



Daffodil
International
University

**An Internship Report on
Working Experience as an Intern
In Media and Communication Department of
South Asian Football Federation**



Prepared By

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Submission Date: 20 December 2021.

Letter of Transmittal

20 December 2021.

Aftab Hossain
Senior Lecturer & Head
Department of Journalism, Media and Communication
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Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

It was a great moment of my academic life to submit my Internship report on the three months I have spent in the South Asian Football Federation (SAFF). The Internship was assigned to me as a partial requirement for the degree of Bachelors of Social Science (BSS). It was a great opportunity for me to acquire knowledge and experience in respect one of the most renewed regional football confederation SAFF. I believe that is the knowledge & experience that I have gathered during my Internship period will immensely help me in my professional life. I am very grateful to Department of Journalism, Media and Communication of DIU, my supervisor, the SAFF authority, & must the Daffodil International University for giving me the opportunity to complete my internship program smoothly. I have tried my best to combine all the necessary data available in order to come up with a complete report. I believe that this report will serve the purpose of my Internship program.

I would like to thank you for your extraordinary advice, direction & to be my supervisor to complete my Internship report successfully.

Regards

Nilay Biswas
.....

Nilay Biswas
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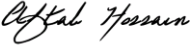
Certificate of Approval

I am pleased to certify that the Internship report on Experiences at South Asian Football Federation as an Intern in Media and Communication Department, prepared by **Nilay Biswas**, bearing ID No: **181-24-652** of the Department of Journalism & Mass Communication has been approved for presentation and defense. He has completed the work during the Fall -2021 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Nilay Biswas.

As a human being, Nilay Biswas bears a good moral character and a very pleasing personality.

I wish him all success in life.

DocuSigned by:

F586E4BC74CB4D4...

.....
Academic Supervisor

Aftab Hossain

Senior Lecturer & Head

Department of Journalism & Mass Communication

Faculty of Humanities & Social Science.

Daffodil International University



SOUTH ASIAN FOOTBALL FEDERATION



Ref: SAFF21/GS/001/ SR/Dec 28

28th December, 2021

To Whom It May Concern

This is to certify that Mr. Nilay Biswas, son of Mr. Dulal Biswas, permanent resident of Manikdah, Bhanga, Manikdoho-7820, Faridpur, has worked as an intern in the Media and Communications department with the South Asian Football Federation from 15th September – 15th December, 2021.

Mr. Biswas has performed his duties with utmost sincerity and dedication and we extend our best wishes to him in all his future endeavors.

Best Regards,

Anwarul Huq
General Secretary
South Asian Football Federation

SOUTH ASIAN FOOTBALL FEDERATION

Phone: +8809942601924 | Email: info@saffederation.org
Address: House 56, Road 11, Block F, Banani, Dhaka-1213, Bangladesh

www.saffederation.org

Acknowledgment

In the beginning, I am grateful to God for providing me with enough patience and self-confidence to complete this report. This program has been a very good experience for myself because during my internship I got a chance to understand the real world and professional workspace outside the classroom. With a grateful heart, I would like to remember and thanks to all the people who have helped me during the course of my Internship program.

I express my deep sense of gratitude to Department of Journalism, Media and Communication, DIU & my honorable supervisor Aftab Hossain for his outstanding supervising. It helps me lots to create good combination with my academic & practical knowledge in preparing this report. I would also like to thank the authority of South Asian Football Federation (SAFF) for giving me this opportunity to complete my Internship in their well-known organization. The experience that I gained at the SAFF helped me understand different elements related to my study. For this reason, I would like to thanks my beloved senior Asif for Syed Hussain (Competition Manager, SAFF) helping me to join this organization as an Intern.

I am especially thankful to my beloved parents who has always inspired me during my tuff time help to take the right decision. I would like to remember gratefully my supervisor Ayush Khadka who always help me being their extraordinarily busy schedule, guide and keep me on the correct path. I also thankful to the authority of Daffodil International University. Actually, I have learnt many things from everybody whether it is good or bad. However, both good and bad experiences would help me to shine my life more and more. I will apply the good experiences and learn through the bad experiences. Therefore, thanks to all the people who remained good and bad for me.

Nilay Biswas
ID: 181-24-652
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CHAPTER ONE

INTRODUCTI

ON

About Internship

Internship is a process of on the job training for professional careers. It works as an exchange of services for experience between the student and his or her employer. Internships are also invaluable learning experiences for students and almost must need for any graduate. Employers are demanding that graduated have "real world" experience, and internships are one of the best ways for students to get that experience. Its helps to understand the professional workspace and help the all learning from the classroom to implement on the professional work.

ON THE COMPLETION OF THE INTERNSHIP, I HAD WANTED TO:

- Understand professional work environment condition.
- Develop my writing skill.
- Enhance my abilities in Designing, Photography and Video Editing.
- Acquire practical knowledge to gain on field duty.
- Develop my ability to work as professional person.
- To development communication skill.
- Be constructed in my workplace.
- Be ready to manage heaps of issues and need to be quicker in work.
- Establish myself as a full-time staff in this organization.
- To build up my expertise and collaboration strength.
- To learn about Media and PR task.

What is an Internship and why Internship is important?

Internship is a work-related learning background for undergraduates to create hands-on work involvement in work-related fields. The temporary position gives genuine experience to investigate or gain important knowledge. Its period timeframe that can be three or two months. We realize that having a University degree may not be sufficient to get.

Job in the present job market. Because at this moment every organization wants someone who already has experience on the specific job field. They do not want someone who does not have any idea about the professional work. Students must have extra capability to substantiate themselves. After our long academic learning, this is the period where we get a chance to gain knowledge and experience, which gives us the kind of genuine occupational encounter. Therefore, we can state that the Internship period is the speculation for our future, which has a big effect and role for our future career.

During the Internship period we need to work with different individuals in the field and office, along these lines we associated with new individuals of various dimensions and our communication with various professions has developed systematically. Those networks will assist us with getting references and find new platform work in the future. Through the Internship period, I gain learning and experience with pertinent work, which will assist us in building a solid resume.

We understand that it is very difficult to get a decent position in employment without a substantial resume and experience. Organizations are more probably intrigued to procure one who has past work experiences. During academic assignments, we have a relatively longer period span to finish our assignments, yet during internship, lifetimes are restricted, as information should be distributed soon. We realize that in this computerized time each information and data spread everywhere inside a brief time. We should be able to understand the estimation of constant news. The Internship period encourages us to comprehend the estimation of time the executives.

Reason for doing Internship at SAFF

From my childhood, I attached with many football activities. During my university period, I have worked with some football organization such as Bangladesh Football Federation and Bashundhara Kings. I make a calculation with my study role and job experience. Then I find out that is Media and Public Relation Department of a football organization will be perfect place to complete my internship. SAFF is an international platform to work. Therefore, it gives me a better opportunity to develop my skill and knowledge. I have to do an entry Intern position, which contains four credits. This is the report of my Internship program. The report comprises of the venture subtle elements in which I was allotted amid the Internship period and the encounters. I have gotten through the journey of my internship with my host organization

In 2018, I was working with Bangladesh Football Federation as Liaison Officer and the tournament was a tournament of SAFF. That is SAFF was not much active. I was following them in last two years. From last two years, they are active. Then I emailed my CV and after 3 phase of interview they chose me and I began my journey with SAFF as an Intern. The working hours were 10AM-4PM and five days out of seven days in a week. Most of the day I worked 10 or 12 hours out of each day.

Duration of Internship

The term of Internship, I began my work on 15 September as an Intern position in the Media and Communication Department of SAFF. I have completed my Internship on 15 December 2021. I worked 5 days weekly.

Supervisor of SAFF

During my Internship period
Ayush Khadka. He is
of Mass Communication
of Media and Communication



Football Federation. I was his assistant during my internship. He is a Nepalese national. He has 10+ years' experience working in football industry. He worked in Media and International Relation Department at All Nepal Football Association.

at SAFF, my supervisor was
graduated from Indian Institution
(IMIC), New Delhi. He is the Head
Department of South Asian

CHAPTER TWO

ORGANIZATI

ON PROFILE

Background of Organization

The SOUTH ASIAN FOOTBALL FEDERATION (SAFF) is an organization working to develop and make football more accessible for everyone within the South Asian region. Founding Member Associations from Bangladesh, India, Maldives, Nepal, Pakistan and Sri Lanka formed SAFF in 1997. SAFF is now composed of seven Member Associations including Bhutan of which only six are operational. The SAFF motto 'Unity in Strength' depicts the power and bond of these seven Member Associations, which is currently epitomized by the leader and President of SAFF, Kazi Md. Salahuddin. The SAFF Secretariat currently operates from Dhaka, Bangladesh.



The South Asian Football Federation (SAFF) is the unity of South Asian countries playing football and is a part of the larger Asian Football Confederation (AFC). The SAFF originated in the year 1997 under the leadership of P. P. Lakshman who served as SAFF President from 1997 to 2001. Afterwards, Ganesh Thapa managed SAFF as its President from 2001 to 2009.

Currently, Kazi Md. Salahuddin has been the President of SAFF since 2009. Six Member Associations, including Bangladesh Football Federation, All India Football Federation, Football Association of Maldives, All Nepal Football Association, Pakistan Football Association and Football Federation of Sri Lanka, formed SAFF. Bhutan Football Federation also joined SAFF in 2000, thereby increasing SAFF's membership to seven.

SAFF currently manages several competitions for men, women and youth. However, the signature tournament of SAFF is currently known as the "SAFF Championship" and is played by the men's national football team of each Member Association.

The history of the competition dates back to 1993 when it was hosted for the first time in Lahore and titled "South Asian Association of Regional Cooperation Gold Cup". The Fédération Internationale de Football Association (FIFA) currently suspends N.B. Pakistan Football Association from conducting all football activities and for that; they are not taking part in any competitions managed by SAFF.

Now SAFF is working to achieve the overarching principle to improve, develop and promote football in South Asia. We do these with the various youth and development program keeping in mind the principle of fair play and by blending educational, cultural and humanitarian values. SAFF is actively working to build relationship with footballing bodies to introduce various development program for all our stakeholders.



Mission, Vision, and Goal of South Asian Football Federation (SAFF)

Mission:

- **Member Associations Development**
Innovative, practical and dedicated services focusing on maximizing the potential of MAs development
- **Wider presence of South Asian teams at Asian football**
To ensure continuous support to our MAs succeeding at the Asian football
- **Optimized competitions value**
Create opportunity for quality participation of grassroots, youth, national and regional level competitions
- **Regional and global collaboration**
Promote meaningful collaborations that engage with and attract regional and global stakeholders
- **Good governance**
Adopt initiatives that ensure professional, accountable and responsible football governance
- **Human rights, Integrity and non-discrimination**
Ensure that SAFF's competitions, matches and the conduct of its people conform to the highest human rights, ethical and sporting standards creating a non-discriminatory and value-oriented space for everyone.
- **Football for Social Good**
Undertake engaging social responsibility and social development programs/ campaigns.

Vision:

- To become Asia is leading regional federation.
- Ensuring South Asian teams succeed at the top level of Asian Football.
- Establishing football as the number one sport throughout the South Asian region.

Goal:

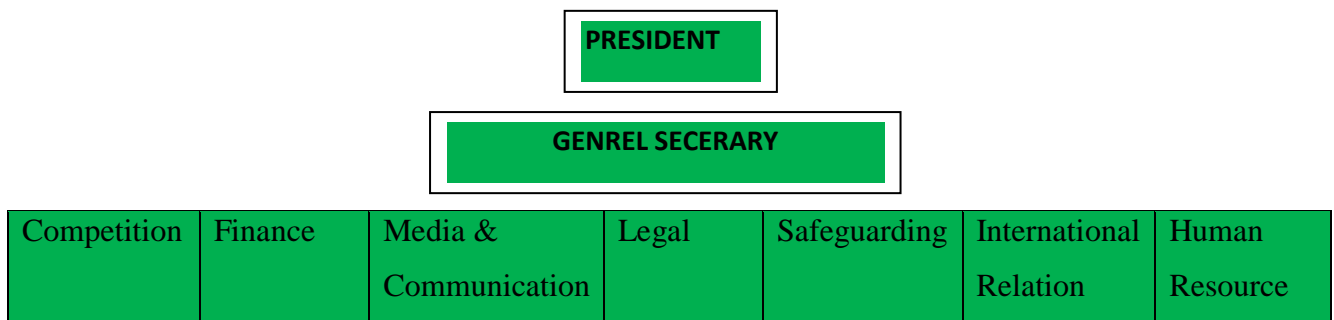
- Improve, develop and promote football in the region
- Upholding good relationship among Member Associations
- To manage quality football competitions
- To ensure the game of football is accessible to all.
- To promote and develop women's football in the region.
- To promote integrity, ethics and fair play
- To institute strong measures and campaigns against bribery, corruption, drugs and racism.
- To raise fund to finance SAFF activities

SAFF HAS SEVEN SECTIONS SUCH AS:

- COMPETITION DEPARTMENT
- FINANCE DEPARTMENT
- MEDIA AND COMMUNICATION DEPARTMENT
- INTERNATIONAL RELATION DEPARTMENT
- LEGAL DEPARTMENT
- SAFEGUARDING DEPARTMENT
- HR DEPARTMENT

These seven sections run their activities according to the command of the Head of that Department under supervision of General Secretary. The Human resources department recruits the employees by taking approval from the concerned sections which section they will be appointed for. The General Secretary has the key power in the organization.

Organogram Structure



Organization Affiliation

The South Asian Football Federation is one of active regional football federation in the Asia. Asian Football Confederation recognizes this federation.



Major Activities of SAFF

As SAFF is a football organization. Its main moto is arrange football tournament to develop football in this region.

- SAFF CHAMPIONSHIP MEN
- SAFF WOMENS CHAMPIONSHIP
- SAFF U-18 CHAMPIONSHIP (BOYS)
- SAFF U-15 CHAMPIONSHIP (BOYS)
- SAFF U19 WOMENS CHAMPIONSHIP
- SAFF U16 WOMENS CHAMPIONSHIP
- SAFF CLUB CHAMPIONSHIP
- SAFF SCHOOL CHAMPIONSHIP
- SAFF FUTSAL CHAMPIONSHIP

SAFF is also working for football educational program. Recently SAFF has done two seminar. SAFF organized Safeguarding Seminar in Male, Maldives and Integrity Seminar in Colombo, Sri Lanka.

CHAPTER THREE LEARNING EXPERIENCE

Responsibilities

During my internship period, I have done many media related activities as well as I worked with International Department. My main role was to manage the all-social media platform SAFF like Facebook, Instagram and YouTube.

I have done activities of SAFF of which the major ones include the followings:

- Preparing content for social media.
- Creating open mindfulness.
- Broadcasting SAFF activities in social media.
- Keep contact with SAFF member association to follow up there activities.
- Keep connection with seven-member association media department.
- To be updated all the time and all the events.
- Browsing AFC and FIFA website to follow their event.
- Collecting information from member association and sent it to AFC.
- Creating live program on Social Media.
- Sending media activities report to the AFC.
- Creating news for SAFF official website.
- Working with website develop company to improve the quality of website.
- Submit budget for social media boosting.
- Working as official photographer during SAFF tournaments.
- Keep contact with the journalist, send them information, and reply their question through email.

DURING MY INTERNSHIP PERIOD, I LEARN MANY THINGS. HERE I AM

GOING TO DESCRIBE THEM:

TIME MANAGEMENT:

I have learned during my internship period is that time is very important factor in media sector. As example, after a football match end fans immediately ask for the match highlights or journalist ask for the match report and match picture, as they need to send it for publishing in their office.

PRESS RELEASE:

Before doing this internship I have some knowledge about press release. Now I can write a proper press release.

ENGLISH TYPING:

I improved my English typing throughout my internship. I had to type many press release during my internship. Now I can type English in a good speed,

PROFESSIONALISM:

During working at SAFF, I learned about professionalism. Work-based conversation is a common phenomenon in the organization. If I need to talk with any of my colleagues for my work, I can talk without any hesitation. I develop my communication skill, as I have to contact with seven countries people. It helps me to develop my communication and English speaking skill. In my office, all is the helpful and friendly.

Weekly Activities during Internship Period

First Week

(15 SEPTEMBER – 21 SEPTEMBER 2021)

- Introduced & Ice breaking part with all employees of SAFF
- Understanding the SAFF working style
- Connect with SAFF member association's media department.

Second Week

(22 SEPTEMBER - 28 SEPTEMBER 2021)

- Observed internal system policy.
- Attend Daily organization meeting.
- Open Instagram and YouTube Channel for SAFF



Third Week

(29 September – 04 October 2021)

- Creating Social Media Campaign for SAFF Championship 2021 Maldives
- Meeting with Genius Sports for Sports Data rights and live social media post update in SAFF Facebook page and website.
- Create Match Day Post
- Create Match Highlights
- Create Point Table of Competition
- Create half/full time match update.



Fourth Week

(05 OCTOBER – 11 OCTOBER 2021)

- Create Match Day Post
- Create Match Highlights
- Create Point Table of Competition
- Create half/full time match update.

Fifth Week

(12 OCTOBER – 18 OCTOBER 2021)

- Create Match Day Post
- Create Match Highlights
- Create Point Table of Competition
- Create half/full time match update.

Sixth Week

(19 OCTOBER – 25 OCTOBER 2021)

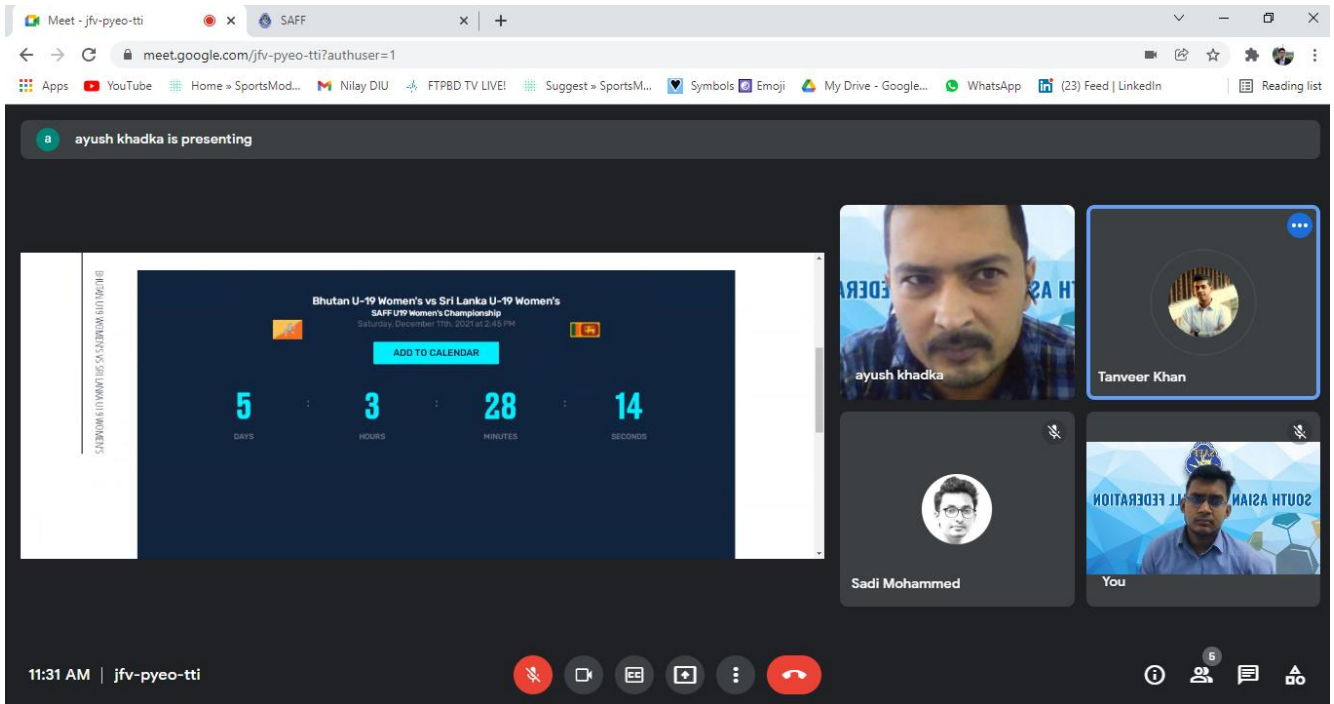
- Meeting with Klabu regarding partnership.
- Meeting with Eleven sports regarding upcoming age level tournament of SAFF.



Seventh Week

(26 OCTOBER – 01 NOVEMBER 2021)

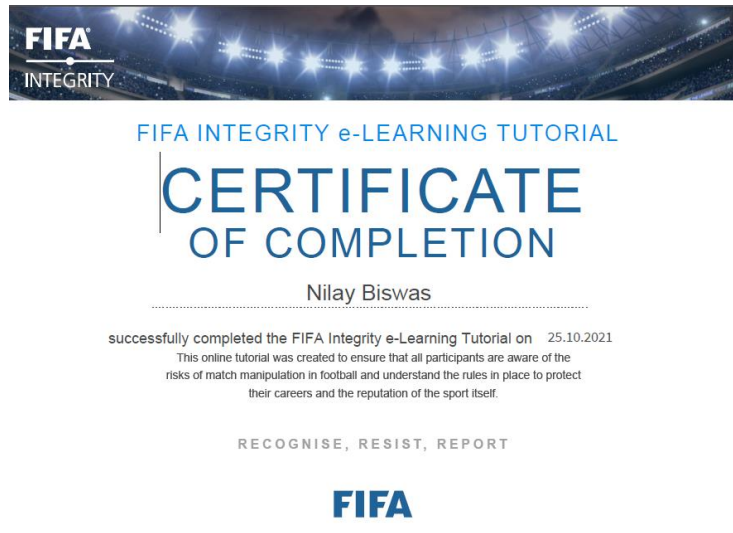
- Working with competition department regarding the SAFF age level tournament.
- Create SAFF Activity reports video for the AFC presentation.
- Working with website Developer Company to develop the website.



Eighth Week

(02 NOVEMBER – 08 NOVEMBER 2021)

- Work with media department regarding media plan for the year 2022.
- Enroll in FIFA Integrity and SAFF Guarding Course



Ninth Week

(09 NOVEMBER – 15 NOVEMBER 2021)

- Meeting with Sri Lanka Football Federation regarding SAFF First Integrity Seminar.
- Design Banner, X Banner, Crest, Certificate for Integrity Seminar.
- Observing Integrity Seminar Live on SAFF Facebook page.

The screenshot shows a Facebook live video player. The video content is a presentation slide with the following text:

Fight against Doping in Football

Present by:
Dr Zohreh Haratian

Sports Medicine specialist
FIFA Anti Doping and Medical officer Since 2011
AFC Anti Doping and Medical officer Since 2013
Head of FIFA & AFC medical Center of excellence in Tehran (IFMARC)
AFC Best Young Medical officer (2015-2019)

The slide includes several images: a woman in a blue headscarf, a man in a suit, a woman at a podium with a FIFA logo, and a group of people in a hallway. A Zoom watermark is visible at the bottom of the slide.

Below the slide, a subtitle reads: "Zore. Um please talk to Zore. residential session. Um hello"

The video player interface shows a progress bar at 0:08 / 1:07:05 and various control icons.

On the right side of the screenshot, the Facebook post interface is visible:

- Post by South Asian Football Federation - SAFF, dated November 18, 2021.
- Post title: "South Asian Football Federation (SAFF)'s Personal Meeting Room".
- Post description: "First SAFF Regional Integrity Seminar at Colombo, Sri Lanka, Session live right now is on Anti Doping... See more".
- Engagement: 20 reactions, 1 comment, 753 views.
- Reach: 2.6K people reached.
- Retention: 753 3-Second Video Views.
- Buttons: Like, Comment, Share, View more video details, Comments, Hide.

Tenth Week

(16 NOVEMBER -22 NOVEMBER 2021)

- Planning Social Media bosting budget for SAFF U-19 Women’s Championship.
- Creating Budget for SAFF Media Seminar 2022 in Nepal.



Eleventh Week

(23 NOVEMBER -29 NOVEMBER 2021)

- Creating Social Media plan for SAFF U-19 Women's Championship.
- Meeting with Bangladesh Football Federation regarding SAFF U-19 Women's Championship.
- Stadium Visit for Eleven Sports Live production.



Twelfth Week

(30 NOVEMBER – 06 DECEMBER 2021)

- Design Official T-shirt for Match official of SAFF U-19 Women's Championship.
- Design Trophy, Medal and other prize for SAFF U-19 Women's Championship.
- Liaison with Bangladesh Football Federation for Pre Match Press Conference and Post Match Press Conference Venue.



Thirteen Week

(07 DECEMBER – 14 DECEMBER 2021)

- Attend Pre Match press conference of SAFF U-19 Women's Championship
- Writing press release of press conference
- Working as the official photographer for the SAFF U-19 Women's Championship
- Creating Social Media Post for SAFF U-19 Women's Championship
- Writing Match report.



Work experience of Internship

In SAFF, I mainly worked in Media and Communication Department. Beside that is I have worked with Competition Department and International Relation Department. I have learnt a lot of things from the South Asian Football Federation. SAFF is football a regional football confederation. Its main motto is arrange football tournament; The SAFF secretariat office is located on Banani 11. My office time was 10AM- 4 PM. We have daily team meeting and in first working day of week SAFF General Secretary Join, the meeting deliver the weekly plan to each department. Then once a month our president come visit the office to check the progress of SAFF. At Media and Communication Department, I have learned many things. My manager Mr. Ayush Khadka is very experience media manager in football industry. He helps me out to learn many media related issues and policy

I have also worked with the Competition Department during the tournament. I help them to make the accreditation card and player registration. I have several work with International Department. As we have seven country in the organization, Our International Department has to send greetings to the Member Association for the special occasion. My duty was creating greeting design and create message for the special occasion.

I had chance to work with SAFF seven-member association. They are different culture people and it is a quite good experience to learn about their culture and life style, as I have to follow up their activities and some time I have chance to work with them in face to face.

I have completed my internship with many achievements. It is really a nice experience, which will help me to find out my job and show my talent which I have learned.

Special Experiences

In my Internship period, I have some special experience. I know the basic of sports photography and my organization gave me chance to work as the official photographer of SAFF U-19 Women's Championship 2021, Bangladesh. This task was very special moments for me. My picture was published in **Asian Football Confederation website and social media**. This is one of most top achievement during my internship period.

I have another special experience there. FIFA president **Gianni Infantino** visited Sri Lanka during the Four Nations Cup in Sri Lanka. SAFF had a integrity seminar during that's time. SAFF presented a crest to the FIFA President. I designed the crest.





SAFF U-19 WOMEN'S CHAMPIONSHIP

WED, 22 DECEMBER, 2021

SHARE 

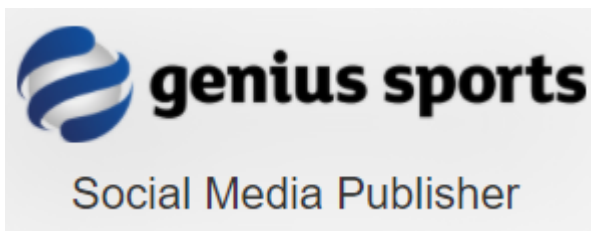
Bangladesh edge India for title

Dhaka: Bangladesh emerged champions of the SAFF U-19 Women's Championship after defeating India 1-0 in the final on Wednesday.

Anai Mogini was the Bangladesh star, striking the winner in the 81st minute at the Bir Shreshtha Shaheed Shipahi Mostafa Kamal Stadium

Tools and Technologies used

- Adobe Photoshop
- Adobe Illustrator
- Flimora
- Adobe Premier pro CC
- Social Media Publishing Tool



CHAPTER FOUR EVALUATION OF LEARNING

Difference between Academic & Practical Work

What we learn in the classroom and what we learn in the office or fieldwork it's very different. The internship is the best way to acquiring knowledge on something specific because during this time we can use both of our practical and theoretical knowledge and aspects of learning. To be professional on a work, one should have the experience of both practical work and academic learning. Combination of this two learning helps to be professional and master in his or her role. Those two things go hand in hand and each has their own importance. As a student of Journalism, Media and Communication, I have gained lots of academic knowledge in the last four years with a lot of fieldwork experience. However, the practical working situation and environment is quite different from academic learning.

During my academic practicing, I do not need to think much about time. Our teachers have given us enough time and guidelines to complete our course assignment and report. Nevertheless, in our professional life, punctuality is must. If we do not follow the punctuality then we are nothing in the professional working place. We know that in this digital era every news and information spread around the world within a very short time. We must have the ability to realize the value of real-time news and information. Therefore, it is easily understandable that there are several distinctions between the professional and academic life. While practicing during our academic learning we have to face equipment problem. We are almost 20 students but the equipment provided for us by the lab are not enough. For this reason, we have to wait or sometimes we have to rent equipment to finish our work early. In professional life, we do not need to think about equipment. They provide all the necessary equipment to complete the assignment work.

In the time of academic learning, we have to done our assignments or reports on every semester. In some report, we need to add some interviews. To get the interview or expert comments it was quite tough. However, that time we did not have such scope to include that. In professional life, we do not have to face many difficulties for interviews. As example, once I was trying to get a message from Indian National Football Team captain Sunil Chettri. That's time he refused me to give me message. When I was working in SAFF, I had an interview session with him that's time he answered and gives me the message. From a part, I learned that is this is the power of professional place. Some place they are bound to it or some place they have high interested to do this.

There are similarities too. We have learned many rules and methods for information gathering and news writing. We learned how to use 5W's and 1H for news writings, how to build up a news with 'Inverted Pyramid Structure', the process of editorial writings, ethics and standards of Journalism, all those are same in both academic learning and practical work. We learn also about the Digital Media and Mobile Journalism.

Internship Outcome

There is outcome of every work. As newton third law we know that's every incident has its action and reaction. There are many advantages of doing my internship at South Asian Football Confederation. At first the experiences, which I have gathered, is very valuable to me. South Asian Football Federation is one the top regional football confederation in Asia. Therefore, I got the opportunity to create my opportunity.

BECAUSE OF THE INTERNSHIP:

- I have made many sources in football industry.
- Created Chances for the future career.
- I have proved myself through my work and behavior.
- I have created a value of me to the seniors.
- I have learned many things about football industry.
- I have learned professional work experience.
- I have had the experience to cope up with a big organization.
- I have learned much technical work especially the production section work.
- I have got experienced how to keep more patience to get a wonderful outcome from an office and even from anything.
- I developed my photography skill.

Expectation & Experience

As a student of Journalism, Media and Communication, to work in media related department is much excitement. For the last four years, I was learning so many things in my university. I expected hardship, new and surprising experiences, and professional differences. Joining in the internship program is very helpful in the job industry. As in the other department, they do not have internship program and they have to do the internship after being graduated. Therefore, they still have to face many difficulties after graduation. However, we are lucky. We got our program during our bachelor degree. During this program, the internship supervisor train, advise and gives direction to work in the professional field. I had a great passion for media since I was a child. I knew this internship would help me to understand the Bangladesh media very closely as well as working professionally in media or media related sector. The internship experience did not only impact me to be professional and proactive but also it gave me chance to show my creativity, boost up my confidence, knowledge level and help me to be focused.

FROM THIS INTERNSHIP, MY EXPECTATIONS WERE TO:

- Perceive my organization's philosophy, ideology and public relations.
- To understand the football media industry.
- Improve my communication skill and apply it in real life situation.
- Be efficient and effective in decision-making and task.

IN ADDITION, ON THIS COMPLETION OF MY INTERNSHIP I EXPECTED TO;

- To achieve practical knowledge.
- Practical knowledge of organization public relation.
- Developing skills to work under pressure.
- Interpersonal and Professional Skill Development.
- Building a strong connection with the persons from different classes and country.
- To know environment of professional workplace

Skills Developed during Internship Program

My three months of internship at the South Asian Football Federation finished smoothly. I am glad to have undergone this internship because it taught me many important things and its help I to understand how my preparation to work in media sector is and which part will be good for media sector. Anyway, my internship taught me many things and I got a chance to contact with different countries people. Somehow, I feel lucky that I always get to work under nice bosses and that makes everything a whole lot easier and happier. The entire department in SAFF helped me one way or another either through my work or to create a better work environment. Contrary to my initial expectations, I totally enjoyed my internship and developed my skill and knowledge during this program.

During this internship program, I developed my communication skill. As I need to work different countries people, day by day I improved my communication skill. As our main communication channel was email. Now I learned properly and developed my emailing skill. I become more active in Adobe Photoshop and Adobe Illustrator. During my internship, my 70% work I do with these two tools. Before I know some basic tools of that's. Now I know some advance tool of this two software. I have some basic knowledge of photography before. During SAFF U-19 women's championship 2021, Bangladesh I was the SAFF official photography. I covered 11 matches as well as the final ceremony. So now, I have good knowledge of football photography.

The internship course was a fantastic opportunity for me. On top of everything, it ended up teaching me the office protocol. Hence, my heartiest thanks go to all arrangements for all concerned to make it possible.

The opportunity of Future Career

An internship is a structured work experience related to a student's major career goal. An experience that should enhance a student's academic, career, and personal development. Whether it is paid or unpaid, part-time or full-time, it does not matter. It can play a significant role for future career building. Now days every organization want people with experience, for the lack of job experience many students is not getting their job. Internship creates the perfect opportunity to gather experience in professional workspace. During my internship, I connected with many professional individuals and widened the area of my connections, which will help me in my professional life and in future career development. I learned about media, communication, and social media field from the inside and got to know that it is not a wrong career field for me and I am well fitted in this industry.

I also got the opportunity to observe the professional workplace and see if it matches expectations. I learned new skills and added to my knowledge from all the department of SAFF. I had the opportunity to practice communication and teamwork skills during my internship.

Applied some of the ideas learned in my academic life. Most importantly, I met new peoples and practiced networking skills while establishing a network of professional contacts, mentors, and references. We all know that networking is key value now. Its help lots and make the work easier who has good network and connection. It opened a door to advise on the next steps to take on my career path. My internship created an opportunity to gain valuable experience and knowledge to add to my resume. Through internships work, I gain some knowledge and experience in Adobe Photoshop, Illustrator, Video Editing and photography that will help me to build a strong resume. We know that it's quite impossible to get a good position in a job without a heavy resume. Companies are more likely interested to hire one who has previous work experience.

Limitations of the Internship Program

During my three-month internship course, I have faced some problems. The duration of Internship is only for 3 months. Therefore, during these 3 months I have to learn and cover many issues. . My Intern Organization SAFF is working as football organization. There was some limitation for my work. As I am Intern, I do not get any laptop or PC from the office. Therefore, I have to work my laptop, as my laptop is not much updated and working with heavy software.

I have to face trouble outside of organization also. When I contact with other organization or stockholder and they know I am intern and they do not care or response much. They always try to delay on my task. They try to make a communication gap with me. I find out this type of behavior from this south Asian contentment regularly. The people from Europe are very humble regarding this. They respect and response very smoothly and politely.

CHAPTER FIVE

CONCLUSI

ON

SWOT Analysis

STRENGTHS:

- Trustable.
- Well organized.
- Strong and independent internal policymaking.
- Active organization.
- No Politics.

WEAKNESSES:

- Decision Making
- Resource
- Financial
- Less Employees
- No Marketing Department
- Branding

OPPORTUNITIES:

- Developing decision-making policy.
- Partnership.
- More Tournaments.
- New Knowledge Acquired.
- The arrival of new technologies
- Scope to engage more people in various social media platform.
- The facilities current employees can be increased.
- Management can be better.

THREATS:

- Political Influence.
- Financial

Conclusion

I firmly believe that the experience I have gathered during my internship will help me in my professional and future career. I have differentiated the nature of institutional and professional learning throughout such an internship. As Intern in Media and Communication Department at SAFF has been so friendly and kind to me except few obligations. Aside from understanding communicate SAFF activates; the temporary job gives me the figuring out how to function inside an expert group/team/staffs/partners. Subsequently, the temporary job has likewise enhanced my relational correspondence with an association.

Finally, I can say I enjoyed my intern period in South Asian Football Federation. I learned many factors and gain much professional knowledge during this period. I think it will help in my future career.

Recommendation

It is hard for me to recommend all the necessary steps to take to overcome the overall lacking of the organization I have worked as an Intern as well as I worked their only 3 months. However, I can recommend some necessary steps to overcome the problems I have faced in my views.

- Buy media equipment.
- Recruit Marketing and Branding Officer.
- Build a relationship between employees.
- Train up their employees.
- Should give equal opportunities to work properly.
- Should upgrade its technology to the demand of present audience.
- Recruitment process should be fair.
- Insufficient vehicle Services.
- Increase YouTube resource for video.
- Administration department needs to be more active.
- Authority must take care of employee's satisfaction.
- More desk and computer set up is necessary to meet the demand of every employee.
- Increase activity on various social media platform especially on Facebook and Twitter to reach more readers.

References

- [Internships.com](https://www.internships.com)
- saffederation.org
- [Wikipedia](https://www.wikipedia.org)
- www.daffodilvarsity.edu.bd

ANEX



I designed Certificate for SAFF First regional Integrity Seminar Colombo, Sri Lanka 2021 and First SAFF Regional Safeguarding Seminar Male, Maldives 2021.





I designed name card for the SAFF First Regional Integrity Seminar Colombo, Sri Lanka 2021.



SOUTH ASIAN FOOTBALL FEDERATION

**Presents its warmest gratitude
for your valuable contribution at**

SAFF REGIONAL INTEGRITY SEMINAR

Frist Edition | Colombo, Sri Lanka | 18 November 2021



I designed crest for the SAFF First Regional Integrity Seminar Colombo, Sri Lanka 2021.



designed X banner for SAFF First regional Integrity Seminar Colombo, Sri Lanka 2021 and First SAFF Regional Safeguarding Seminar Male, Maldives 2021.



South Asian Football Federation extends its best wishes to All India Football Federation on the occasion of Durga Puja.

Best Regards

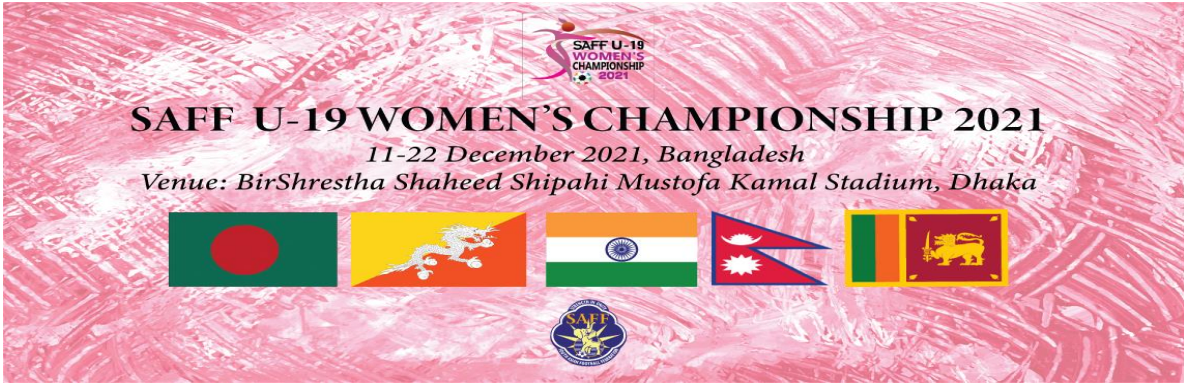
Kazi Md. Salahuddin
President

Ainurul Haq
General Secretary



I

I designed greeting post for Durga Puja



I designed MCM meeting backdrop of SAFF U-19 Women's Championship and website banner for the same tournament.

NEPAL NATIONAL FOOTBALL TEAM
23-MEMBER SQUAD FOR THE SAFF CHAMPIONSHIP

GOALKEEPERS
Kiran Kumar Limbu (C)
Deep Karli
Bishal Shrestha

DEFENDERS
Dinesh Rajbanshi
Suraj Jau Thakuri
Ananta Tamang
Gautam Shrestha
Suman Aryal

MIDFIELDERS
Rohit Chand
Nitin Thapa
Bishal Rai
Sunil Bal
Aashish Lama
Pujan Upokoti
Suman Lama
Taj Tamang
Sujal Shrestha
Santosh Tamang

FORWARDS
Nawayug Shrestha
Ayush Ghale
Manish Dang
Kamal Thapa
Anjan Bista

Head Coach
Abdullah
Almutairi

SAFF Championship, Maldives 2021 www.saffederation.org

BANGLADESH NATIONAL FOOTBALL TEAM
23-MEMBER SQUAD FOR THE SAFF CHAMPIONSHIP

GOALKEEPERS
Sahidul Alam
Anisur Rahman
Ashraful Islam Rana

DEFENDERS
Rahmat Mia
Bishwanath Ghosh
Topu Barman
Riyadul Hasan
Yeasin Arifat
Razaul Karim
Tutul Badsha
Tariq Kazi
Md Hridoy

MIDFIELDERS
Atiqur Rahman
Sohel Rana
Jamal Bhuyan (C)
Sand Uddin
Rakib Hossain

FORWARDS
Biplo Ahmed
Mahbubur Rahman
Mohammad Ibrahim
Riotun Mia
Sumon Reza
Jewel Rana

Head Coach
Oscar Bruzón

SAFF Championship, Maldives 2021 www.saffederation.org

INDIAN NATIONAL FOOTBALL TEAM
23-MEMBER SQUAD FOR THE SAFF CHAMPIONSHIP

GOALKEEPERS
Gurpreet Singh Sandhu
Amrinder Singh
Vishal Kaithi

DEFENDERS
Pritam Kotal
Seriton Fernandes
Challegensana Singh
Rahul Bheke
Subhasish Bose
Mandar Rao Dossal

MIDFIELDERS
Udanta Singh
Brandon Fernandes
Lalengmawia
Anirudh Thapa
Sahaj Abdul Samad
Jeakson Singh
Glan Martins
S. Singh Wangdam
Lisiton Calaco
Yasir Mohammad

FORWARDS
Manvir Singh
Fahim Ali
Sunil Chhetri (C)
Farukh Choudhary

Head Coach
Igor Stimac

SAFF Championship, Maldives 2021 www.saffederation.org

SRI LANKA NATIONAL FOOTBALL TEAM
23-MEMBER SQUAD FOR THE SAFF CHAMPIONSHIP

GOALKEEPERS
Sujan Perera (C)
P. Ruwan Arambasinga
Kavesh Fernando

DEFENDERS
Chamod Dilshan
Narasha Fernando
S. Roshan Appuhamy
Charitha Rathnayake
Dackson Puslas
Ashkoor Rahuman

MIDFIELDERS
Mohamed Muethaq
Mohamed Fazal
Marvin Hamilton
Jude Supun
Chalana Chameera
Kavindu Ishan
Dillon De Silva
Edison Figuerado
Anjan Faizer

FORWARDS
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Mohamed Kakkib
S. D. Wijesinghe
Rifkhan Mohamed
Mohamed Shifan

Head Coach
Amir Alagić

SAFF Championship, Maldives 2021 www.saffederation.org

MALDIVES NATIONAL FOOTBALL TEAM
23-MEMBER SQUAD FOR THE SAFF CHAMPIONSHIP

GOALKEEPERS
Mohammed Faisal
Mohamed Shafeeu
Ali Najih

DEFENDERS
Ahmed Nooman
H. Sifaan Yoosuf
Haisham Hassan
A. Abdul Ghaneem
Samoon Ali
Gasin Sammaam
Moosa Yaamin

MIDFIELDERS
Ashad Ali
Ibrahim Aisam
Mohamed Umair
Hussain Nibaan
Hamza Mohamed
Ismail Eesa
I. Waheed Hassan

FORWARDS
H. Raaf Ahmed
I. Mahudheer Hussain
Assadhulla Abdulla
Ali Fasih
Ali Ashtaq
Naiz Hassan

Head Coach
Ali Suzain

SAFF Championship, Maldives 2021 www.saffederation.org

I designed 23 player list for social media of SAFF Championship 2021 Male Maldives.



I designed match day post for social media of SAFF U-19 Women's Championship Bangladesh 2021.




Bangladesh STARTING XI



01. RUPNA CHAKMA (GK)
15. MARIA MANDA (C)
02. AFEIDA KHANDAKER
03. SHAMSUNNAHAR S.
04. ANAI MOGINI
05. M. AKHI KHATUN
06. SOHAGI KISKU
08. SAPNA RANI
09. ANUCHING MARMA
11. RITU PORNA CHAKMA
17. SHAHADA AKTER RIPA

#SAFF U-19 WOMEN'S CHAMPIONSHIP 2021 BANGLADESH #SAFF U-19 WOMEN'S CHAMPIONSHIP 2021 BANGLADESH




BHUTAN STARTING XI



01. KINZANG DEMA (GK)
04. RIGZIN WANGMO (C)
02. KARMA WANGMO
03. KELDEN LHAMO
06. KARMA ZANGMO
08. DEKI YANGDON
09. TSHERING LHADEN
10. SONAM LHAMO
11. YESHEY BIDHA
14. PEMA YANGZOM
15. SONAM CHODEN

#SAFF U-19 WOMEN'S CHAMPIONSHIP 2021 BANGLADESH #SAFF U-19 WOMEN'S CHAMPIONSHIP 2021 BANGLADESH




INDIA STARTING XI



01. ANSHIKA (GK)
04. SHILKY DEVI HEMAM (C)
03. N. DEVI PHANJOURAM
05. ASTAM ORAON
07. NITU LINDA
08. MARIYAMMAL BALA.
09. LYNDA KOM SERTO
10. P. DEVI NAOREM
11. SUMATI KUMARI
15. PURNIMA KUMARI
17. AMISHA BAXLA

#SAFF U-19 WOMEN'S CHAMPIONSHIP 2021 BANGLADESH #SAFF U-19 WOMEN'S CHAMPIONSHIP 2021 BANGLADESH




NEPAL STARTING XI




20. ANJANA RANA MAGAR (GK) (C)
02. BIMALA BK
04. SALONI RANA MAGAR
05. ROJINA SHRESTHA
09. RAJANI THOKAR
10. RASHMI KUMARI GHISING
12. SABITA RANI MAGAR
14. SARASWATI HAMAL
17. KUSUM KHATIWADA
18. MENUKA KUMARI ALE
23. KHUSMA RAI

www.saffederation.org

I designed starting XI post for social media of SAFF U-19 Women's Championship Bangladesh 2021.



I designed full time and half time post for social media of SAFF U-19 Women's Championship Bangladesh 2021 and all the picture clicked by myself.

