

INTERNSHIP REPORT
on
The experience and learning at
Enrich Entertainment



Submitted to:

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Sobbasachi Das Ruddra

Submitted by:

ID: 193- 24 - 708

Department of Journalism and Mass Communication
Daffodil International University

Letter of Transmittal

31 December, 2023

Sakib Mohammad Shahadat Illius
Lecturer
Department of Journalism and Mass Communication
Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

I am delighted to submit the Internship Report as a part of my BSS (Hons.) in Journalism media and Communication on my time as an intern in the esteemed creative corporate ad firm, one of the first and finest mover in Advertisement industry, Enrich Entertainment.

It was an outstanding opportunity for me to acquire knowledge and experience from this telecommunication based AD agency. To my belief, the gathered knowledge during my internship period will help me in my professional life. I have given my best efforts to achieve the objectives of the practical orientations

Sincerely



.....

Sobbasachi Das Ruddra
Student ID: 193-24-708
Department of Journalism Media and
Communication
Faculty of Humanities and Social Science
Daffodil International University

Letter of Approval



TO WHOM IT MAY CONCERN

This is to certify that Sobbasachi Das Ruddra, Student ID No: 193-24-708, a BSS(Hons.) student from Department of Journalism, Media and Communication of Daffodil International University has meticulously completed his internship in Enrich Entertainment, working here from

13th August 2023 till now. In his time of internship, he has been appointed as an **Executive, Content Operations** in Enrich Entertainment and learned to find out the new business opportunities, stay update about local and international market. He is attentive to his works, eager to learn and his approach towards assigned works were praised in office environment.

I wish, he will have a good future.

A handwritten signature in black ink, appearing to read "Nawsaba", written over a horizontal line.

Nawsaba Nawrin

Manager, Operation

Contact: 01778-303999

ENRICH ENTERTAINMENT, Doreen, 9th Floor, House #8/A-10, +88 01636 007777
Road #13 (New), Dhanmondi, Dhaka-1207, Bangladesh. info@enrichbd.com

Certificate of Approval



I am pleased to certify that the Internship report on Enrich Entertainment prepared by Sobbasachi Das Ruddra bearing ID: 193-24-708 of the Department of Journalism, Media & Communication has been approved for presentation and defense. Under my supervision Sobbasachi Das Ruddra worked with Enrich Entertainment as an intern. He completed the internship from 13th of August, 2023 to 13th of November, 2023. I am pleased to clarify that the data, the findings presented in the report are the authentic work of Sobbasachi Das Ruddra as per my knowledge.

Sobbasachi Das Ruddra bears a good moral character and a very pleasing personality. It is indeed a great pleasure working with him and I wish him success in life.

A handwritten signature in black ink, appearing to read "Sakib Das", written in a cursive style.

.....
Academic supervisor

Sakib Mohammad Shahadat
Illius
Lecturer
Department of Journalism and Mass Communication Daffodil International University

Acknowledgement

Following the filing and presentation of my internship report, my time as a bachelor's student at Daffodil International University will come to a close. Years and years of education, adversity, and dedication are almost over. In addition to my teachers, I have learnt from the people I have met, the places I have been, and my own observations. An internship, whether it be at a newspaper, radio station, TV station, Ad Farm, bank, or even working on a project, is required to finish the degree. I had the good fortune to intern at Enrich Entertainment, one of Bangladesh's most prominent advertising agencies. For me, it was a really thrilling experience. Everyone at work treated me like family and gave me their all. When I asked for information, they were really kind and always assisted me when I ran into trouble. The Admin and Senior Content Operations lead had never felt bothered in any of my questions regarding anything and never measured my questions as less. They taught me the way or corporate copy writing, corporate etiquette, how to operate a marketing campaign and how to approach clients with interests. I even learned a thing or two about event management in these short period of time. I must thank some of the people Ms Nawsaba Nowrin the creative head and project lead of our company, Mr Atik Mahbub the Business Development lead and Ms Meem Maysha Manzur executive from the business development Department. Finally, but just as importantly, I would want to express my gratitude to Mr. Sakib Mohammad Shahadat Illius, a lecturer in the Department of Journalism Media and Communication and my academic supervisor. He was always there to assist me with any questions I had about the internship or anything else. During the time he was my teacher and during my internship, he managed my work and provided assistance. I'm humbled by what he's done for me. I express my gratitude to Daffodil International University and the Department of Journalism Media and Communication for granting me the chance to have a glimpse of the professional world through the internship programme. I would like to use this opportunity to express my gratitude to my parents for their financial and moral support; without them, I would not be where I am today. And to the almighty, my creator, who gave me the ability to think, see, and write with my hands and eyes. I am appreciative of my friends and instructors since they helped to shape who I am and the way I see the world.

Sobbasachi Das Ruddra

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Chapter One

Introduction

1.1 Background of the Organization

Enrich entertainment is a media production and distribution house in Bangladesh formed in 2012. The company produces music videos, content and distribution. We focus on making commercial, animation and other forms of videos for clients.

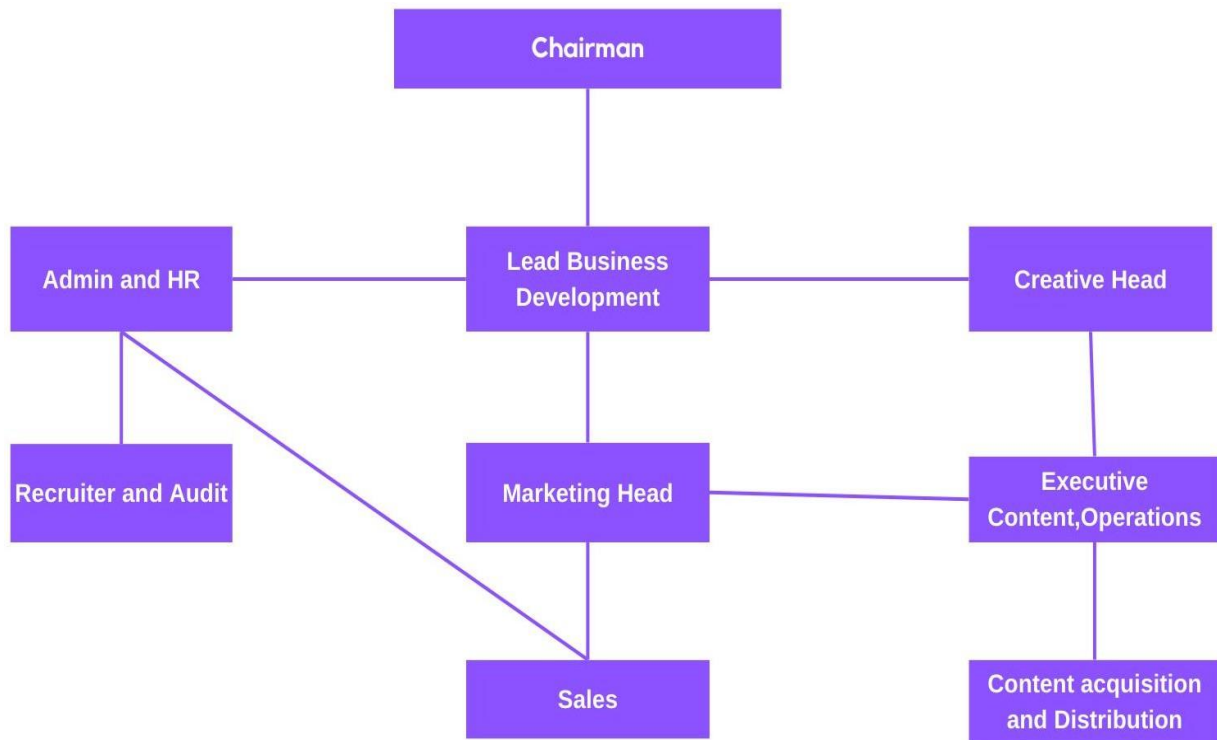
Our core philosophy revolves around the relentless pursuit of excellence, as we strive to create and curate content that resonates with our clients and the targeted viewers. With an unwavering focus on quality, innovation, and creativity, we aim to establish enduring relationships with our clients, built upon a foundation of trust and remarkable visual storytelling. It is a sister-concern of Adbox Bangladesh.

Adbox Bangladesh is the next generation business concern Mobile Value Added Service Provider Company, which started their journey from 2009. Adbox is always looking to generate something new, as a part of this activity we are working with Digital Product and management services with a focus on Digital Era. As the world is becoming more and more digitalized we as a company have evolved with the world.

Adbox provides latest services to their customers at the best performance through the company's relationship and access to International Aggregators and VAS companies.

1.1A Organogram

The hierarchy of Enrich Entertainment is given below.



1.	<p>On team of Enrich Entertainment, who offered us excellent production and post-production services."</p> <p>- Jarzid Alam Neon CEO, Bangkor Polymer Corporation</p>
2.	<p>"Enrich entertainment is a very effective and efficient digital content production company. I have trusted them for various services they offer and they have provided them with ease and efficiency."</p> <p>- Junaid Hasan CEO, Sara Garments & Accessories</p>
3.	<p>"Thanks to the Media Production team of Enrich Entertainment, who offered us excellent production and post-production services."</p> <p>- Jarzid Alam Neon CEO, Bangkor Polymer Corporation</p>
4.	<p>"Thanks to the Media Production team of Enrich Entertainment, who offered us excellent production and post-production services."</p> <p>- Jarzid Alam Neon CEO, Bangkor Polymer Corporation</p>
5.	2014: Pan-Bangladesh Flashmob organizers for Cricket World Cup 2014
6.	Multiple Ad Campaign for Robi, Banglalink, GP

1.2 What is internship?

An internship, to put it simply, is the time spent working in an office or organisation prior to graduating. During this time, one must observe the works being done, work, and after a set amount of time, produce a report on the work completed, which must be presented in a formal ceremony.

Since internships must be completed at pertinent study organisations, they serve as a bridge between an individual's educational background and potential career paths. As a result, a person gains firsthand experience managing a workspace and comprehends the real-world applications of their studies.

A Why internship is important

It is a fact that classrooms are for learning. However, certain things can only be learned by hands-on experience. Large quantities of theory are taught in formal classroom settings, but there is occasionally very little practical practice as well. Even though a student can learn a lot in the classroom, working in the field is an entirely other experience. The internship steps in to bridge the knowledge gap, give students practical experience, and get them ready for fieldwork skills that will pave the way for a successful career.

In the world of journalism media and communication, having field experience is just as important as academic performance or distinction. Students in this subject may study how to conduct interviews, acquire news, assemble information, write it in a formal, polished manner, etc., but these academic skills cannot be refined in the absence of practical experience. For this reason, an internship is crucial for journalism and mass communication students before they enter the workforce.

1.3 Background of my internship

With its roots in Bangladesh, Enrich Entertainment—which was originally a sibling company of Adbox BD—has become a prominent force in the cellular advertising market. With a focus on creating powerful campaigns, the business has quickly established itself as a major player in the market. Enrich Entertainment specialises on providing customised advertising solutions that effectively reach the intended demographic, with a particular emphasis on the telecom industry. The company's path is distinguished by its dedication to using cutting-edge tactics to improve brand communication. Enrich Entertainment has skillfully negotiated the complexities of the telecom advertising market by utilising its affiliation with Adbox BD. Their method is distinguished by the combination of strategic thinking and creativity, guaranteeing that every campaign is not only aesthetically pleasing but also in line with the particular requirements of the telecom sector. I had a prior experience working as quite in the similar sector in Easy Clothing Brand, which helped me a lot to get this Job/Intern. They gave me to solve a marketing puzzle in the Interview which they provided to their most of the other interviewees sat for my role. My solution pleased them it appears and also they asked a thing or two about my academic journey and learning in which I was apparent and told them the thing I learned.

The secret to Enrich Entertainment's success is its ability to keep ahead of the always changing advertising landscape. The company maintains its enormous impact by using state-of-the-art processes and remaining aware of industry developments. Because of this, Enrich Entertainment is a living example of the value of flexibility and creativity in Bangladesh's cutthroat telecom advertising market.

1.3 About my Supervisor



Born and raised in Dhaka Ms Meem Maysha Manzur knows, how to make a new-bee feel good and homely in the work place. She taught me most the corporate cultures and the correct way to behave with a concerned. She is an alumni from our University from Department of English, she had maintained a perfect work life since she graduated. She had previously worked at Grameenphone, Brac, Robi Axiata Limited and currently acting as a Creative head in Adbox BD.

1.4 Duration of the internship

My internship started in Mid August, 13th of August to be exact and currently after completing my time as intern I've joined them as an Executive, Content Operations. I've met the concerned clients and verbally presented our ideas in the meantime. And also I've managed their socials while I was at it.



Picture: ID card issued in my name

Chapter Two

Activities during internship

2.1 Weekly Diary

Week 1: 13 August, 2023-19 August, 2023

- Onboarding and Orientation
- I met the staff, became familiar with the company's policies.
- Got a rundown of the projects that were still in progress.

Week 2: 20 August, 2023 – 26 August, 2023

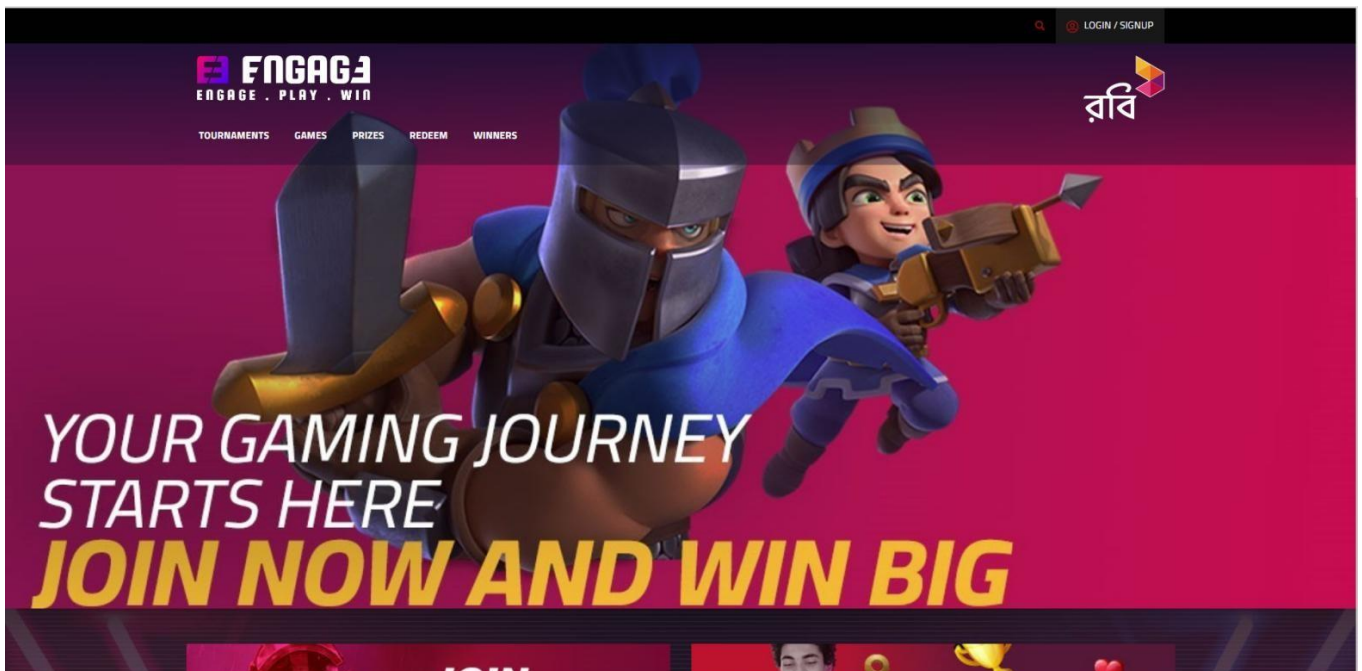
- Participated in department
- Specific training classes to gain knowledge of corporate policies, procedures, and tools.
- Provided my asking regarding any hardware.
- Understood the design and pattern that the company rely on to provide their clients, content.
- Had a brief meeting with the ‘Creative team’ about a new product that we were about to launch.

Week 3: 27 August, 2023 – 2 September,2023

- First Assignments: I worked with team members to complete introductory tasks and developed a better knowledge of the project's goals.
- Went to BTRC headquarter for presenting a new gaming platform collaborating with Robi Axiata LTD
- Planned the post-approval work
- Went to visit the concerned BTRC personnel to a one-one dinner.

Week 4: 3 September, 2023 - 9 September, 2023

- Mostly designed how should the website look like along with our web-designer
- Presented the design to Executives of Robi Axiata LTD
- Discussed the colour pallete of the web design and whether should the design be a try and error or not.



Current Design of the Platform

Week 5: 10 September, 2023 - 16 September, 2023

- Project Immersion: Participated in team meetings, dove into active projects, and started lending a hand in cooperative endeavours.
- Enhancement of Skills: Determined areas in which skills needed to be developed, went to pertinent workshops, and asked colleagues for mentorship.
- Asked permission to run a social campaign regarding the Gaming Platform.
- Presented the way this campaign can help out the Platform.

Week 6: 17 September, 2023 - 23 September, 2023

- Collected data on similar platform's strategies from different organizations.
- Planned the campaign with the creative team
- Wrote scripts for social media campaign.
- Wrote scripts for bulk sms and IVR (In Voice Response) to the Consumers and Robi Users.

Week 7: 24 September, 2023 - 30 September,2023

- Met with renowned gamers of Bangladesh asking for collaboration
- Organized the PR that should be sent to the gamers
- Sent them the PR and came into an agreement for Engage Gaming

Week 8: 1 October,2023 - 7 October,2023

- Got introduced to a new product/Platform by the business development team which is a D-RBT (Digital ring back tune) platform
- Studied and did a market research on the product
- Made a data set on the availability of the product in this continent
- Made a PPT on how this product can be a break-through to the community

Week 9: 8 October, 2023 - 14 October, 2023

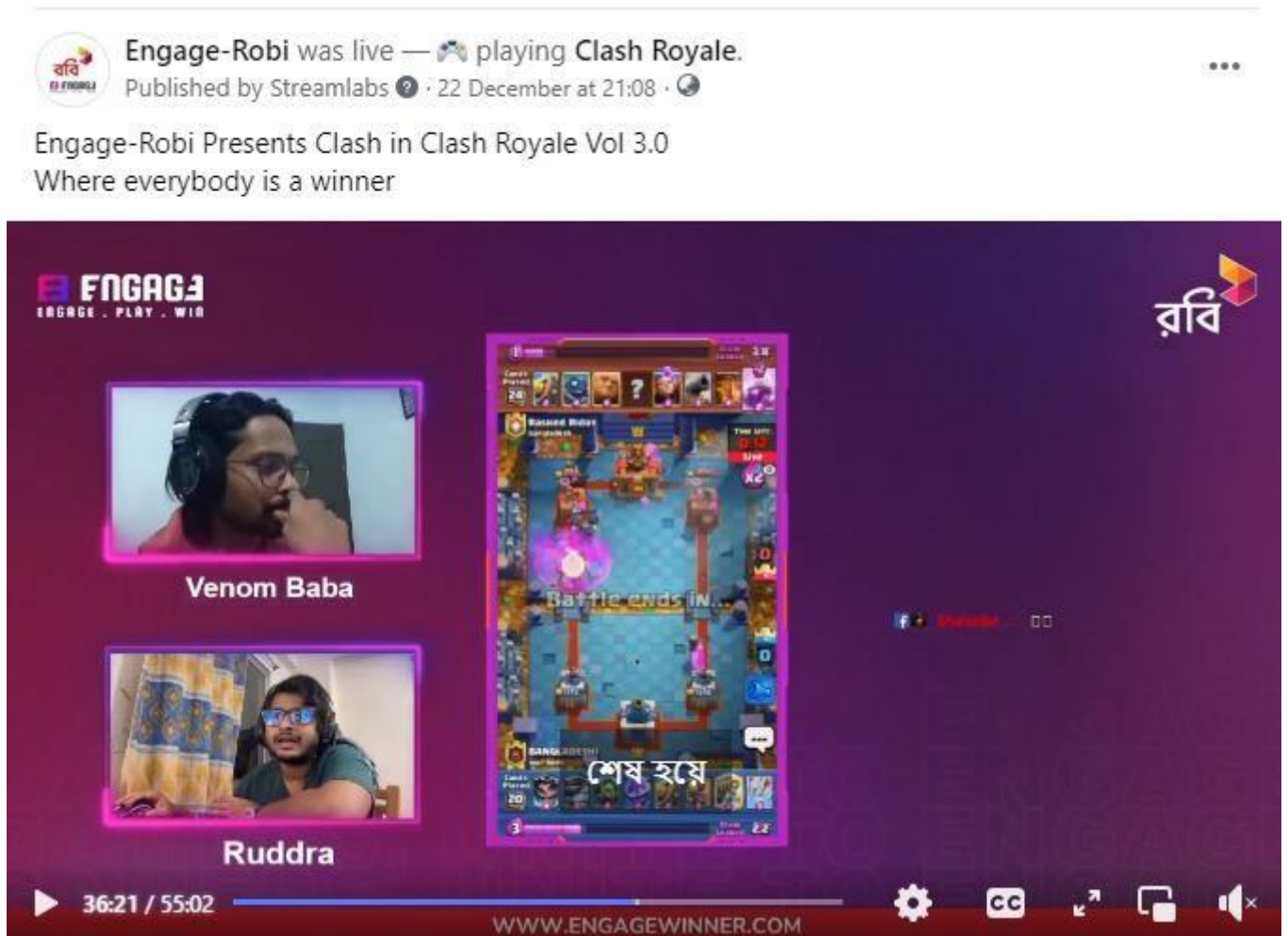
- Had a meeting with the business development team and creative team.
- Made a PPT for Engage to introduce new game which is CODm (Call of Duty mobile)
- Went to BTRC for the approval of the game for the platform
- Created social media accounts for more engagement (FB,Discord,Insta)

The image shows two screenshots. The top screenshot is a PowerPoint presentation slide with a red background. On the left, the Bengali word 'রবি' (Rabi) is written in white, accompanied by a colorful geometric logo. On the right, the text reads 'CALL OF DUTY (COD) SPECIFICATION PRESENTATION' above a black box containing the 'CALL OF DUTY MOBILE' logo. At the bottom, it says 'an axiata company' and 'COMPANY CONFIDENTIAL'. Below the slide is a white section titled 'About "ENGAGE"' with the 'রবি' logo on the right.

The bottom screenshot is a Discord server interface for 'Engage-Robi'. The server name is 'Engage-Robi' and the channel is '# welcome-to-engage'. The welcome message reads: 'Welcome to Engage-Robi. This is the beginning of this server. November 12, 2023'. There are two messages from 'atik is here': one saying 'Wave to say hi!' and another saying 'Engage-Robi'. The server description states: 'Engage is a first-of-its-kind innovative, fun, and trendy eSports and leisure games platform in Bangladesh. It offers sports players the chance to compete and win valuable prizes in tournaments based on skill. Available on a paid or free subscription, users can select any package to opt-in and can upgrade anytime to unlock the many premium features available to them by ROBI AXIATA LTD. !!Hurry up!! Join our pages...'. Links are provided for the website, Facebook page, Instagram, Youtube, Twitter, and Whatsapp Group.

Week 10: 15 October, 2023 - 21 October, 2023

- Posted ad campaigns for our First ever Clash Royale Tournament
- Went through the registration process of the subscribers
- Sent them reminders to join at time
- Went to Daraz HQ for the Voucher negotiation as we can't provide cash prizes according to BTRC law
- Asked Daraz to sponsor and presented why it needs to be done



The screenshot shows a Facebook live stream interface. At the top, it says 'Engage-Robi was live — playing Clash Royale.' published by Streamlabs on December 22 at 21:08. The stream title is 'Engage-Robi Presents Clash in Clash Royale Vol 3.0' with the subtitle 'Where everybody is a winner'. The main content area features a purple-themed overlay with two video windows on the left: 'Venom Baba' and 'Ruddra'. In the center is a Clash Royale game screen showing a battle in progress with the text 'Battle ends in...' and 'শেষ হয়ে' (Shesh Hoye) at the bottom. The 'ENGAGE' logo is in the top left, and the 'Robi' logo is in the top right. A progress bar at the bottom indicates 36:21 / 55:02, and the website 'WWW.ENGAGEWINNER.COM' is displayed.

Facebook live on first tournament stream of Clash Royale in Engage

Week 11: 22 October, 2023 – 28 October, 2023

- Distributed the prize ceremony to the winners of the tournament and posted online
- Asked them to visit our office so that we can thank them in person and so that they can post their winning moments online.
- Made a module on CODm and introduced BTRC to the non-violent modes of the game as violent games are prohibited in our country



Winner list of the tournament

Week 12: 29 October, 2023- 4 November, 2023

- Wrote copies and contacted Content creators for D-RBT platform
- Sent them mail with brief and attachments
- Contacted the winners of our previous tournament of Engage to remind them that another tournament is coming
- Went to BTRC and Robi office for D-RBT purpose
- Made a deal with Robi that this D-RBT platform will be their exclusive product but then after we can launch the product with other telecom companies.

CHAPTER THREE
LEARNING AND EXPERIENCE

3.1. Knowledge gathering/ learning

An organisation like Enrich Entertainment provides a wide array of learning opportunities for individuals seeking to advance their careers and personal and professional growth. The following are important areas where one can learn important things:

1. **Telecom Advertising Dynamics:** Recognise market trends, obstacles, and possibilities, as well as the nuances of the telecom advertising sector. Learn about the distinctive tactics used in this fast-paced industry to communicate effectively.
2. **Project Management:** Engage in ongoing initiatives to hone your project management abilities. Develop your goal-setting, resource-allocation, and team-coordination skills to guarantee the timely and effective completion of projects.
3. **Teamwork and Collaboration:** Gain insight into the dynamics of cooperative work settings. Recognise the value of shared objectives, efficient communication, and teamwork in a collaborative environment.
4. **Client Interaction:** Attend client meetings to understand the needs, expectations, and point of view of the client. Discover how to handle complaints, maintain relationships with clients, and match deliverables to client goals.
5. **Creative Content Development:** Learn about the thought process that goes into creating content for marketing initiatives. Recognise how to produce material that complements the brand's messaging and identity while simultaneously grabbing readers' attention.
6. **Professional Networking:** Establish a network of contacts in the telecom and advertising sectors. Participate in industry events, network with professionals, and make contacts that may be advantageous for next job openings.
7. **Innovation and Adaptability:** Gain the capacity to adjust to modifications in the advertising environment. Discover how to maintain your creative edge and keep ahead of market changes so that your tactics are always applicable and successful.
8. **Training and Development:** Take advantage of the company's training initiatives to improve your abilities. Technical instruction, the development of soft skills, and workshops to stay current with industry best practices are some examples of this.
9. **Leadership Experience:** As you advance, assume charge of smaller initiatives. This offers a chance to hone decision-making abilities, direct team members towards common goals, and exercise leadership.
10. **Input and Ongoing Enhancement:**
Accept criticism as a tool for development. Seek out helpful criticism from superiors and coworkers to promote an attitude of ongoing learning.

3.2 Special experience

One of my most memorable moments at Enrich Entertainment was leading a client pitch for a major telecom company. I oversaw the creation of an innovative concept that skillfully combined innovation with the client's brand essence while working closely with cross-functional teams. The energy level during the pitch was high, and our presentation not only struck a chord with the client but also won our team acclaim for its innovative thinking and spirit of cooperation.

The pitch was a success since it demonstrated not only my leadership qualities but also the company's dedication to creating ads that are captivating. This instance came to represent the vibrant synergy that exists at Enrich Entertainment, where inventive ideas are not only conceived but also brought to life by strong collaboration and a commitment to pushing boundaries.

CHAPTER FOUR
EVALUATION OF LEARNING

4.1. Academic learning and practical work

Daffodil International University's Bachelor of Journalism and Mass Communication programme includes numerous courses on report writing, editing, copywriting, and advanced courses in these areas. Additionally, there are mass communication classes that teach us about communication styles, communication in various contexts, and communication with various kinds of groups (focus groups). And because they have experience working on a variety of platforms, our teachers have all taught us from their own unique viewpoints. Therefore, ordinary pupils would struggle to understand it all if the knowledge wasn't compiled.

The main goal of an internship is to apply theoretical knowledge to the real world. Whether it's time management or corporate communication, I think Enrich Entertainment is the ideal industry to do this in. The knowledge I have gained from the Department of Journalism, Media, and Communications has guided me on my business journey thus far, and I anticipate that it will continue to do so in the future.

While most of what I learned in the course was similar to what I learned in university, there were moments when the delivery differed because different students were not taught by the same teachers or were not required to complete the exercises in the same way.

My learning has been greatly impacted by working with them.

4.2. Expectation and outcome

The initial goals of the internship at Enrich Entertainment were to gain a thorough understanding of the telecom advertising sector, hone skills in project management, communication with clients, and developing creative content, and actively participate in ongoing projects. The result was a smooth transition into the company's workflow and culture, successes across a range of projects, encouraging comments during mid- and final-term assessments, and the development of a larger professional network in the telecom and advertising industries. The experience promoted flexible and creative thinking, offered chances for leadership, and helped boost confidence when it came to interacting with clients and pitching original ideas. All things considered, the internship at Enrich Entertainment was a rewarding experience that beyond first hopes, providing invaluable knowledge and understanding for upcoming career aspirations in the dynamic

4.3. Skills developed during my internship

I have learned a great deal about writing and editing news stories, as well as a great deal about mass communication, during my 11 (eleven) semesters at Daffodil International University studying journalism and mass communication. However, as I've already indicated, learning is incomplete without using theoretical knowledge and abilities. This is precisely the reason internships are crucial. Through an internship, we can learn what it's like to work in a field, newspaper, human resources, or communication departments.

Each of these studies results in employment or business ventures. But in order to do that, we must comprehend how the organisation functions. Additionally, internships assist us in bridging the knowledge gap between classroom and real-world applications. And my internship was exactly the same as that.

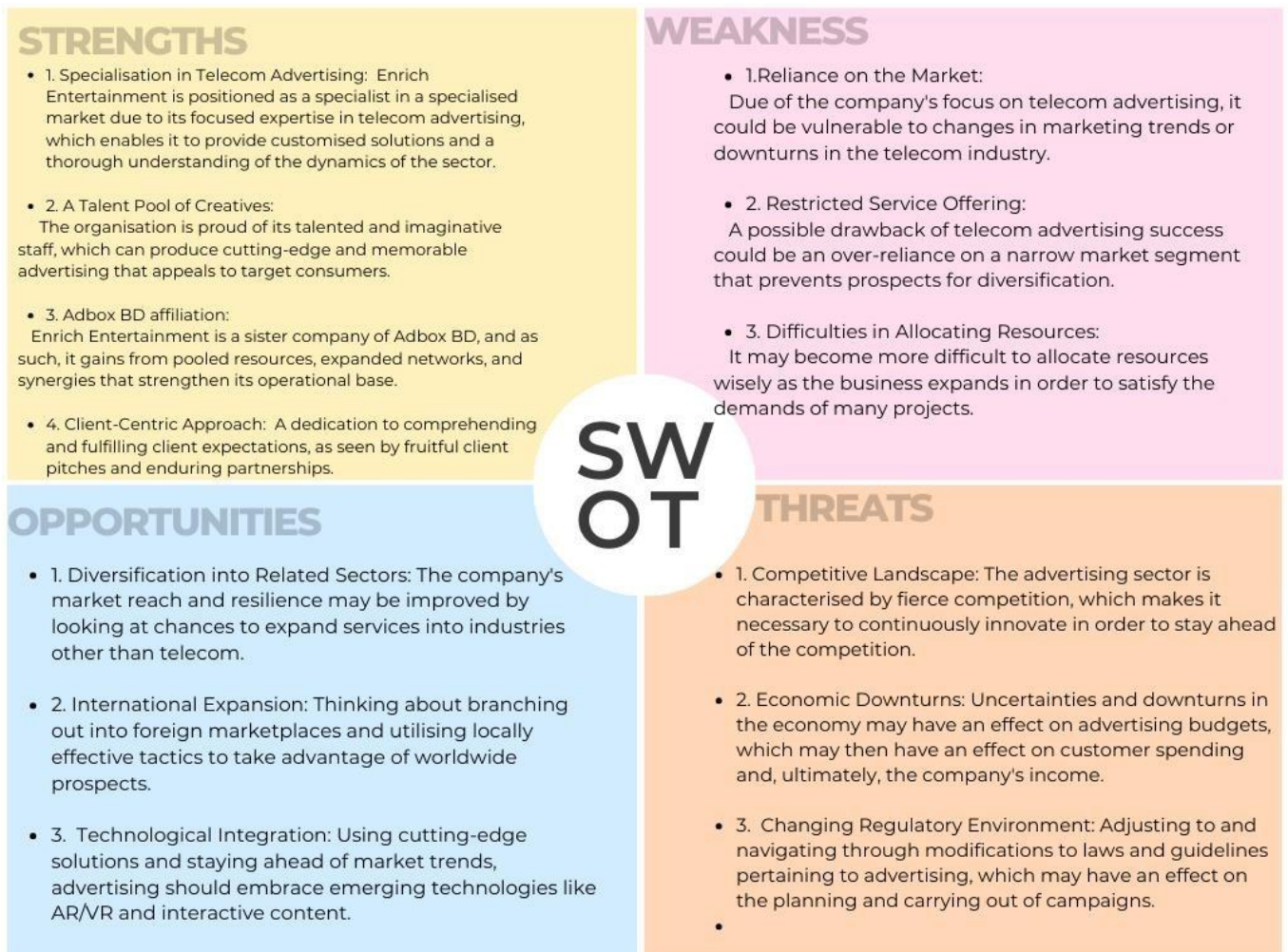
4.4. How this experience will help me in my future career

Internship is basically about implying theoretical knowledge to the actual field, I find Enrich Entertainment as a perfect field to do so whether it be corporate-communication or time management. Learnings I got from Department of Journalis, Media and Communications always showed me a path in my corporate journey so far and I believe it will keep on doing so in my further journey.

CHAPTER FIVE
CONCLUSION

5.1 SWOT analysis

Strengths, Weaknesses, Opportunities, and Threats is shortened to SWOT. The process of condensing these characteristics of an individual or an organisation into a few key points rather than a lengthy essay is called a SWOT analysis. Enrich Entertainment's advantages, disadvantages, possibilities, and risks are outlined here.



5.2 Recommendation

I would advise anyone thinking about going into telecom advertising to start by familiarising themselves with the workings of the business. Learn in-depth information about the major players, market trends, and cutting-edge technology that are influencing the advertising industry. Build a flexible skill set that encompasses client engagement, creative content creation, and project management.

In this field of work, networking is essential. Participate in events, network with industry experts, and look for mentorship to create relationships that may lead to possibilities. Remain imaginative and inventive; these are the cornerstones of effective advertising. Since the market is changing quickly, it is imperative that you make a commitment to lifelong learning and stay current on best practices.

An internship is essentially the first step towards a career. One learns about the possibilities and applications of their current theoretical work. An internship offers the chance to delve into a topic of interest without having to worry about making mistakes because it's a learning process and there are support systems in place. During this time, one is free to ask a lot of questions about anything and everything and make as many blunders as they like (though this is not recommended at all). People are typically eager to answer all of the questions.

An internship is more like the stage when a toddler is just starting to talk and is full of questions. They ask questions until they get the answers they want. In my opinion, an intern ought to be inquisitive, courteous, and persistent in posing pertinent queries.

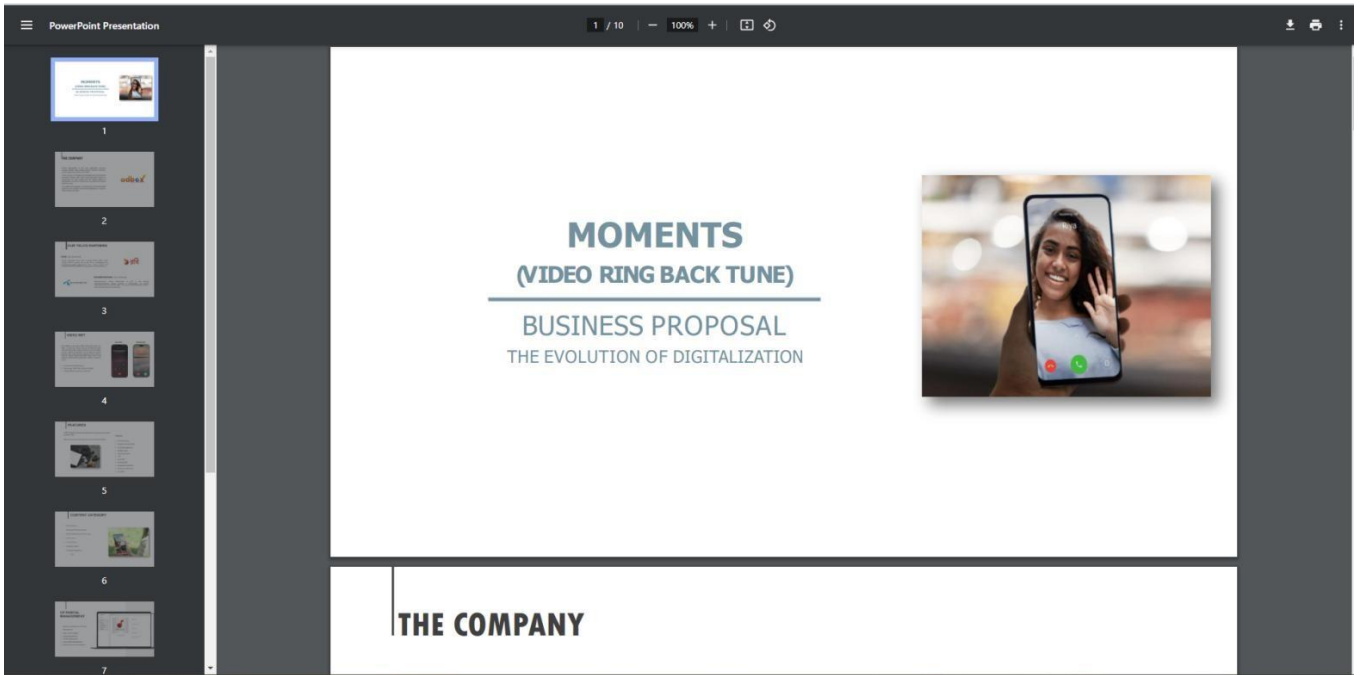
Finally, but just as importantly, I am really proud that I am completing my bachelor's degree from Daffodil International University, a prestigious university, with this excellent internship report. Without the professors, the structure, and the atmosphere this university provided, I could not have progressed as far as I have. It goes without saying that the Department of Journalism and Mass Communication is responsible for helping me become the person I am today, and for that I am proud.

References

<https://enrichbd.com/>

www.adboxbd.com

Annex

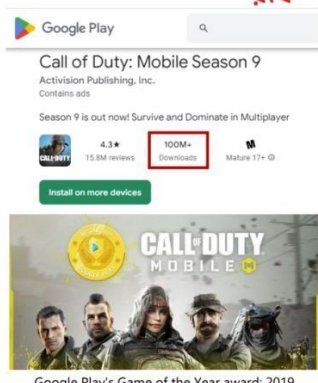


Business proposal for the clients

PowerPoint Presentation 3 / 17 | 100% +

Call of Duty Mobile's Popularity

- Highly popular, non-violent mobile game
- **50+ Crore** global downloads
- Fosters teamwork, strategy, and economic potential in Bangladesh
- Emphasizes cultural sensitivity and responsible gaming
- It has **10+ Crore** active players worldwide.
- Call of Duty Mobile was the top-grossing mobile game in Bangladesh in 2022.
- It was Released in 2019, Generated **BDT 12,000+ Crore** in revenue worldwide in its first year.



an **axiata** company COMPANY CONFIDENTIAL

পারবে ভুমিও!

Comparison Between Call of Duty Mobile And PUBG

Sl#	Aspect	Call of Duty Mobile	PUBG
-----	--------	---------------------	------

Showing BTRC how Call of Duty mobile can be a non violent game

PowerPoint Presentation 15 / 17 100%

Complete User Journey of The Engage Portal

9. Now click on left 3 line for findings Tournament

10. Click on the Tournament portion

11. Now click on the Register button for your private ID and passcode

12. After receiving your ID & Password then click on JOIN NOW for joining Tournament

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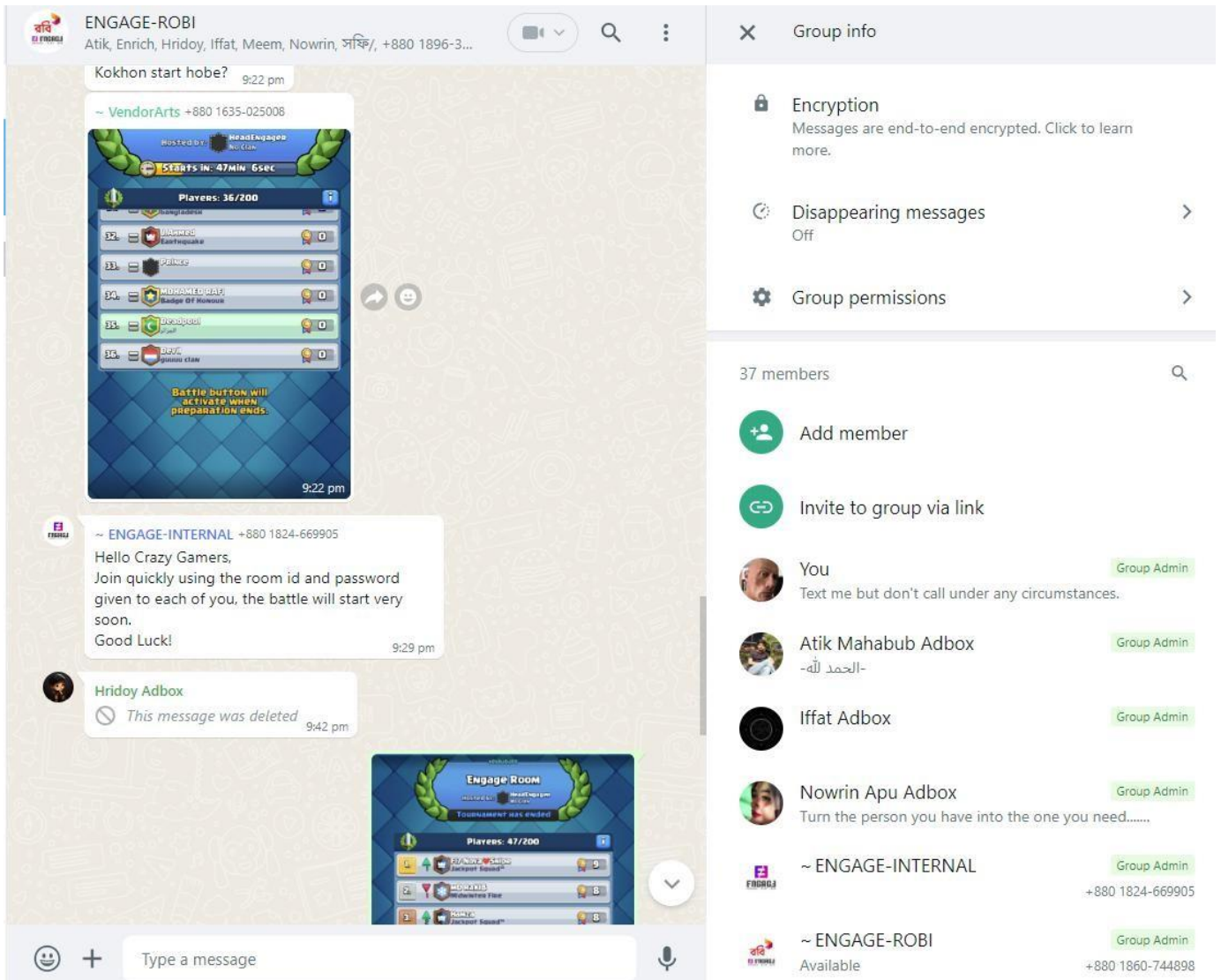
পারবে তুমিও!

Complete User Journey of The Engage Portal

13. Your personal ID and password sent from ENGAGE GAME, 30 minutes before the

রবি

User Journey of The Engage Portal



What's App Group that are managed by Us



enrichentertainment

Following

Message



11 posts

20 followers

45 following

Enrich Entertainment

Entertainment website
The Pulse of Entertainment

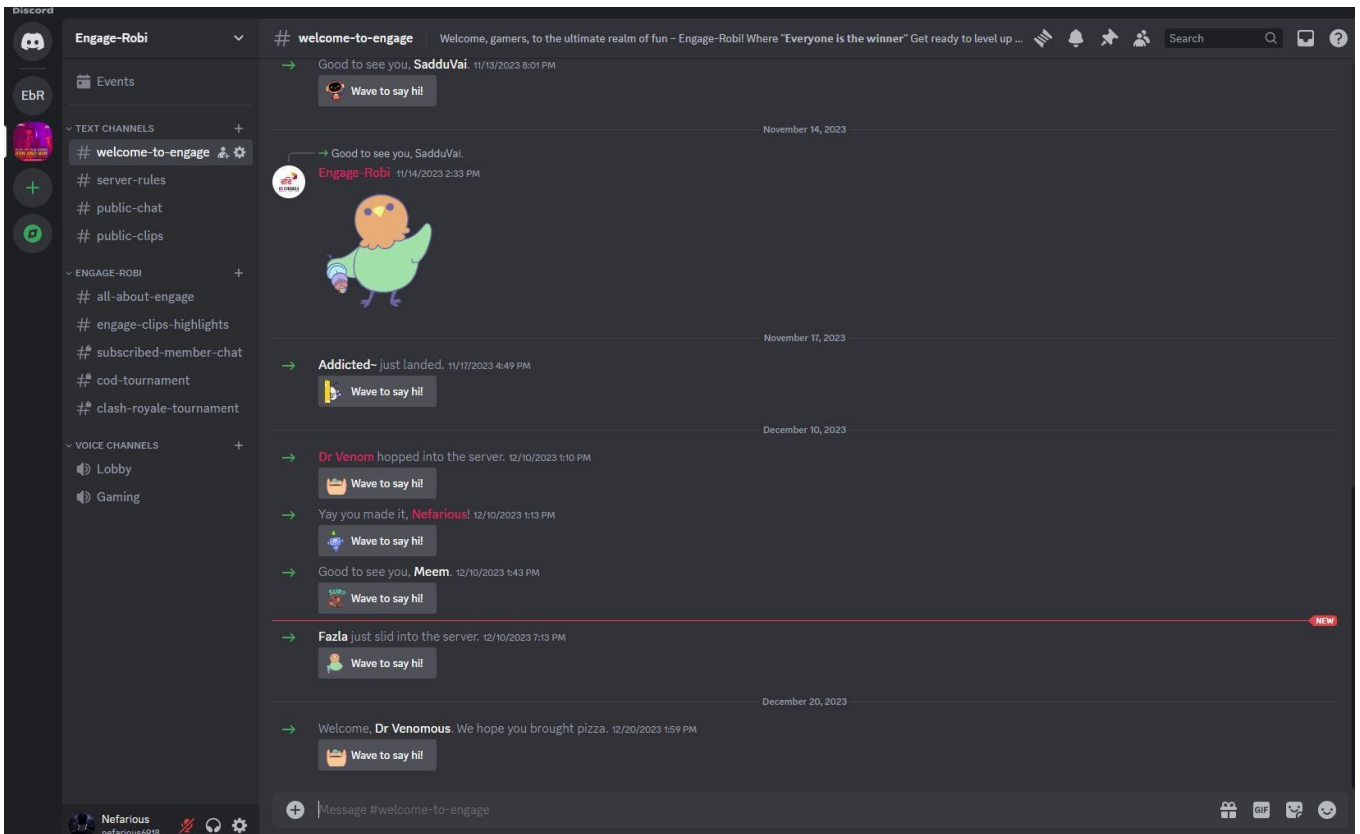
Followed by meemmaysha, shahadat_hossain_hridoy_5, a_head_rahman + 1 more

POSTS

TAGGED



Instagram account of the company's Instagram account managed by me



Discord account managed by Me



Engage-Robi was live — 🎮 playing Clash Royale.

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Engage-Robi Presents Clash in Clash Royale Vol 3.0
Where everybody is a winner



Social media live by Me and my esteemed
colleague