after another. But with the help of all the supportive energy around me, I was able to complete this project paper. When I encountered any confusion, my supervisor Ms. Farjana Yesmin provided me with her valuable guidance, & also shared necessary materials. I cannot express my words for SigmaTechs Ltd. as they gave me an opportunity for the internship project. I am humbly thankful to

Mr. Mominul Islam, CEO and founder of SigmaTechs Ltd. for letting me into their prestigious organisation for the “Information of Environmental Communication project. They were the key factor in how I could manage to overcome this all along. The journey was small but the experience was the chain for me to hold.

Abstract

This internship project discusses the essentialities of the environment and, with its communication, how one can build a nation for the upcoming generations. Investigation of the culture, language, & environment of Bangladesh is the tone of this paper. Alongside these, we carry out our findings for this paper by conducting research from various sites. This research innovates the plan for the sustainability of the environment and carries out the consequences of the disasters through dictation. The goal of writing this paper is to connect people with nature & and its surroundings in this 21st-century digitalized world. Planting trees more and more by the society members, individual intentions become actions by implementing the thoughts. Humans are a part of the environment that they are living in, & it doesn't depend on where they are in the world. They should carry their essence to lead a peaceful, & healthy life. Initiatives placed by our company SigmaTechs Ltd, where we ensure planting trees at the official spaces, & acquired some campaigns to raise awareness among the human species about environmental merits & demerits.

Table of Contents

Declaration.....	ii
Letter of Approval	iii
Acknowledgement	iv
Abstract.....	v
Introduction.....	1
Objectives	2
Literature Review	3
Background of the study	8
Methodology	11
Observations & Findings	15
Recommendations.....	20
Conclusions.....	21
References.....	22
Appendix.....	24

Introduction

As a human being, I always find curiosity in the wilderness of the world. I like to get interested when I see my peace at work. As a result, I found SigmaTechs Ltd. as one of the communities that are professional enough to work with. To my extension, I found a project work relating to Environmental Communication, which I got as an interesting topic to choose from. As being a force of nature, we creatures indulge in the necessities of knowing the earth. Day after day, the world is turning its core values sequentially. Most of the time, when it seems that after having or before having a disastrous situation, we sit without any precautions or notions towards it.

Nowadays, people from all over the world, from different corners of the globe, are reaching out to nurture their environment. The voice of the internet now calls on the generations to achieve bigger dreams through saving the earth. A communication that shares knowledge related to environmentalism is known as Environmental Communication. My project carries almost all the natural information about nature, environmental disasters, pollution and barriers. I write as a copywriter for the websites of SigmaTechs Ltd. One core finding I originated during my internship project is “How disconnected we are as humans on the planet.” No one, not a single soul, takes rest over there in the office to appreciate the nature of the world. Everyone is busy with their hectic businesses. So, I chose the topic of Environmental Communication as an inspiration to let people know how nature connects us. Why we must adapt it to the environment & what improvements we can generate for our development of work efficiency, as well as the cognitive health recovery. The motive of this paper is to share the news related to the environment, & the communication surrounding it.

Objectives

1. Assembling news for international clients concerning the sustainability of the environment.
2. To elevate the knowledge of nature to the community of SigmaTechs Ltd.
3. Creating an ambience for environmental communication in an IT company.

Literature Review

Businesses on Environmental Adaptability

Environmental adaptability is the ability of a business to adjust to changing environmental conditions. This is important because the world is constantly changing, and businesses need to be able to adapt to survive and thrive.

Several factors can affect a business's environment, such as:

- *Climate change*
- *Technological advancements*
- *Social trends*
- *Economic conditions*
- *Political changes*

Businesses need to be aware of these factors and develop strategies to adapt to them. For example, a business that operates in a region that is prone to flooding may need to invest in flood prevention measures. A business that operates in a rapidly changing technological landscape may need to invest in research and development to stay ahead of the curve. Conditions may come differently, but a company must have a backup plan which they can use to collaborate on their work at a smooth pace. Adaptability is our capacity to respond & to change uncertainty. It is related to our environmental awareness, concerns & attitudes that save us in this vast world. To make more sustainability to our environment a company or an individual should always pay natural respect towards the community. We can adjust the emerging threats on the environment through our well-maintained behaviours & notions towards nature so that it keeps itself & us safe.

Research on Global Warming

In our day-to-day life, we see the world is at a great pace now. Mankind is no longer a force of nature today. We can say, we have forced nature to a level where destruction is obvious, & global warming is one of the best examples of that. Global warming brings you the disastrous gas which pollutes our air. This is a prime reason why people are gathering toxicity more than bringing peace to their lives. We as humans must know what is in there with our environment. As a result, we found a few data that is devastating for our nature. Several issues that can also be pointed out are given below —

- 1) *The sea levels are rising*
- 2) *Melting glaciers*
- 3) *Intense heat waves*
- 4) *Increasing the amount of greenhouse gases*
- 5) *Rivers & lakes are breaking up earlier*

Too much carbon dioxide is responsible for the greenhouse gas. Another is the fossil fuel which emits greenhouse gases when it is being used. The greenhouse gas that is called methane comes mostly from the fossil fuel which is even more dangerous & can be the biggest cause of the rise of global temperatures. This pollution can also cause health issues such as - Asthma, birth defects & cancer. Industries, domestic households, restaurants, and Institutions should know the basics of the environment & its harmful effects. To lead a healthy & wealthy life all individuals must pay attention to the measurement of the use of pollutants.

Effects of Natural Calamities

Day by day, the calamities of climate are moving fast. All those effects that we spew on the earth, come back to us at a large scale which can be described as a natural calamity. It is not so far from today that we are going to hear something evil coming to knock on our door. Natural disasters come with a certain rate of destruction that erodes our livelihood. Because of the civilization that we had, our land has closed its fertility more than necessary. Now, when a catastrophe happens due to an unknown eruption of earth, it hampers us mostly & carries out our life certainty.

Examples of natural disasters —

→ *Earthquakes*

→ *Cyclones*

→ *Floods*

Bangladesh is having a huge problem maintaining the balance sheets of these calamities. When a natural disaster arises it is of great possibility that the civilization will get damaged. Serious injuries can happen to some places & few people living there. The effects may bring trauma to such lives. People should know more about the environmental disasters & its effects. Although we should find out how we can prevent some damages easily in the future.

Recently we saw Cyclone Hamoon near Cox's Bazar & its devastating effects on our lands. For which the government has asked people in 10 vulnerable coastal areas to move to shelters by 8:00 pm.

The 10 vulnerable districts are Patuakhali, Barisal, Pirojpur, Jhalakati, Barguna, Chattogram, Feni, Noakhali, Laxmipur and Chandpur.

Significance of Environmental Communication

Environmental Communications teach us to get to know about the current nature of the world and how & where we are living. Is it sustainable enough to grow our cultures & habitats here? What does the environment look like? Why are humans connected to earthly nature for their civilization? We as individuals need to create awareness of the necessities of the environment. Important aspects like planting trees, and harvesting crops can help us in the future. Several steps should be taken for nature. To find a position where we can benefit through it. People nowadays are spending a lot of time on devices like - Mobile, Computers etc. Everything is now being digitised. Often people don't recognise having a world outside of it. In earlier times the world was run by persons with natural thoughts & with natural paths. Today's generation is struggling for the materialistic world. All is faded & lost in gambles now, money a simple piece of note that one is chasing off. People who have a connection with nature can fall but never fail because there is experience that is holding them. Some trees give you the shadows, the rivers show you the roads, and the air that passes through your veins. Life is harsh now for people living only for survival, not having a healthy life. Eventually not having a life of peaceful mind. Data shows humans are born from natural substances, and they are likely to be more of them. The body flows like water, almost 75% of our body is made of water. So, to be alive it is very significant for all of us to have water for our existence. The oxygen that comes from the trees is today getting cut by humans who have selfish reasons, & just to modernise the art of their houses, they wreck the environment. Deforestation must be stopped, as it is high time for our world to collapse. The sea level is now rising, floods are now happening everywhere, & mostly in the coastal areas. So, Bangladesh is in great danger because we're densely populated around surfaces like it.

Significantly we should ensure our safety, & necessary steps should be taken to stop the damages. Natural calamities cannot be stopped as they come with great forces, but we can minimise our losses if we make a great plan for our environment. People should know this information, so together we can help to make our environment better. Air pollution is one of the biggest reasons why we are having so many difficulties. First, when we use fossil fuels for our vehicles, industries run such big machines. Gradually they mix with the air, & the greenhouse gases evolve making the temperature higher or generating heat waves. Which costs us to lose our ice glaciers in Antarctica by 25%, & turning them into liquids. It is rising the sea level for which cyclones, floods, and tsunamis are taking place. Earthquakes are common natural disasters, floods make the plates of the earth softer than before. For this reason, when an earthquake takes place the assumption of land eruptions is devastatingly higher. Necessary steps should be taken as individuals & for the governments to secure themselves with the knowledge of taking control over the situations. If any critical issues arise we may not fall into a whole, rather we should try to minimise our damages.

Background of the study

“Green websites” is related to climate friendly policies and attempts to improve the Earth’s natural habitat. Renewable energy, the usage of black colour, and a focus on environmental news are just a few of the simplest & cheapest ways to help with climate change. - (John William from the Department of Mass Communication and Journalism, Lebanese University, Beirut, Lebanon in his journal in 2022 about Environmental Communication coined this topic). The research also shares that, “Climate communication, often known as climate change communication, is a branch of environmental and science communication concerned with the causes, nature, and consequences of human-caused climate change.”

“The costs of individual natural disasters frequently reach the tens of billions of dollars. Such costs may be associated with damage to crops, buildings, and infrastructure that occurs annually in areas prone to tropical cyclones' ' a study by (Michele Metych on Britannica publications elaborate this knowledge in his journal on Oct 11, 2023). It continues with a saying that, “The number of deaths from natural disasters also varies by location and the intensity of the event; however, the overall trend points to a decline from several hundreds of thousands of deaths annually during the first half of the 20th century to roughly 45,000 deaths globally each year.”

“I can say without any doubt that [groundwater pumping] is the main cause of land subsidence all over the world. For sure the most important one affecting cities,” says (Teatini in the journal of National Geographic).

(On June 15, 2023 the official site of National Geographic) shared that “New York City is, slowly but surely, sinking into the Atlantic Ocean. Researchers recently showed that the city creeps .04 to .08 inches toward sea level every year. Combined with rising sea levels and intensifying storms, this could raise the risk of devastating floods.” “Land subsidence happens when human activity or natural forces cause parts of the Earth’s surface to lower. It can potentially cause problems both inland and at the coasts. And while subsidence has many causes (including human activities like pumping groundwater and building cities over soft sediments), it isn’t usually a direct result of climate change.”

“Greenhouse gases trap heat from the Sun. Without greenhouse gases, that heat would escape Earth's atmosphere and go back into space. Human activities, such as burning fossil fuels and cutting down forests, are changing the balance between how much carbon is in the air and how much carbon is stored in plants and the ocean. These activities cause the amount of CO₂ in the air to rise. Big increases in CO₂ in our atmosphere can negatively affect Earth's climate.” a report by (Nasa Climate Kids). Also cited, “Throughout Earth's history, whenever the amount of CO₂ in the atmosphere has gone up, the temperature of Earth has also gone up.”

Another report by (Nasa on their Global Climate Change) page shares “It is undeniable that human activities have produced the atmospheric gases that have trapped more of the Sun’s energy in the Earth system. This extra energy has warmed the atmosphere, ocean, and land, and widespread and rapid changes in the atmosphere, ocean, cryosphere, and biosphere have occurred.”

(Apple shared on their official newsroom) that, “Ahead of Earth Day, Apple is announcing progress toward its ambitious goal to make every product carbon neutral by 2030.” “ Apple has decreased its comprehensive carbon footprint by over 45 percent since 2015” - including expanding renewable energy across its global supply chain, and building products with recycled and other low-carbon materials — avoiding more than 28 million metric tons of carbon. Which is a brilliant initiative for the environment.

“Most medicinal plants were used for the treatment of fever, skin diseases, cough problems, menstrual problems, body pain, indigestion, headaches, stomachaches, constipation, swelling problems, wounds and others. Among the plant parts, mostly leaves were used (43%), followed by roots (21%), whole plants (10%), stems (6%) along with fruit, rhizome, flower, bark, seed and latex for the treatment of diseases”, according to the study of (Asian Journal of Medical & Biological Research.)

“Bangladesh, a densely populated, riverine South Asian nation, has always survived its share of tropical storms, flooding, and other natural disasters. But today, climate change is accelerating old forces of destruction, creating new patterns of displacement, and fueling an explosion of rapid, chaotic urbanisation.”, article by (National Geographic on their Environmental News).

Methodology

This methodology provides a step-by-step for completing my internship in environmental communication at SigmaTechs Ltd. It is designed to help students learn about the different aspects of environmental communication work in an IT company, and to develop the skills and knowledge necessary to be successful in this field. Steps to follow :-

Research SigmaTechs Ltd.

After getting the forwarding letter from my University for the Internship placement, I contacted the Junior Project Manager of SigmaTech Ltd. Abdun Nur Ayon. He helped me to know about the official duties, & the project that we are paying attention to. The project of “Information of Environmental Communication” was the reason for me to join SigmaTechs Ltd. Operating with the CEO Mr. Mominul Islam for his vast goal on Environment.

Meet with internship supervisor

Then I met with my supervisor Ms. Farjana Yesmin, she conducted with me in a cordial manner. Throughout the internship she helped me to know more about Environment Communication & its research.

Completing internship assignments

The supervisor of the internship then assigned me a variety of tasks and projects to complete during the internship. I have to ensure to complete those assignments to the best of my ability. This helped me to learn and grow, and to demonstrate the skills of knowledge to my supervisor.

Network with other employees

I had taken the opportunity to network with other employees at SigmaTechs Ltd. This is a great way to learn more about the company and the work that it does. Throughout my internship process I found people that match my interest to work for the environment. We then collectively planted trees in our office areas. And had sessions that encourage communication for the natural data. It is also a great way to build relationships with people who can help me in my future career.

My Internship Experience at SigmaTechs Ltd.

I was thrilled to have the opportunity to intern at SigmaTechs Ltd., a leading engineering and manufacturing company with a strong commitment to environmental sustainability. As an intern in the company's Environmental Department, I was excited to gain hands-on experience in the field of environmental communication and to contribute to SigmaTechs Ltd.'s efforts to reduce its environmental impact.

Throughout my internship, I was involved in a variety of projects that focused on improving the company's environmental communication strategies. I worked on developing new content for the company's environmental website, creating social media posts to promote the company's environmental initiatives, and designing and distributing educational materials to employees. I also had the opportunity to participate in several environmental events, such as a tree planting day and an Earth Day celebration.

One of the most rewarding aspects of my internship was the opportunity to work with a team of passionate and dedicated environmental professionals. I learned a great deal from my colleagues about the importance of effective environmental communication and the challenges of implementing sustainability initiatives in a large corporation. I was also impressed by the company's commitment to employee engagement and its efforts to foster a culture of environmental stewardship.

Overall, my internship at SigmaTechs Ltd. was an invaluable experience that provided me with a strong foundation in the field of environmental communication. I am grateful for the opportunity to have worked with such a talented and dedicated team of professionals, and I am confident that the skills and knowledge I gained during my internship will be beneficial to me in my future career.

Here are some of the specific projects I worked on during my internship:

- ❖ Developed new content for the company's environmental website, including articles, infographics, and videos.
- ❖ Created social media posts to promote the company's environmental initiatives, such as recycling programs, energy conservation efforts, and waste reduction initiatives.

- ❖ Designed and distributed educational materials to employees, such as posters, flyers, and brochures.
- ❖ Participated in the development of the company's annual environmental report.
- ❖ Assisted with the planning and execution of environmental events, such as a tree planting day and an Earth Day celebration.

I am confident that the skills and knowledge I gained during my internship at SigmaTechs Ltd. will be beneficial to me in my future career. I am passionate about environmental communication and I am committed to using my skills to help organisations achieve their sustainability goals.

Observations & Findings

For the project of Information of Environmental Communication, a couple of our members from SigmaTechs Ltd. managed a trip to the high hilly mountains of Bandarban in Bangladesh.

Where we found —

- Plantation of Tree in Bandarban – We rely on our ecosystem. We breathe because trees give us oxygen. Trees help us in so many ways that we can't finish describing living in a world of cities. So, for this, we gathered a few people who wanted to share their knowledge of Tree plantation. We found people with trees in their localities that have ensured a safe life for the community. Full of natural wildlife, shades, shelters, woods & forests etc. Planting trees can never go to waste, as we are bound to live with them for our survival. People of Bandarban made it clear & easy to them, that to work for our survival, we work with nature, & for the benefit of our health.
- Tribes of Bandarban – People with different cultures live in our hilly areas, they are supportive, & natural at the same time. As a human being a person's needs are always less than their expectations, but the natives of Bandarban, Thanchi, and Ali Kodom are simple. They live for their survival & their communities. With a place full of trees, they utilise it for their ways of life. Lucid norms make their life a bit structural. For example - They leave a space for cultivating crops, jutes etc. They cut trees to make their components at home which they too build again by planting more trees for nature. We find people living in small houses, & thinking little for themselves. They work for the society they live in. We rely on our ecosystem. We breathe because trees give us oxygen.

Trees help us in so many ways that we can't finish describing living in a world of cities. So, for this, we gathered a few people who wanted to share their knowledge of Tree plantation. We found people with trees in their localities that have ensured a safe life for the community. Full of natural wildlife, shades, shelters, woods & forests etc. Planting trees can never go to waste, as we are bound to live with them for our survival. People of Bandarban made it clear & easy to them, that to work for our survival, we work with nature, & for the benefit of our health.

- Food & Health – One of the core factors of living with trees is that it saves the people of Bandarban with its food & variations. We found pomelo, bananas, & oranges etc. to eat there with some of our guides. It is highly nutritious what they eat to survive climbing up in the hills. There are long tracks which will make your chops dry, so at some point, one may feel to have some calcium, vitamins, minerals etc. They managed to harvest their vegetables like potatoes, papaya, green chilli etc. Different types of soups are there in the hills of Marayanthong Mountain, which are tasteful & useful for health.

- Effect of Air – Carbon emission is not a new thing in our world, it was there & will always be. It creates greenhouse gas effects in cities full of transportation, buses, human industries etc. As do we feel heat in our normal temperatures. On the other hand, in Bandarban, we find the air is peaceful, full of oxygen & other natural resources. Easy to breathe, easy to live, & easy to walk. Our paths were easier as we inhaled the best air I had seen in Bangladesh.

- Medicinal Usage – Women in some houses are the sole breadwinner. They work in the forest, collecting leaves, herbs for medicinal use like - Araceae (Arum), Lamiaceae (Mints), & Azadiracht indica (Neem Tree) etc. which they do by training themselves with pharmaceutical knowledge shared by different organisations.
- Safety & Security – Awareness to build a nation is necessary, & the billboards were hung in several places to ensure the safety of the tourists. Mentioning various signs of orders, for example - Don't spread the waste of food here and there, to not pollute the environment with plastics, to have a conscious mind climbing the tracks, to share the information of your identity etc. These rules are conducted safely by the Bangladesh Armed Forces. They too build trees at their checkpoints naming each individually.

To extend our knowledge we then visited the coastal area of Bangladesh which is Cox's Bazar as our next destination. Accordingly we find several pieces of information out there, which can be beneficial to this project.

- Coastal areas are in danger of glacier eruption – The cause of the eruption of glaciers is one of the biggest reasons according to the meteorological department of Bangladesh. The planet is shrinking day by day. Being a citizen of a coastal district in Bangladesh, I fear submerging myself in the ocean of the Bay of Bengal. The reason is unclear: why does water come to us as natural calamities?

It happens because of the carbon emissions of greenhouse gas, which is unbearable nowadays for Bangladesh. In a small area of the map, we are placing ourselves in the most densely populated ground in the world at this present. Bangladesh with a large number of populations has a lot of transportation that evolves at its pace. In general, we are creating more demerits for nature, & eventually which causes the climate crisis. The air consumes heat more than it can bear. Gradually, we find ourselves with heavy rainfall, continuous boundaries of barriers, floods etc.

➤ Cyclone Hamoon – At the time in our investigation of the environment, we found a natural disaster too close for us. Cyclone Hamoon eventually with its destruction was placed in Cox's Bazar. At that time, we saw building infrastructures were not built safely, and glass was broken due to heavy wind from the sea. The hotels & restaurants near the seashore were flown away because of a lack of precautions. People were running all over the place to find shelter on the roads. No special forces were on the safety nets. Gradually, we found ourselves with no signal to communicate with others because of the electrical eruption. Fewer shelters, fewer data, less infrastructures made me believe that there is no way we can save ourselves from these calamities.

➤ People with lack of Knowledge for the Environmental disaster – Cox's Bazar is a place of business in one word. I have travelled many times there but I see no changes in it, & its people. Running for their survival they walk onto the sea like they have no concern about it. They pollute it with their usage of waste, making the seashores dirty. On the whole, we can't share the huge number of people that visit every year in Cox's Bazar.

To our extension, we can say that the maximum number of people that travel to Cox's Bazar is with less desire for the benefits of societies & natures. With too much transportation, the effects of global warming are high out there. The key factor that we are presenting ourselves with highly efficient buildings & infrastructure are not the place to rely on. The deception of the businesses is at an immense level, the prices are high more than people can bear. Fishes that come from the ocean are expected to have less price, but there are no exceptions to that too, they come overpriced. Rather than having a beautiful nature, they do things which harm the environment. Despite making shelters for disastrous times, they create discrimination on the earth. They don't help the needy ones but focus only on the capitalist society.

Recommendations

SigmaTechs Ltd. can continue to improve its environmental communication by:

- ❖ Expanding its use of social media to communicate about its environmental initiatives.
- ❖ Creating more opportunities for employees to engage in environmental initiatives.
- ❖ Volunteering for environmental organisations or participating in environmental training.
- ❖ Developing partnerships with other organisations to promote environmental sustainability.
- ❖ Producing more content about its environment such as blog posts, articles, and videos.
- ❖ Sharing its environmental commitment on social media.
- ❖ Partnering with other organisations to promote environmental sustainability.

Conclusions

My internship at SigmaTechs Ltd. was a valuable learning experience. I gained valuable skills and knowledge in the areas of environment adaptability, SEO, and content writing. I also developed my research and analytical skills.

SigmaTechs Ltd. is an IT company that is committed to environmental sustainability. The company communicates its environmental commitment to its employees, customers, and the public through its website, internal communication channels, marketing materials, and customer service channels. SigmaTechs Ltd.'s communication of its environmental commitment is important because it helps to raise awareness of environmental issues, build the company's reputation as a sustainable company, and attract and retain employees who are committed to sustainability.

I am grateful for the opportunity to have interned at SigmaTechs Ltd.. I am confident that the skills and knowledge that I gained during my internship will be valuable to me in my future career.

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Appendix

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Turnitin Originality Report

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