



Daffodil
International
University

**Internship Report on
Working Experience at Population Services and Training Centre as
Corporate Program Management Unit Member**



Supervised By

Dr. Sheikh Mohammad Shafiul Islam
Associate Professor and Head
Department of Journalism and Mass Communication
Faculty of Humanities and Social Science
Daffodil International University

Submitted By

Md. Firoz Mahmud
Student ID: 172-24-629
Batch: 31st
Department of Journalism and Mass Communication
Faculty of Humanities and Social Science
Daffodil International University

Date of Submission: April 18, 2021

Letter of Transmittal

April 18, 2021

Dr. Sheikh Mohammad Shafiul Islam
Associate Professor and Head
Department of Journalism and Mass Communication
Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

I am delighted to submit my internship report as a partial fulfilment of BSS in Journalism and Mass Communication. I have worked during my internship period at Population Services and Training Center as corporate program management unit member. This internship report covers my organizational background, activities during my internship and learning outcomes during my internship period. It is a matter of great pleasure to me that my academic supervisor, industrial supervisor, faculty member of the department, coordination officer and the officials at PSTC cooperated me to finish my internship smoothly. This internship will be very supportive for my career prospects. I trust this report can serve the purpose of my internship program.

I would like to give you my heartiest thanks for your effective advice, proper guideline and all kind of suggestions to prepare this report in proper way.

Best Regards,



.....
Md. Firoz Mahmud

Student ID: 172-24-629

Department of Journalism and Mass Communication
Faculty of Humanities and Social Science
Daffodil International University

Certificate of Approval



I am gratified to certify that the report of internship which is prepared by Md. Firoz Mahmud, holding student ID No: 172-24-629 of the Department of Journalism and Mass Communication on his internship. Experiences under the corporate program management unit at the Population Services and Training Center has been approved for presentation and Defence. Under my supervision Md. Firoz Mahmud completed his work during the semester spring-2021

I am glad to certify that the data which is in the report, are the genuine work by Md. Firoz Mahmud. As a student, he has a great personality. I wish good luck for his future.

A handwritten signature in black ink, appearing to be "Shafiqul Islam", written in a cursive style.

.....
Academic Supervisor

Dr. Sheikh Mohammad Shafiul Islam
Associate Professor and Head
Department of Journalism and Mass Communication
Faculty of Humanities and Social Science
Daffodil International University.

Acceptance of Internship Placement



পপুলেশন সার্ভিসেস এন্ড ট্রেনিং সেন্টার
Population Services and Training Center

Social Welfare
Regn. # Dha - 03276
NGO Affairs Bureau
Regn. # 1102

No : PSTC/CORP. - 118/2021/ ৩৪ 23 February 2020

To : Mr. Md. Firoz Mahmud
58/JHA, West Raja Bazar, Sher-E-Bangla Nagar
Dhaka-1215

Subject : Internship

Dear Mr. Md. Firoz Mahmud,

It is our pleasure to inform you that you are assigned as an Intern with PSTC upon the request received from you. Your internship will be for the period from 01 March 2021 to 30 April 2021. You will be under direct guidance and supervision of Head of Programs of PSTC Corporate Management Unit.

You are requested to report PSTC and commence your internship no later than 01 March 2021.

General Terms and Conditions:

1. Your internship will be as per the PSTC's HRM policy, like a full-time staff member.
2. You will make your own arrangements concerning all expenses associated with the internship.
3. You are expected to comply with the rules, regulations, instructions and procedures of the organization.
4. You will not get any emolument during the internship period.
5. This assignment does not carry any assurance for any type of recruitment in future.
6. However, you might be entitled to get field trip cost from the project/organization, if budget is available.
7. You need to submit an internship report at the end to PSTC.

Thank you.

Yours sincerely

Mohammad Azad
Component Manager (HRA)

CC to:

1. Head of Programs
2. Component Manager (F & A)
3. Office copy

Acknowledgment

First of all, I am grateful to the almighty, my creator for giving me endurance, good health and knowledge to complete my internship program and prepare this report. This internship was a great experience for me and it gives me a chance to understand the industrial environment outside the classroom which will benefited my career prospects.

I am thankful to my beloved parents who trust me, believe in me for last four years. Without their physical and mental support it is almost impossible to carry on my academic career. My father has always encouraged me in any positive activities during my academic career and was beside with me in any types of difficulties.

I am thankful to Professor Dr. Golam Rahman who is the Adviser of the Department of Journalism and Mass Communication at Daffodil International University for his heart whelming support during the internship period.

I am thankful to my academic supervisor Dr. Sheikh Mohammad Shafiul Islam who is the Associate Professor and Head at the Department of Journalism and Mass Communication at Daffodil International University. His effective advice, proper guideline and all kind of suggestions make this report a reality. My deep sense of gratitude to all the faculty members of the JMC department, coordination officer and my classmates who were very cooperative during my internship period.

I would like to thank PSTC for providing me an opportunity to join at the organization intern position. I would also like to acknowledge my industrial supervisor Dr. Md. Mahbubul Alam who is the Head of Program at PSTC for guiding me throughout this internship program. Moreover, I am gratified to all the staffs and officials at PSTC who shared their working experience with me. Skills that I have learned, experience that I have gathered during this internship program will be very much helpful for my career prospects.



.....
Md. Firoz Mahmud

Student ID: 172-24-629

Department of Journalism and Mass Communication
Faculty of Humanities and Social Science
Daffodil International University

Dedication

To My Beloved Father and Mother



.....

Md. Firoz Mahmud

Student ID: 172-24-629



.....

Academic Supervisor

Dr. Sheikh Mohammad Shafiul Islam

Executive Summary

As a student of the Department of Journalism and Mass Communication at Daffodil International University I am supposed to work in an organization for two to three month at intern position relevant to my academics. Objective of this internship was to bridge between academic knowledge with industrial practice. After a while I got an opportunity to work with a renowned development organization named *Population Services and Training Center*.

Internship Report on “*Working Experience at Population Services and Training Centre as Corporate Program Management Unit Member*” required by my academic supervisor **Dr. Sheikh Mohammad Shafiul Islam**, Associate Professor and Head, Department of Journalism and Mass Communication. The purpose of this report is to describe my learnings and experiences during my internship period at PSTC.

Internship means a period of time during which a student or new graduates gets practical experience. I got an opportunity to work with PSTC, a leading development organization working for 42 years in Bangladesh. I have worked there as corporate program management unit member under the supervision of the Head of Program **Dr. Md. Mahbubul Alam**.

I have involved with the program development team and collaborated with all kind of activities at PSTC. I have learned the functions of a development organization. I have involved in program presentation organized by PSTC, prepared numbers of document, through monitoring visit at field project, reviewed documents and projects reports, collaborated with technical proposal writing team, prepared power point presentations and participated in board meetings. I have learned organizational behavior from my co-workers.

I have experienced so many things during the internship period. Working with PSTC program unit enriched my technical knowledge on research methodology, development approaches, communication interventions and communication tools and techniques. Working in a team which is diversified in nature, time management, taking responsibility about my actions and decisions skills has been improved during this internship period. I have work with various ICT tools and techniques like, Microsoft office, photo and video editing software and many more.

Academic learnings are relevant with industrial work but there are huge difference while I am tried to do any activities. I tried to learn the framework of a development organization. During this time I have updated some of my skills like decision making, presentation skills, team work and collaboration, technical proposal writing and many more. I think this internship experience will add values to my curriculum vitea and my career prospects.

I have finished this report by SWOT analysis of PSTC where I figured out the strength, weakness, opportunity and threats of the organization. I also recommend that industry should be more careful and be serious about interns.

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Abbreviations

PSTC	Population Services and Training Center
NGO	Non-government Organization
FPSTC	Family Planning Services and Training Center
DSS	Department of Social Service
DGFP	Directorate of Family Planning
MOHFW	Ministry of Health and Family Welfare
TOR	Terms of References
CLTS	Community Led Total Sanitation
CSE	Comprehensive Sexuality Education
ED	Executive Director
ICT	Information and Communication Technology
JMC	Journalism and Mass Communication
DIU	Daffodil International University
CV	Curriculum Vitea
GB	Government Body
GoB	Government of Bangladesh
SDG	Sustainable Development Goal
LDC	Least Development Countries
DC	Development Countries
FHSS	Faculty of Humanities and Social Science

Chapter One

Introduction

Chapter One

Introduction

1.1 What is an Internship?

According to the Oxford Learner's Dictionaries the word 'Internship' is a noun word which means "A period of time during which a student or new graduates gets practical experience in a job".

An Internship position of a student works in an organization based on his/her relevant academic background in order to acquire practical work experiences, learn new skills, upgrade or nourish those skills someone learn during academic period.

Basically when a student completes graduation or about to complete his/her graduation, s/he works for an organization where s/he could practice his/her academic learning, improve many skills according to the job market, learn about various organizational rules, regulations and policies.

An internship position is like full-time working employee experience for that organization. Though s/he is a full time working employee it could be paid or unpaid. Usually Internship period is about two to four months long.

As a fulfilment of the BSS program, after completion of all the theoretical courses of study students must have to involve with an organization to become familiar with the practical situation and gather some practical experiences.

An internship is like bridging academia with practice. During academic timeframe, all learnings through different courses practiced in an organization practically, hand-to-hand and under an expert supervisor.

In the job market companies or organization always looking for skilled human resources and have practical experience in that particular area. Internship is one of the finest methods for students, fresh graduates to acquire job market based skills, trainings and manners.

1.2 Background of My Internship

For the completion of my four years BSS degree in Journalism and Mass Communication from the Department of Journalism and Mass Communication at Daffodil International University, I supposed to join in an organization as an intern position for two to four months.

I got the opportunity to do my internship at Population Services and Training Center (PSTC). PSTC is one of the leading NGO and development organization working for forty Two (42) years in Bangladesh. I have worked there as PSTC corporate management unit member under the direct guidance and supervision of the Head of Program.

As an intern, I cooperate in writing various documents and reports, in editing draft reports, in preparing power-point presentations, team member in various project site monitoring, maintaining office rules and regulations and many more.

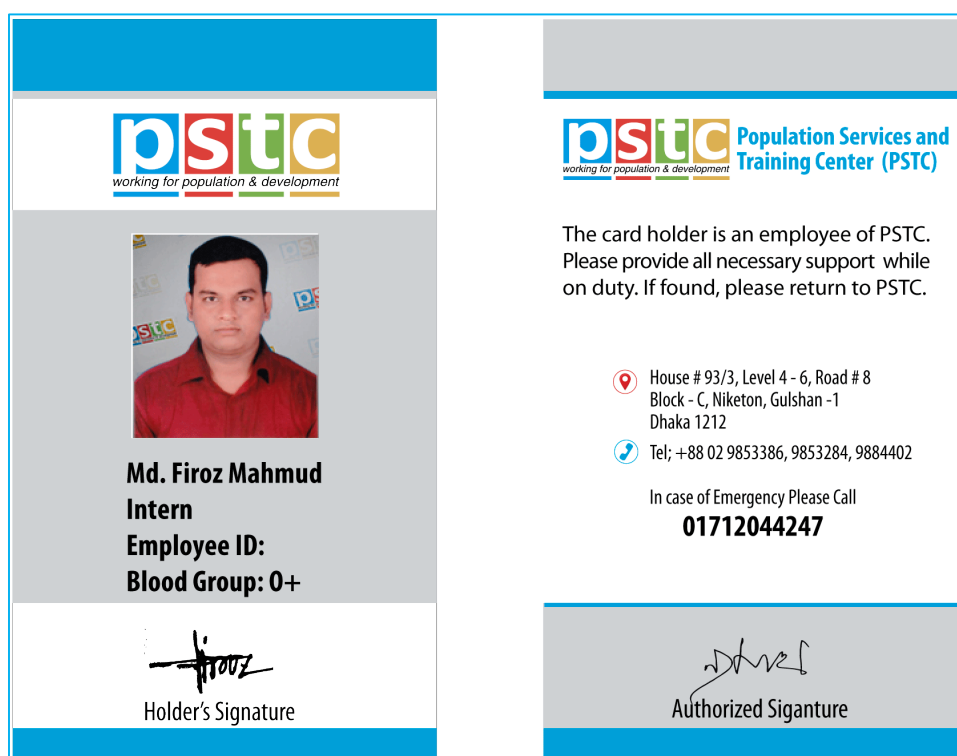


Figure 1.1: ID card provided by PSTC during my Internship Period

1.3 Background of The Population Services and Training Center (PSTC)

In 1978, government of Bangladesh established Family Planning Services and Training Center (FPSTC). PSTC is the inheriting organization OF FPSTC. It's a NGO, not-for-profit voluntary organization which working with motto "Working for Population and Development".



Figure 1.2: Official Logo of PSTC

PSTC has been registered with the Department of Social Service (DSS) and with the NGO Affairs Bureau of Bangladesh consecutively in 1995 and 1996. It has been affiliated with Directorate of Family Planning (DGFP) in 1997. Ministry of Health and Family Welfare (MOHFW) declared PSTC as the inheriting organization of FPSTC in 1997.



PSTC is working focused on Five Thematic areas of development through different kind of development approaches & Interventions. It's functioning in 17 districts of the country through 70 offices and 758 employee. PSTC has established bi-lateral and multilateral partnerships and collaborations with different development organizations both in country and abroad.

Figure 1.3: Screenshot taken from PSTC official Website

PSTC's thematic area of work are,

- ▲ Population Health and Nutrition (PHN)
- ▲ Youth and Adolescent Development (YAD)
- ▲ Gender and Governance (GAG)
- ▲ Climate Change and Adaptation (CCA)
- ▲ Skills Education and Training (SET)

PSTC has developed a website, where all the information about program, project and intervention can be found. Different educational, academic resources and documents developed by PSTC can be found in the website. Project Report, Annual Report of PSTC also uploaded in their website. It's very interactive, user friendly, easy to find content website. Interested one can browse the website through this link: <https://pstc-bgd.org/>

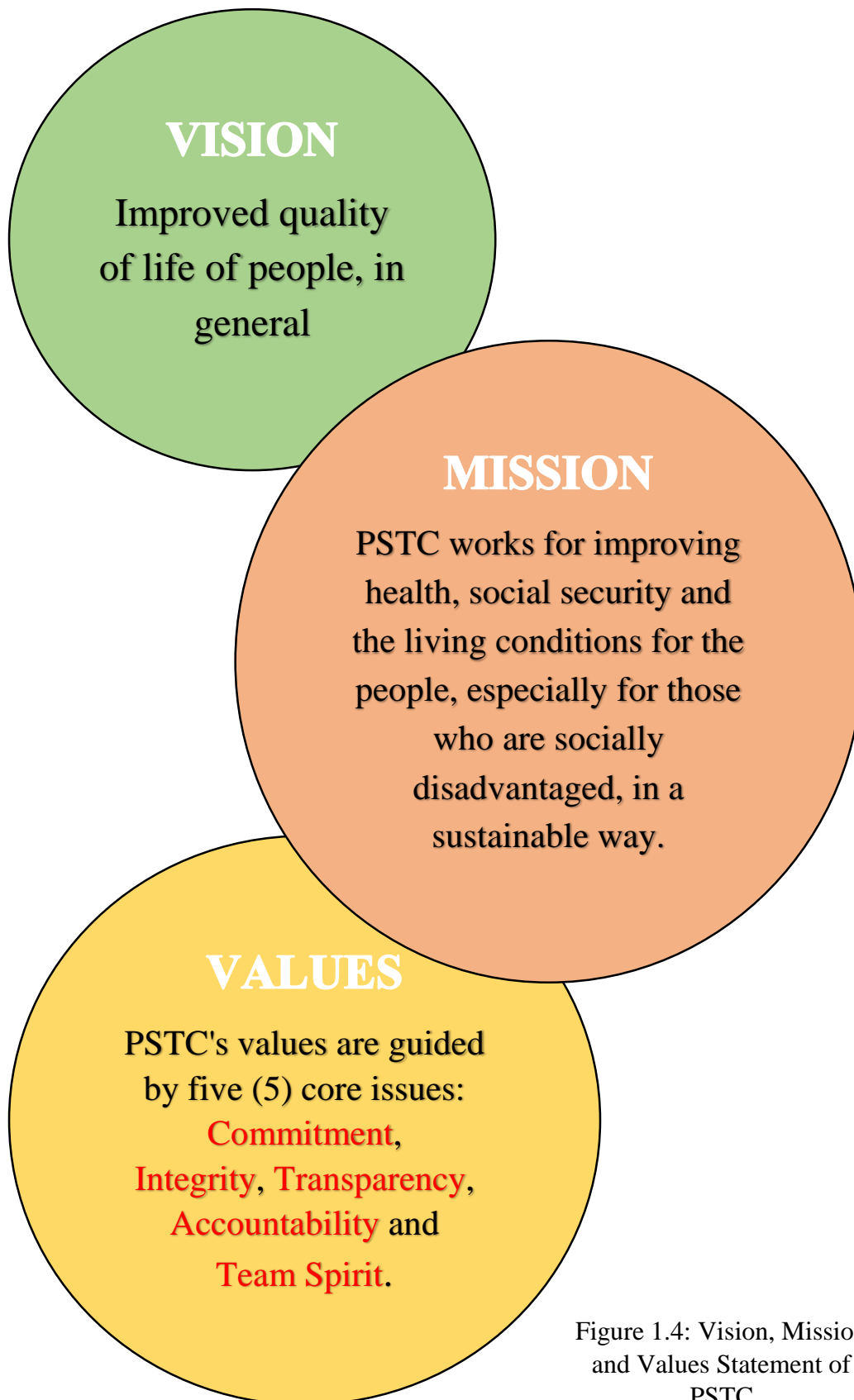


Figure 1.4: Vision, Mission and Values Statement of PSTC

1.4 Organogram of PSTC Corporate Management Unit and Overall PSTC

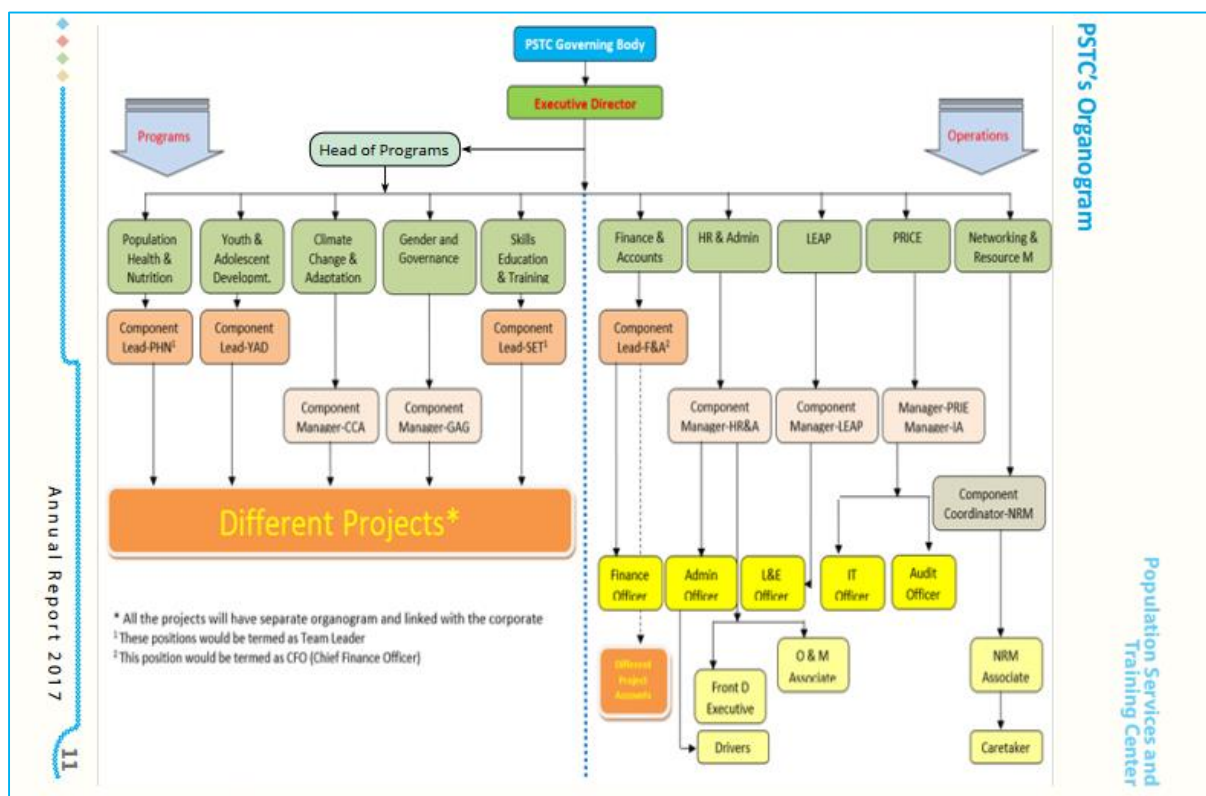


Figure 1.5: PSTC Organogram taken from 2017 annual report of PSTC

1.5 My Supervisor at PSTC

I have worked at PSTC as a member of corporate management unit. I was under the direct guidance and supervision of the Head of Program Dr. Md. Mahbubul Alam. He supervised all the program, project, and intervention carried out by PSTC. Dr. Alam has about 25 (Twenty Five) years of experience in the field of Public Health both in country and abroad. He has academic degree of MBBS & MPH. He is also clinician by profession and principle of PSTC's community paramedic institute. Dr. Alam has expertise in the area of Program Development and Management, leading team and ensuring quality implementation of projects.



Figure 1.6: Dr. Md. Mahbubul Alam

Working under Dr. Alam's direct supervision was an exclusive experience for me. He guided me in each and every possible situation during my learning period in a very positive and enthusiastic manner. I have learned various areas of program development, communication Research and Communication intervention & campaign from his theoretical and practical expertise of program development and management. Hoping, these learnings will facilitate me in my future interested career perspective in the profession of communication sector.



Figure 1.7: My Supervisor providing instruction during a group meeting

1.6 Duration of my Internship

I have worked in the position of Intern at PSTC as a member of PSTC Corporate Management Unit. My internship period was 8 (Eight) week long.

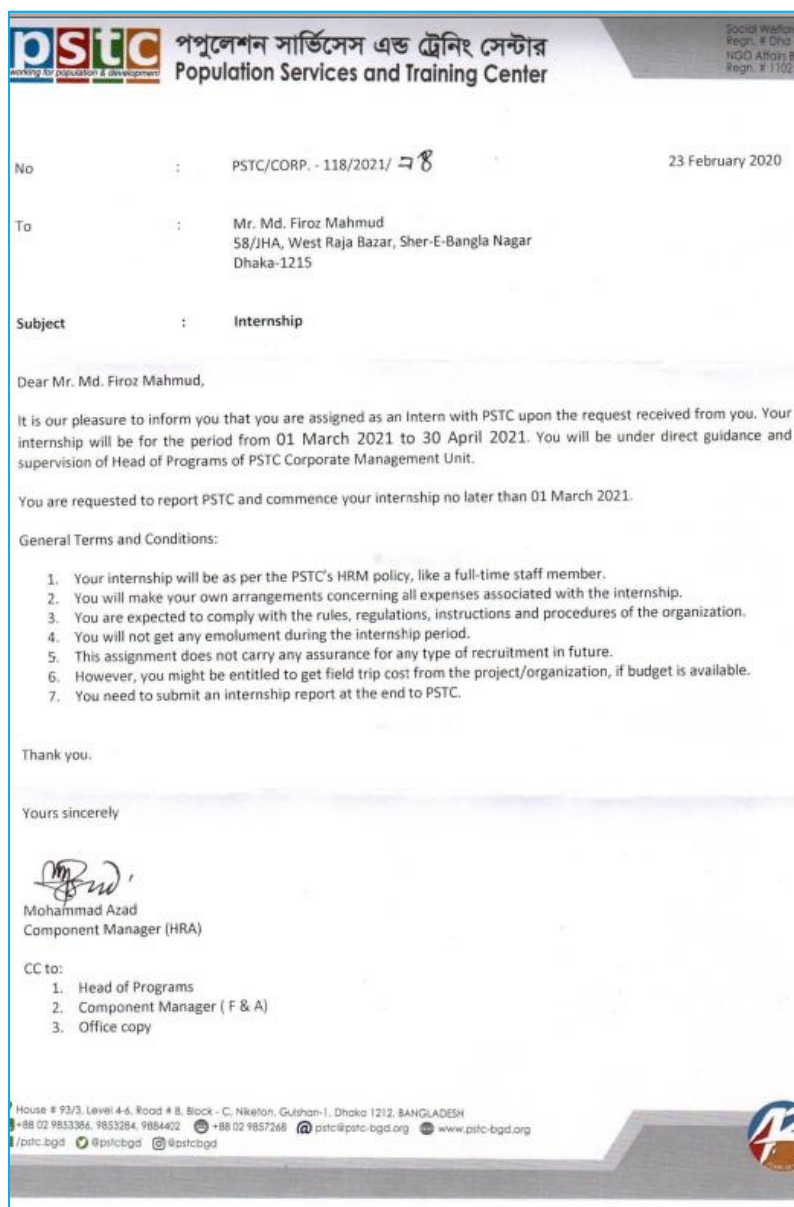


Figure 1.8: Appointment Letter for Joining as Intern at PSTC

Chapter Two

Activities during Internship

Chapter Two

Activities during Internship

Working with PSTC is a wonderful experience for me. PSTC has 70 offices around Bangladesh and more than 700 people working relentlessly to make the organization functional. During my internship period I have worked in the head office that is known as corporate office among the employee of PSTC which located in *Niketon, Gulshan-1*. Activities of PSTC is divided into two parts. Which are Program and operations. As I was a designated intern of PSTC corporate management unit, I have to work with everyone who works in PSTC head office. PSTC is a great NGO to learn new skills, prove your ability and skills. I am lucky enough to get involved with different activities of PSTC.

2.1 Maintaining Organizational Policy

PSTC is working in Bangladesh for 42 (Forty Two) years. As an organization PSTC maintains all of its organizational policy very strictly. Dr. Noor Mohammad (Executive Director, PSTC) is very cautious about time. So all the staff and officials working at PSTC head office strictly followed the office time.

Governing body, ED, and officials has developed Human Resource Management Policy, Finance Policy to smooth running of PSTC. As an intern I have to follow all the rules, regulations and policy developed by PSTC.

2.2 Lesson about Functioning of Development Sector

As an undergraduate student, I have only theoretical knowledge about development activities but I don't have any clear idea about how a development NGO functions. I have a blurred idea about the activities of an NGO. My industrial supervisor Dr. Mahbubul Alam provided me intensive grooming and resources about the activities of PSTC. He provided me few technical proposal sample for donor organizations, few research questionnaire conducted by PSTC, annual reports, Projects reports and many more documents. I have studied all these documents for the first week.

2.3 Celebrating International Women’s Day 2021 at PSTC

March 08, 2021 was the International Women’s Day. To celebrate the achievement of women’s, this is celebrated all over the world. PSTC organized a day long program to celebrate this day also. I took participation in organizing the event by doing various task. In that program I gave the opening speech about the background, significance and consequences of the International Women’s Day. My supervisor helped me with the script of the speech.



Figure 2.1: Myself giving the opening speech at celebrating the International Women’s Day program

2.4 Writing Different Types of Documents

After joining at PSTC as intern position, I have to write various kind of official documents like monitoring visit reports, program schedule, leave applications, travel authorization form, technical proposal writing with collaboration of others and many more.

2.5 Monitoring Visit to PSTC Training Complex and PSTC Community Clinic at Gazipur

PSTC has established a training complex in 2010 on the 02 acres land in Gazipur with aim to establish a development institution which will contribute to enhance the capacity of PSTC staff and officials. A community clinic also established beside the training complex to serve the rural community with a better service in marginal cost.

My industrial supervisor Mr. Alam, Me and Md. Tariqul Islam (Manager, Internal Audit, and PSTC) has visited the PSTC training complex and PSTC community clinic at Gazipur to monitor the institutional and financial condition of the complex on March 21, 2021.

Md. Sahariar Shaon (Coordination Associate, Training) has explained all the activities background briefly. He described the functioning process of the training complex. Later on I observed the work of Tariqul Islam. I have talked with the patient who have visited the PSTC Community clinic. I have talked with the doctor and paramedic and suggest them how they could communicate with the patient effectively. I have participated in a group discussion which was conducted by Mr. Alam.



Figure 2.2: Participated in a group discussion at PSTC Gazipur Training Complex

2.6 Reviewing Draft Documents and Reports

My supervisor give me the opportunity to review various documents and reports. PSTC currently executing numbers of different projects at the field level. They prepare lots of documents and projects reports. During my internship period I have reviewed few reports and made or suggest and comment to make necessary edit. I have checked the sentence structure, spelling and information authentication.

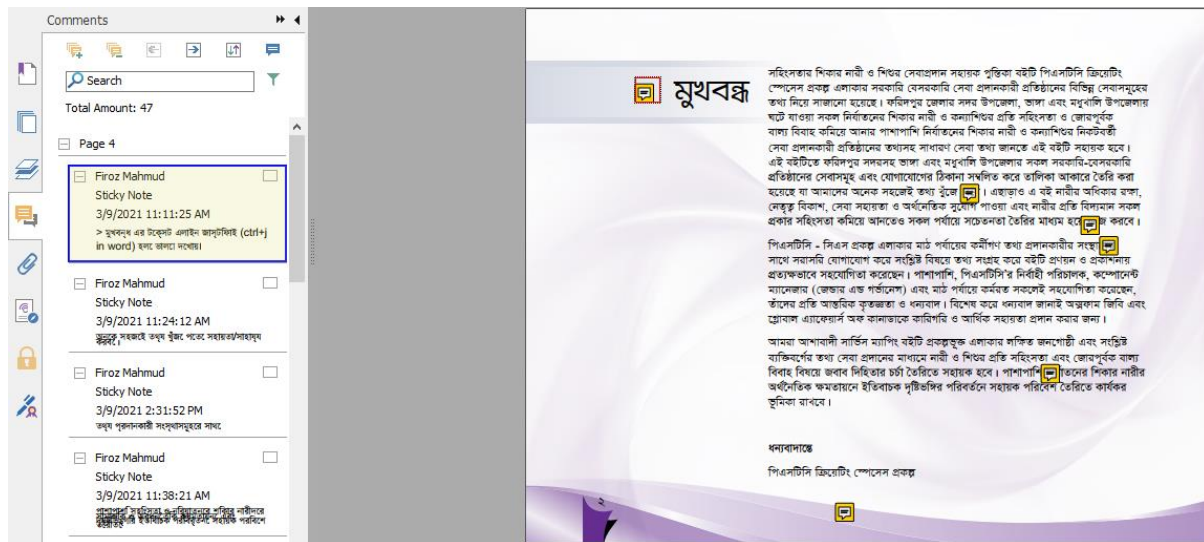


Figure 2.3: Screenshot of a documents where I made comments

2.7 Briefly Analysis Terms of References (TOR)

Different donor organization from country and abroad works for the development of the livelihood condition of the urban, poor and disadvantage people of the country. They put advertisement or call for proposal from different development organizations or NGOs. While advertising they briefly describe what types of intervention needs to be implemented, area of interventions and many information's related that projects which is called Terms of References.

During my internship period, I have analyzed numbers of TOR to find out eligibility and suitability of PSTC. I have discussed about my findings with my supervisor.

2.8 Learn Technical Proposal Writing Technique

Technical proposal writing is very crucial for a development organization and NGO. All the donor organization from country and abroad publish advertisement or call for proposal to execute or implement different kind of communication activities or development interventions. An NGO or development organization need to prepare a technical proposal which contains the brief description of how all the required interventions will be implemented. My industrial supervisor has taught me step-by-step technical proposal writing technique.



Figure 2.4: One of the Technical Proposal Developed by PSTC

2.9 Well-read about Different Types Communication Approaches/Interventions

Before joining at PSTC, I have only theoretical knowledge about different types of communication approaches. I just knew their names and basic theoretical understandings. But my supervisor showed me hand-to-hand specific interventions for specific program. I have analyzed two technical proposal to find out the communication interventions has to make in a program.

I have analyzed two communication approaches for urban poor livelihood development. They are Community Led Total Sanitation (CLTS) approach and Comprehensive Sexuality Education (CSE) approach.

2.10 Collaborating to prepare Power Point Presentations

During my internship period I came to know that, officials of PSTC need to prepare a lot of presentations for various reason. I have collaborate with preparing two power point presentations. I edit the presentation, add necessary information, made the visual look good and audience attractive.



Figure 2.5: Screenshot from one of the PPT I have worked on

2.11 Collaborating with the Technical Proposal Writing and Program Development Team

When I was an intern at PSTC, my supervisor Mr. Alam has prepared two technical proposal with collaboration of other responsible officers for bidding. From my surface knowledge of writing technical proposal knowledge, I also put some input in the proposal.

I have done background research, relevant literature review, document findings, reviewing the reports, suggested different type's communication interventions, share my academic learning about communication activities, research and documentation.

2.12 Participated in numbers of Board Meetings, Seminars and Webinars

Almost every day the executive director of PSTC conducted board meeting to get update about different project, program, financial situations and activities. He give guidance about what to do and who to do. I have got the opportunity attend few board meeting.

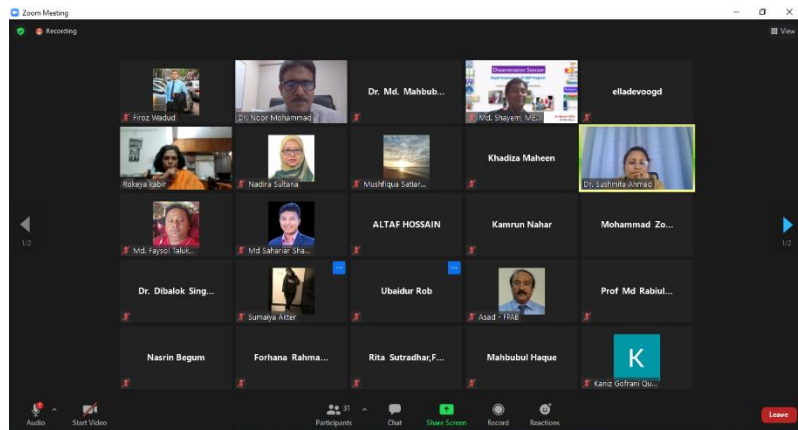


Figure 2.6: Participated in a webinar organized by PSTC

During my internship period, I have attended numbers seminars and webinars organized by PSTC.

2.13 Miscellaneous Activities

I have worked with PTSC about 08 (Eight) week long. I have involved different types of work in there which are not that much significant in accordance with my academic learning. I have talked with others responsible officials about their work, their activities and their experience. I also helped to bought few digital devices for PSTC. Listened their experience about research activities, communication campaigns.



Figure 2.7: Talking with a PSTC officials

2.14 Monitoring Visit to PSTC Model Clinic, Aftab Nagar

PSTC established a model clinic with a view to serve the community people who are socially disadvantaged. It has both indoor and outdoor patient service. Expert doctor serve there to help the poor community of the area.

I have made a visit to learn about the service quality, communication style and management issue with the permission of my supervisor on April 12, 2021. Shuhash Mahmud (Admin and Marketing Officer, PSTC Model Clinic) has shown me around the clinic. I have observed there, the patient service procedure, communication pattern and learn the procedure to reach the community. I have talked with the patient, internal staff and official for better understandings of the functioning procedure.



Figure 2.8: Observing the communication pattern between doctor and patient

Chapter Three

Learning Outcomes

Chapter Three

Learning Outcomes

3.1 Knowledge Gathering and Learnings

In chapter two, I have described my notable activities during my internship period. All those activities enables me to learn a lot of new things and develops my earlier academic knowledge. I have got the opportunity to meet, talk and listen experience of all the officials and staff within the organization. This internship helped me a lot to learn from the expert, skilled, have brief technical knowledge, industrial knowledge and both theoretical and practical knowledge in the development sector.

3.1.1 Functions of Development Organization

There is a perception among Bangladeshis is that NGO or development organization means they provide small loans to the poor people. Working with PSTC has given me a wider concepts about the functions of a development organization. First of all, I have come to know that a development organization need to develop technical proposal for donor organization by the program development unit. After approving the proposal, execution unit implement all those interventions according to the proposal with the supervision of program head. Every NGO has main focal point. Like, PSTC focuses on the health communication, Sexuality education among youth, strengthen urban resilience, women empowerment. I have learn how these projects run by PSTC.

3.1.2 Interventions within Different Communication Strategies

Before working with PSTC, I had only theoretical knowledge about communication tools and technique. I just knew the definition of few communication approach. After working with PSTC, now I knew what types of communication interventions need to implement within in a particular community or particular social group in CLTS and CSE communication approaches. Moreover I have learn from the experience of field officer that how they implement different interventions.

3.1.3 Communication Tools and Techniques

During my internship period I have read, watch and hear different kind of communication materials, resources and annual reports developed by PSTC. I have observed tools and technique used for communication for the target audience. This helped me to understand specific tools and technique should to use to achieve specific communication objectives. During my monitoring visit, I also learn from the field coordinator about different communication pattern, style and outline.



Figure 3.1 Communication Tools Developed by PSTC for Various Projects

3.1.4 Organizational Behavior

Before joining at PSTC, I never worked with such a huge NGO. This was my first appointment to work with an organization. This was one of my prior focus to learn about the behavioral etiquette within an organization. In PSTC head office people from different age, different educational background, different interests and verity of experience are working together. This internship helps me to understand the survival technique within an organization. It helps me to learn how to handle different situations.

3.1.5 Team Work

Though I have experience working with a team during my academic period for assignments, presentations and producing documentary. But working in a team during my internship period was very much different. I have learn to trust others opinion. I came to learn conflict resolution. While working with a team respecting each and every opinion was very important. Most importantly, when you are working with a team in a particular subject, you must have theoretical and practical knowledge about the issue. Otherwise you can't collaborate effectively.

3.1.6 Professional Development

As it was my first professional work, first I was in deep-sea. I have very poor knowledge what to do. My supervisor guided me very well to understand professional responsibilities. His constructive feedback helps me in the learning process while I am making mistakes. At the workplace there are many people from different backgrounds. I have learn to remove psychological barrier at the workplace. This learnings helps me to develop my professionalism.

3.1.7 Time Management

One of the most vital reason for me to join in a development organization was to learn time management. My office time was 09:00 AM to 05:00 PM. I have to maintain this timeframe. I have learned to manage my valuable time according to my report submission deadline, project schedule, program schedule, personal preparation and several board meetings/virtual meetings.

3.1.8 Confidence and Responsibility

Under the guidance and mentoring of my supervisor, I have made decisions of my own. While taking decisions responsibility comes to take the ownership of my decision. I gained confidence that I could take decisions on various issue. I have learned to take responsibility by fulfilling the commitment that I have made in the workplace. Positive review about my work increased my confidence level that yes I could do well in the sector of development.

3.2 Tools and Technologies Used during My Internship period

As a development NGO PSTC have all kind of modern Information and Communication Technology (ICT) tools and technique to function smoothly. They have provided me an updated desktop computer with configuration. I have used that computer to do various kind of work. They provided me high speed internet.

I have used Microsoft Office to prepare documents, reports and editing documents. I did the presentation with Microsoft Power Point. One of the product Microsoft Outlook which I used for the first time. It was used to function the e-mailing service effectively within the organization. I have also work with Microsoft Excel.

KoBo Toolbox is a simple but powerful tools for data collection. PSTC is using this tools to remotely collect data during the COVID-19 outbreak. I have learned about this tools from my colleague. Later on I have prepared questionnaire with this tool box.

I have used my smartphone to capture images used in this report.

I need to use image editing software named Canva to mark few intervention area.

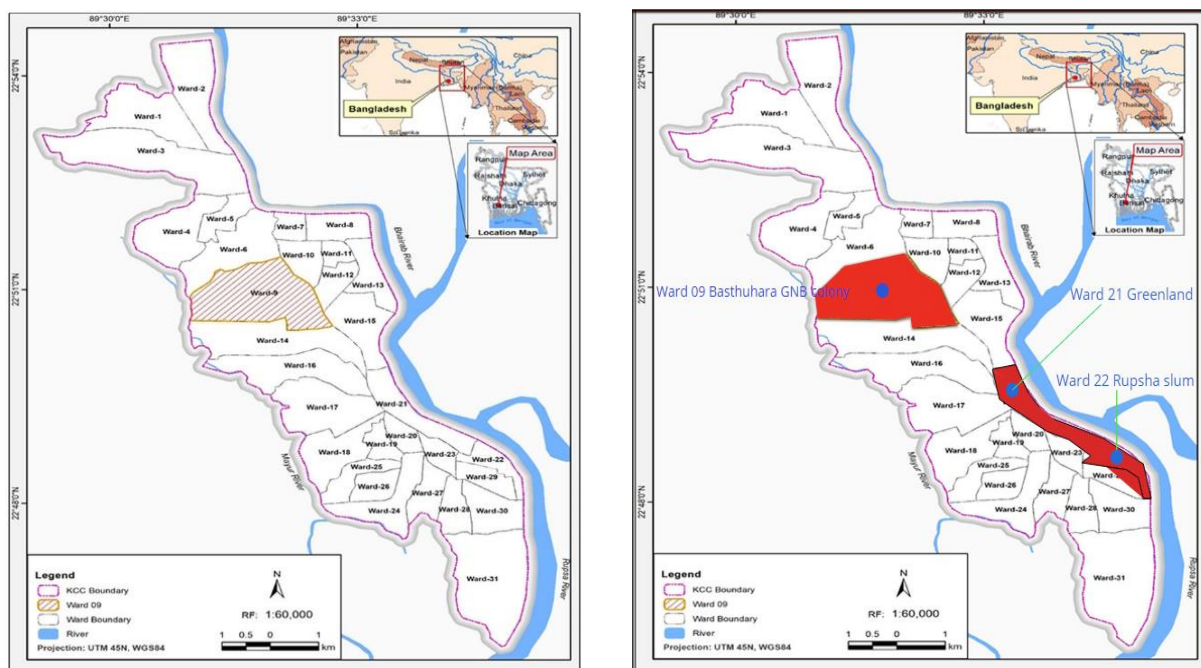


Figure 3.2 Marking Intervention Area with Red Color by using Canva Software

Chapter Four

Evaluation of Learning

Chapter Four

Evaluation of Learning

4.1 Similarities and Difference between Academic and Practical Work

During my academic learning, various course offered by the department of Journalism and Mass Communication where I have taught, learn and trained by experts theoretically and practically about these area of profession. This internship was a bridge between the theoretical and practical work. That theoretical knowledge helped me a lot while I am working as intern. For example, I have prepared lots of assignment with Microsoft word for different courses during academic period and now I have to prepare reports according to the organizational need with Microsoft office. I have used that technical knowledge.

Department of JMC offered a numbers of courses in line with the development sector. Like, Research Methodology, Development Communication, Introduction to Editing and many more. I become fascinated seeing the relevance of that academic lesson with the practical work.

My academic learning helped me to finish the internship effortlessly. For the entry level work, the academic knowledge was great help. PSTC implement a numbers of development interventions. Their techniques of conducting research, process of implement a project and organizational management helps me to learn lots of new lesson like, research technique, communication interventions and reports editing.

Sometimes practical situation was far different from academic learning. There are many things that academic lesson isn't taught or have difficulties to taught like organizational behavior, collaboration with diversified people.

I have completed total number of eleven semesters with my classmates who are at the same age as mine. Working or collaborating with was not much challenging but at PSTC I have to collaborate with people whose working experience is matching with my age!!!

4.2 Expectations and Experiences

I have learned and taught a lot of theoretical knowledge from the academicians. Main purpose to join to an internship program was learn and gather industrial knowledge and field experiences from the practitioners.

I knew theoretically how research should conducted, what type of interventions should implement within a communication program, how research reports should written but I wanted to see the practical process of doing all these things. A course offered in JMC department titled 'Development Communication'. Learning from that course helped me a lot.

During my internship period, working with expert and qualified people helped me a lot to achieve that expectations.

4.3 Development of New Skills

From this internship period, I have one thing that development sector isn't for those who don't focus to improve their skills or learn new skills. Notable activities I have done during this internship period (described in chapter two) enables me to learn few new skills and nourish those skills I also learn during my academic period. Here I am mentioning few,

- ✓ Time Management
- ✓ Organizational Behavior
- ✓ Preparation for field visit
- ✓ Team work and Collaboration
- ✓ Taking Criticism
- ✓ Decision making
- ✓ Technical proposal writing
- ✓ Communication tools and technique
- ✓ Presentation skills
- ✓ Enabled to work with Modern ICT tools
- ✓ Reports writings and editing's.

These are few basic skills that need to acquire if someone wants to work in the development sector. My supervisor guided me very well to learn these skills

4.4 Career Prospects

Activities (described in chapter 2) and learning outcomes (described in chapter 3) during this internship program will be great help for my future career prospects. Now a days without industrial knowledge organizations are not hiring employees. After completion all my academic courses this internship helps me to gather professional learnings. It have enriched my academic knowledge with practical work which made me a fit competitor to get a job in the development or communication sector. The way this internship could help me for my career prospects are described below:

Working with this organization will help me to judge my personal qualities to join with other relevant organizations. Collaboration with colleagues has improved my team work skills which is an attractive quality for development or communicational expertise. Taking part in board meetings and events have enriched my theoretical knowledge and organizational behavior that is very important for profession career.

This internship program will help me to create a direct link to the relevant professional network. I will be able to carefully deal with the barriers at the workplace and also deal with the difficulties at the field area and will be capable to act on the feedback from my senior. All these will be much beneficial for my career prospects.

Taking decision in conflicting situation, resume or mitigating conflict during team work, collaborating on writing technical proposal, preparing presentations, multi-tasking ability, balancing among professional life, social life and academic work, taking responsibility, proper judgments or justification of my actions and fulfilling my commitment quality which I have enabled during this internship period will be valuable for my career prospects. According to job market research, Development NGO or any other organizations are looking or hiring employees who possess this types of skills or qualities.

To sum up, this internship opportunity offered me to enrich my curriculum vitea (CV). I will be able to write in my CV about all the Experience, achievements and skills I have gathered during this internship program. All my activities and learnings will draw attention to any organization who looking for entry level communication professional, research associate, monitoring officer, project coordinator and any kind of development and NGO related work.

Chapter Five

Conclusion

Chapter Five

Conclusion

5.1 SWOT Analysis of PSTC

SWOT analysis is a strategic framework that designed to determine Strength, Weakness, Opportunities and Threats associated with the organization of projects planning. It helps to find in what area that organization should work on or give focus for further development. It assess the lacking's, risk factors and possible advantages for achieving success. I have done the SWOT analysis of PSTC from my observations and interactions with other officials. Here is the SWOT analysis of PSTC:

Strength

- ☑ Combination of highly qualified and skilled governing body, chairman, executive director and head of program who have expertise in development sector.
- ☑ Qualified and experienced Management unit.
- ☑ Strong professional network with other NGO and relevant Government officials.
- ☑ Access and using of modern ICT tools and technique.
- ☑ Positive and cooperative mindset among employees.
- ☑ Strictly following relevant rules and regulations.
- ☑ Wider network of PSTC working in different district within country.
- ☑ Working for population and development sector increase the livelihood condition of urban poor community.
- ☑ Working for more than four decades in the development sector.
- ☑ Attractive and in-time salary scale.

Weakness

- ☒ Limited staff and officials in the field area.
- ☒ Lack of projects or interventions.
- ☒ Limited involvement of young professionals in the decision making process.

Opportunities

- ⤴ Implement large scale research projects within country.
- ⤴ Work for women empowerment.
- ⤴ Working with the development academicians to call for donor organizations.
- ⤴ Involvement of more young professionals.
- ⤴ Increase Programme focusing Sustainable Development Goals (SDGs).
- ⤴ Implement GoB-NGO joint venture interventions.

Threats

- ☹ Donor organizations will lose interest to work in developing country as Bangladesh promoting from Least Developing Country (LDC) to Developing Country (DC).
- ☹ Innovative idea will not generate due to lack of youth involvement.

5.2 Recommendation

After completing my theoretical courses I got the opportunity to work with a leading development organization PSTC. As a fresher I have learned so many things while I am working. I have faced some issues that I feel may be improve and help to learn effectively.

- ❖ Extension of internship period.
- ❖ Authority should be more serious about the intern.
- ❖ Authority should focus on skill development of the intern.
- ❖ Relation between intern and industry should be bi-literal.
- ❖ Students should have opportunity to choose their industry according their interest.
- ❖ Internship could be paid.

5.3 Conclusion

Working in the internship position at PSTC was an outstanding landmark for my academic learnings. I am lucky enough that I got the opportunity to work with a renowned and prominent organization. I have learned a lot of skills there. Working at PSTC was a fun and wonderful experience for me. This internship was very essential for knowing my capacity to joining in an organization. I am sincerely appreciating my university faculty members, department coordinator, and academic supervisor and PSTC team for supporting me during the whole time.

Appendices A

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