



Daffodil *International* **University**

Internship Report

At



PREPARED BY

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ID: 181-24-644

DEPARTMENT OF JOURNALISM, MEDIA & COMMUNICATION

DAFFODIL INTERNATIONAL UNIVERSITY

Supervised by

Mr. Aftab Hossain

Department Head & Senior Lecturer

Department of Journalism, Media & Communication

Daffodil International University

Submission Date: December 30, 2021

Letter of Transmittal

December 18, 2021

Aftab Hossain

Department Head & Senior Lecturer

Department of Journalism, Media & Communication

Faculty of Humanities of Social Science

Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

The Internship was assigned to me as a partial requirement of the Bachelors of Social Science (BSS) degree. It was one of the best parts of my academic career. I am really grateful to my university for giving this opportunity to not only me but my entire class fellow.

Internship is a great opportunity for a student to acquire knowledge and experience of corporate life. I got the opportunity to gather experience from one of the renowned and well reputed organization, Bangladesh Association of Software and Information Services (BASIS). I believe the knowledge & experience that I have gathered during my Internship period will immensely help me in my professional life. I am very grateful my department, my supervisor, BASIS secretariat & must my beloved university, Daffodil International University for giving me the opportunity to complete my internship program smoothly. I tried to summarize all of the available data in order to create a comprehensive report. This report, I believe, will serve the purpose of my Internship program.

I would like to thank you for your excellent advice, guidance, and willingness to serve as my supervisor in order for me to successfully complete my internship report.

Regards



Kudrat-E-Khuda Ridoy

Student ID: 181-24-644

Batch: 33rd

Department of Journalism, Media & Communication

Faculty of Humanities of Social science

Daffodil International University

Certificate of Approval



I am gratified to certify that the report of Internship which is prepared by Kudrat-E-Khuda Ridoy, holding ID No: 181-24-644 of the Department of Journalism, Media & Communication on his internship Experiences under the Public Relations department at Bangladesh Association of Software and Information Services (BASIS) has been approved for presentation and defense. Under my Inspection Kudrat-E-Khuda Ridoy completed his work during the Fall -2021 semester.

I am glad to certify that the data, which is in the report, are the genuine work by Kudrat-E-Khuda Ridoy. As a student, he has a great personality. I wish him good luck for his future.

Aftab Hossain

Academic Supervisor

Mr. Aftab Hossain

Department Head & Senior Lecturer

Department of Journalism, Media & Communication

Daffodil International University

Certificate from Organization



Date: December 15, 2021

To Whom It May Concern

This is to certify that Mr. Kudrat-E-Khuda Ridoy has worked at the Bangladesh Association of Software & Information Services (BASIS) as an Intern from October 1 to December 15, 2021.

Mr. Kudrat-E-Khuda Ridoy has excellent communication and computer skills. He is well organized and reliable. During his internship at BASIS, he was involved in writing press releases & speeches, making PR strategies, making phone calls for various issues to journalists and members, contributing in different seminars and press conferences, contribute in BASIS newsletter, updating journalist database and the like. He can work independently and he is able to follow through to ensure that the job gets done. He is flexible and willing to work as a team member.

We wish him all the best in his future endeavors.

With Regards,

Hashim Ahmed
Secretary, BASIS

Bangladesh Association of
Software & Information Services
DBL Dhaban (Level-5, West)
2 Kaeran Bazar, Dhaka-1215, Bangladesh

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www.basis.org.bd
Tel: +88 09612322747, +88 55012155
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BASIS Outsourcing Award



Acknowledgement

I am grateful to Almighty Allah for providing me with enough patience to finish this report. The Internship was assigned to me as a partial requirement of the Bachelors of Social Science (BSS) degree. It was one of the best parts of my academic career. I am really grateful to my university for giving this opportunity to not only me but my entire class fellow.

This Internship has been a very good experience for me because my Internship has given me a chance to understand the real corporate life outside the classroom.

I'd like to remember all of the people who helped me during my internship program with such a grateful heart. I would like to express my heartfelt appreciation to the Department of Journalism, Media & Communication at DIU, as well as my honorable supervisor, Mr. Aftab Hossain, for his outstanding supervision.

As a result, in preparing this report, I was able to create a good combination of academic and practical knowledge. I would also like to thank BASIS management for providing me with the opportunity to intern at their well-known organization. The experience I gained at BASIS helped me to understand various aspects of my studies.

My internship was a fantastic opportunity for learning and professional development. As a result, I consider myself extremely fortunate to have been given the opportunity to be a part of it and work with extremely experienced people like Mr. Hasim Ahmed, Secretary, BASIS. He is an excellent human being and an excellent writer too. I'm also grateful for the opportunity to meet so many wonderful people and professionals who guided me through this internship period. As I was involved in the public relations sector, I have gained a vast knowledge-based communication skill set and experience in writing. I want to thank my university, department, and honorable teachers again because they have already taught us enough. As a result, I was able to handle the harder things easily. I am really grateful to my respected teachers, Mr. Aftab Hossain, Mr. Rasdhedul Islam, Mr. Dr. Sheikh Shafiu Islam, Mr. Dr. Golam Rahman, Mr. Anayetur Rahman, Mr. Salim Ahmed, Mr. Dr. Shakhawat Ali Khan, and all others.

This opportunity represents a significant step forward in my professional development. In order to achieve my desired career objectives, I will strive to use acquired skills and knowledge as effectively as possible, and I will continue to work on their improvement.

Sincerely,



Kudrat-E-Khuda Ridoy

Student ID: 181-24-644

Batch: 33rd

Department of Journalism, Media & Communication

Faculty of Humanities of Social science

Daffodil International University

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CHAPTER ONE

INTRODUCTION

About Internship

An internship is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. It is a short-term work experience offered by companies and other organizations for people—usually students, but not always—to get some entry-level exposure to a particular industry or field. It is as much of a learning experience as it is work.

Benefits of internships

1. Job experience
2. Research experience
3. Access to a variety of tasks and departments
4. Mentorship
5. Help guide career goals
6. Create a professional network
7. Build a strong resume
8. Secure good references and recommendations
9. Transition to a permanent job
10. Build confidence

(source: <https://www.indeed.com/career-advice/career-development/benefits-of-internships>)

Reason for doing Internship at BASIS

I am a student in the department of Journalism, Media and Communication. Most of the students in my department move on either to a newspaper or channel for their job or internship. But very few are moving in the communication sector. But I found the communication sector very interesting. So I made myself re-minded to work in the communication sector. At that time, my honorable teacher informed me that the Bangladesh Association of Software and Information Services (BASIS) needed an intern in their public relations. BASIS is a highly reputed organization in Bangladesh. It was a great opportunity to fulfill my dream. I think it was my good fortune. That is the reason I did my internship program at BASIS. I think I was lucky to complete my internship there, and I gathered a wealth of experience from there. I am really grateful to my honorable teachers and my beloved university, and also to the BASIS supervisors for giving me the chance and helping

me to complete my internship program successfully. Before beginning my internship period, I visited BASIS. I was constantly intrigued by working with BASIS. So BASIS was my first choice to function as an intern there. I dropped my CV and they called me. I attended a basic written exam and was selected for the

internship opportunity. I began my journey with BASIS as an intern in PR and Media. The working hours were eight hours every day, six days a week. Most of the time, I worked 8 to 10 hours per day. At once, I could figure out how to enhance my expertise in writing and communicating.

Duration of Internship

My internship period began on October 1, 2021, at BASIS as an intern position in public relations and media. I have completed my internship on December 15, 2021. I was engaged for two months and 15 days. But as there was an election upcoming of BASIS Executive Council, I worked 15 days additional. I worked six days a week.

About my Internship Supervisor



During my internship, my supervisor was **Mr. Hashim Ahmed**. He is the honorable secretary of BASIS. He has completed his bachelor's degree and Masters in Social Science (Political Science) as a student at Jagannath University. He also completed his Masters in Business Administration (MBA) in Human Resource Management (RM) from Millenium University. He has vast working experience of 17 years or more. He is a great person with vast knowledge and experience. He is also an excellent writer. He has been working at BASIS for 14 years. He has also worked as Field Commissioner, International Affairs & ICT, at Bangladesh Scouts. Before that, he was a Sub-Editorial of a well-known newspaper in Bangladesh. He is a very hard-working and skilled person. It was really my good fortune to work with him.

CHAPTER TWO

ORGANIZATIONAL PROFILE

Background of Organization

Bangladesh Association of Software and Information Services (BASIS) was formed in 1997 to form the platform for the ICT sector of Bangladesh. IT and IT-enabled services in Bangladesh needed a strong platform to raise their voices. That time, BASIS was the platform they needed. This is now Bangladesh's national trade body or trade organization for IT/ITES services.

MISSION

To develop the ambition, capacity and sustainable growth of the BASIS member companies, and to lead and deliver the BASIS contribution to One Bangladesh.

VISION

To lead the development of a vibrant, sustainable and successful software and IT service industry in Bangladesh.

CORE VALUES

Trustworthy - in its representation of its member companies, in the delivery of its operations, and its relationships with its partners and stakeholders

Respected - as the recognized national trade body for the software and IT service industry of Bangladesh

Innovative - in the services it provides through its secretariat, and it undertakes programs and development initiatives to support the sustainable growth of the sector

Ambitious - in its aims aspirations for the software and IT service industry in Bangladesh

Representative - in embracing companies from across the software and IT service industry of Bangladesh

ICT SECTOR OF BANGLADESH

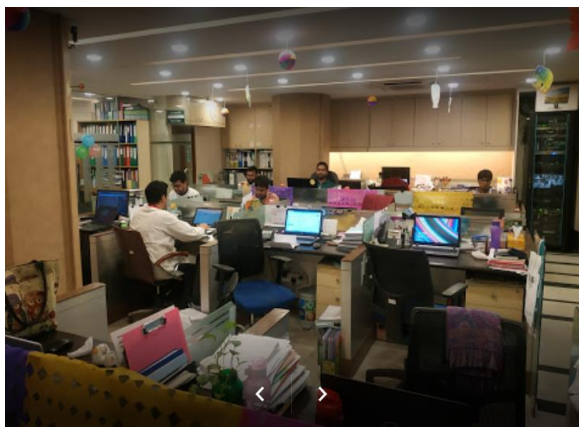
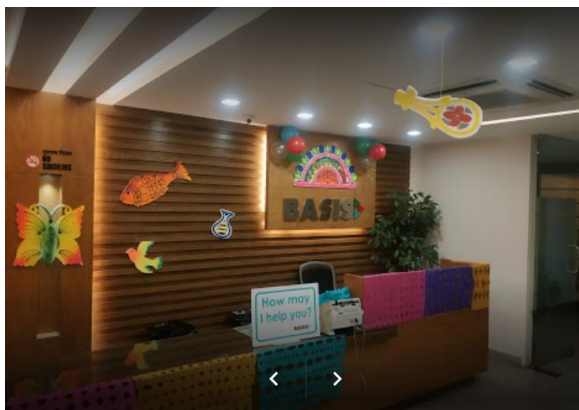
“Digital Bangladesh” is an integral part of the government’s Vision 2021-which promises a prosperous and equitable middle-income Bangladesh by its golden jubilee of independence. Honorable Prime Minister Sheikh Hasina has outlined Digital Bangladesh having four key priorities:

- i) Developing human resources ready for the digital age;
- ii) Connecting citizens in the ways most meaningful to them;
- iii) Taking services to citizens’ doorsteps; and

iv) Making the private sector and market more productive and competitive through the use of digital technology.

ICT is the backbone of any digital initiative and it covers the vast area of Information Technology, Communication Technology and Telecommunication Technology. The country is successfully leveraging this rising penetration and has earned \$1 billion in 2018 by exporting ICT products and services.

On top of these, the total number of Internet Subscribers has reached 93.70 million at the end of December 2019, can be seen as a consequential blessing of the recent progressive steps taken by the present government and the growing ICT sector.



(source: basis.org.bd)

Organogram Structure

BASIS members elect a Board of Directors known as Executive Council (EC) for a two years term by direct voting. The EC has the overall responsibility for running the affairs of BASIS and setting policy guidelines for its secretariat.

Executive Council (EC)

PRESIDENT



SENIOR VICE-PRESIDENT



VICE PRESIDENT



DIRECTORS

Secretariat

SECRETARY



Joint Secretary	Event Management	Member Services	HR Admin
International	Research	Accounts	Cash Incentives
Creative & Design	PR & Media	Corporate Affairs	Web & System

(source: basis.org.bd)

Organization Initiatives

Bangladesh Association of Software and Information Services (BASIS) is Bangladesh's national trade body or trade organization for IT/ITES services.

- BITM
- BASIS Students' Forum

Awards

- National ICT Award
- APICTA
- NASA Space Apps Challenge
- BASIS Outsourcing Award

Events

- Sourcing Bangladesh 2021
- WCIT Bangladesh 2021: FREE EXHIBITION BOOTH OFFER Bangladesh Pavilion
- DIGITAL WORLD 2020
- CeBIT Thailand
- Japan IT Week
- GITEX
- BASIS SOFTEXPO

(source: basis.org.bd)

CHAPTER THREE

LEARNING EXPERIENCE

Responsibilities

During my internship period, I have participated in a number of activities. Basically, I was a public relations and media representative. Public relations in an organization like BASIS, is so crucial. Communicating with thousands of members, various ministries, various organizations' secretariats, various news media, and journalists were my major responsibilities.

- Checking IT-related news from at least 20 different newspapers on a daily basis
- Writing Press Releases for various issues
- Writing annual review of the organization
- Contribution to the annual report of the organization
- Maintain contact with all journalists for news updates
- Making a monthly newsletter
- Contribution to various events
- Photography of various events
- Making phone contacts with thousands of members for various issues
- Creating PR strategies for the organization
- Writing articles about IT sectors
- Updating Journalist Database
- Making idea for branding of the organization

In my internship time, I learned many things. I'm going to describe them:

Time Management

I have learned through an internship is how to manage my time for multitasking. For example, I had to write press release in both Bangla and English and then I had to contact over two hundred journalists over the phone.

Article and press release Writing

Before doing this internship, I had some basic knowledge of report writing. But now I can write any kind of press release or article. It will be well-informed and interesting. Now I know about a good, informative press release.

Typing

Though I learned Bengali typing through my university, after a long term of practice during my internship, I can type in Bangla and English so fast and comfortably.

Professionalism:

While working on BASIS, I learned about professionalism. Work-based conversation is a common phenomenon in organizations. If I need to talk with any of my colleagues for my work, I can talk without any hesitation. Everyone was helpful and friendly. We went out of the office to talk about any personal issues and other matters not related to office work.

Weekly Activities of my Internship Program

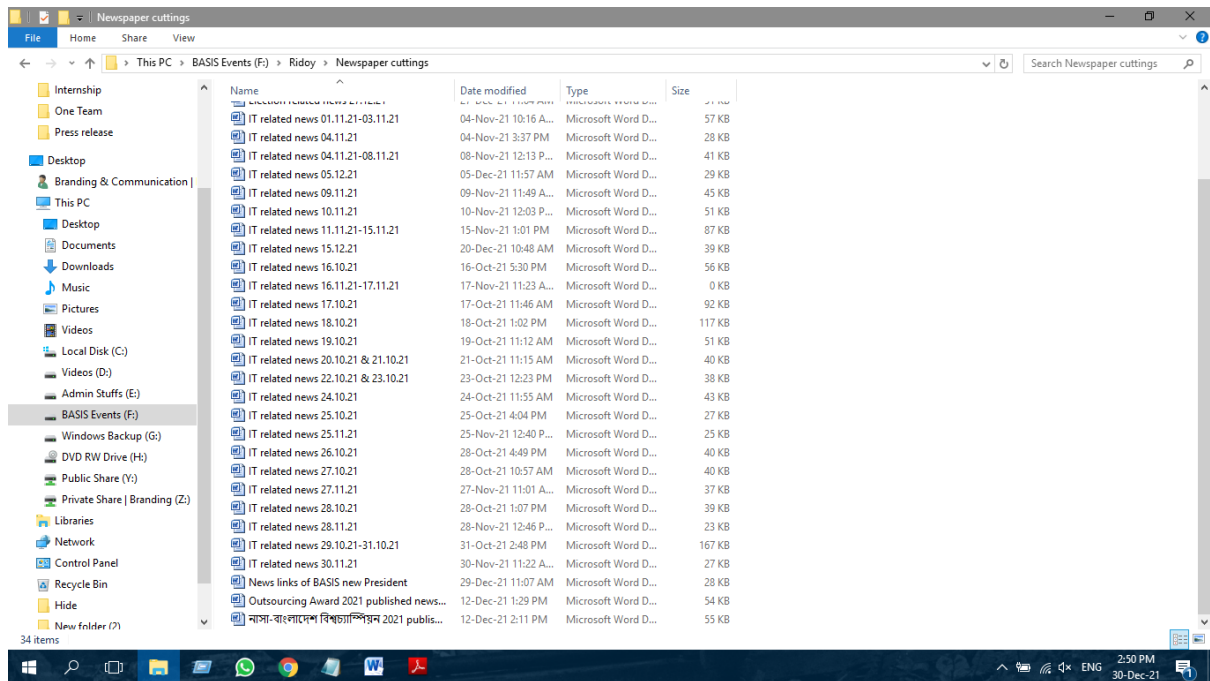
First Week (October 1st – October 7th, 2021)

- Introduced & Ice breaking part with office colleagues
- Introduced Secretariat
- Analyzed the annual report of 2020



2nd Week (08 October - 14 October 2021)

- Observed internal system policy
- Visited Auditorium and Boardroom observe programs
- Started working as PR



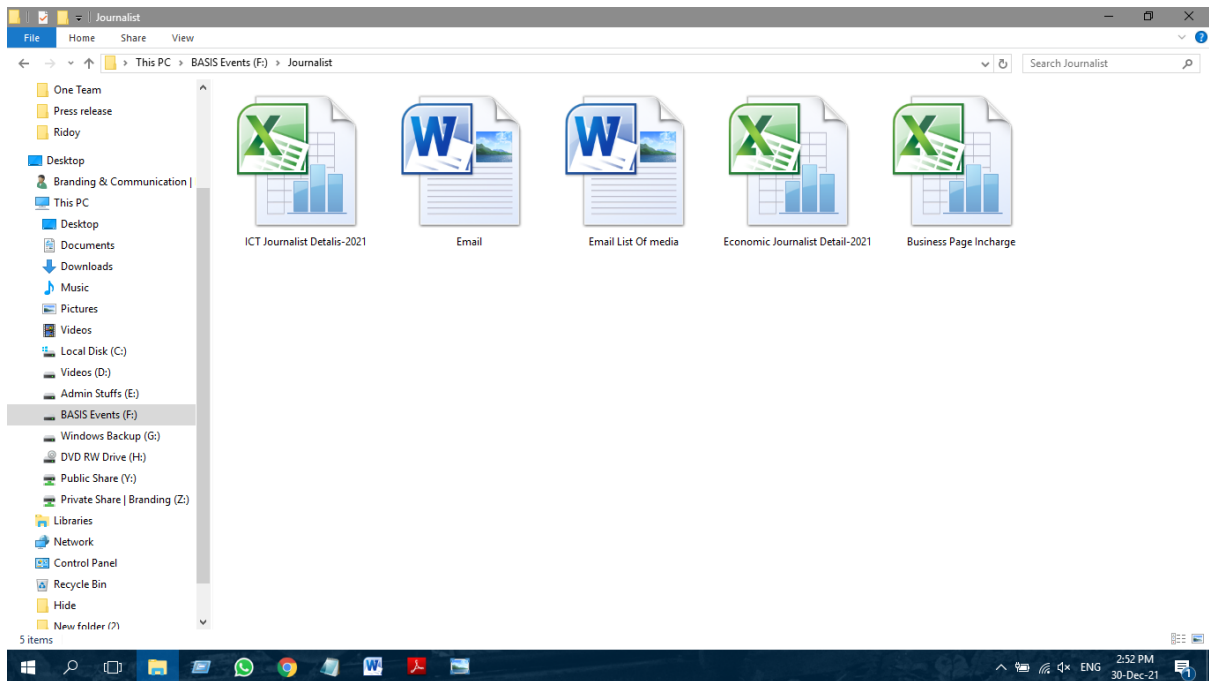
3rd Week (15 October - 21 October 2021)

- Worked on an event
- Prepared speech for vice president
- Contribute to Press conference



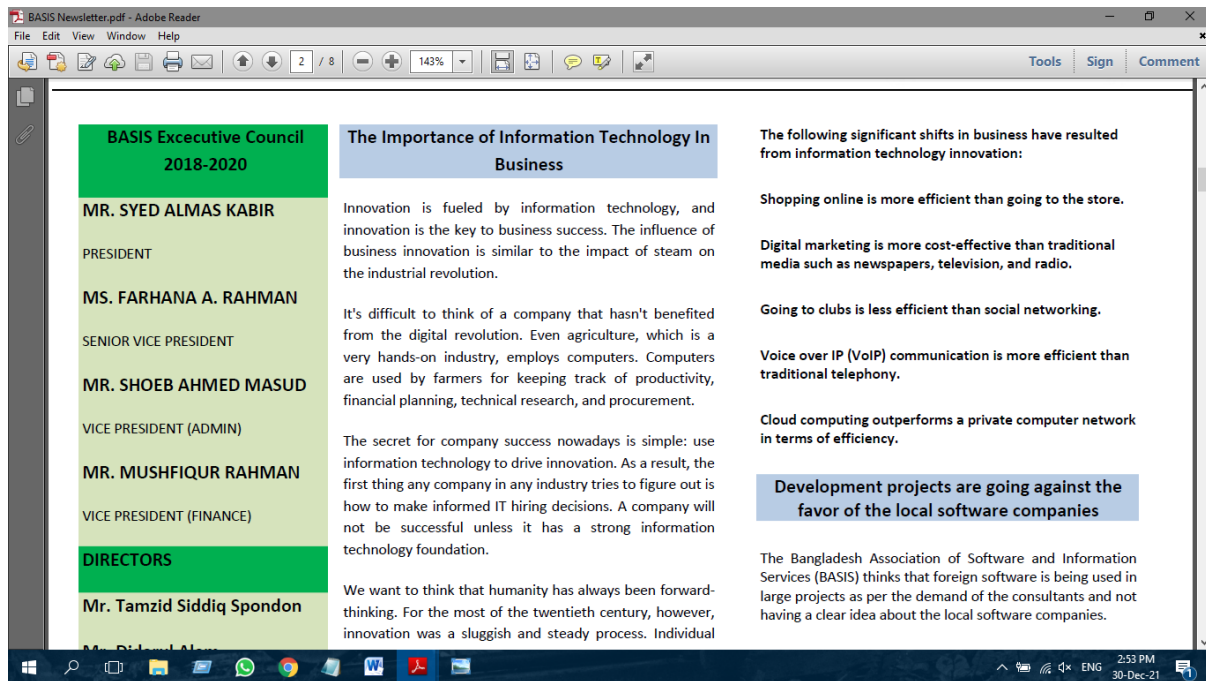
4th Week (22 October - 28 October 2021)

- Learned the press conference process
- Practiced how to make create relation with media
- Learned to organize a press conference



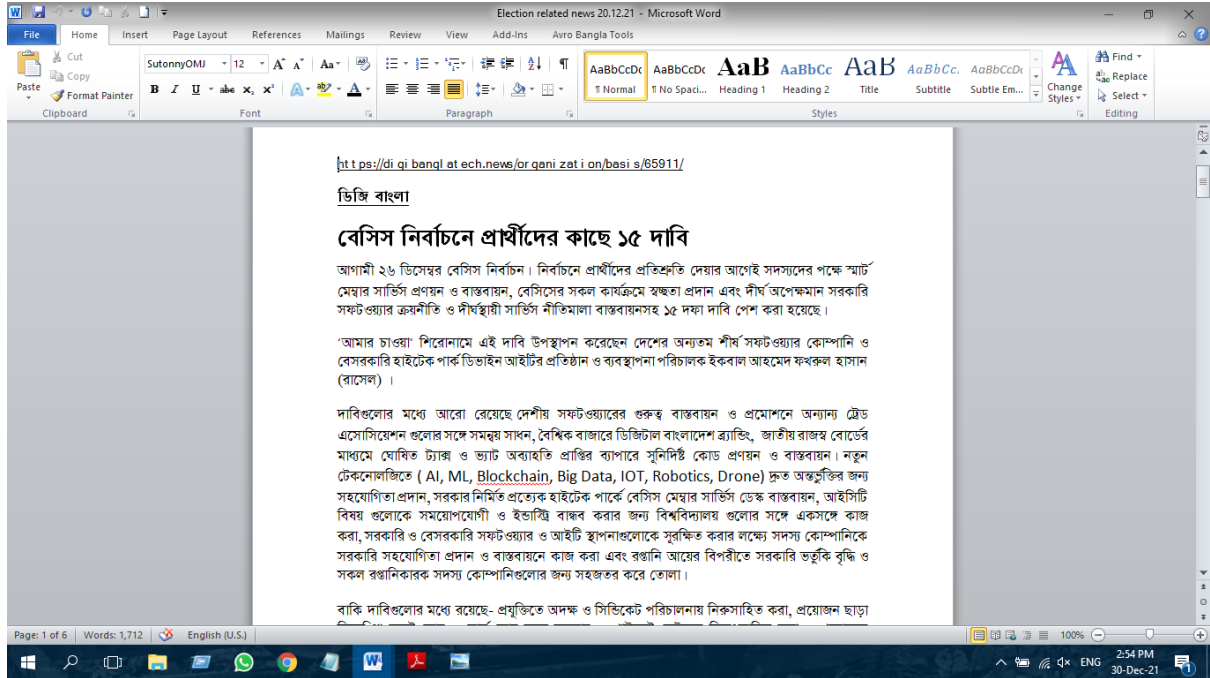
5th Week (29 October – 04 November 2021)

- Started writing articles
- Experienced membership process of the organization
- Used the printer and photocopy, fax machine for official working



6th Week (05 November – 11 November 2021)

- Observed, how an organization make relation with member
- Daily news collection about the organization
- Observed, how members give feedback



7th Week (12 November – 18 November 2021)

- Updated Journalist Database
- Joined WCIT-2021 as BASIS representative for four days



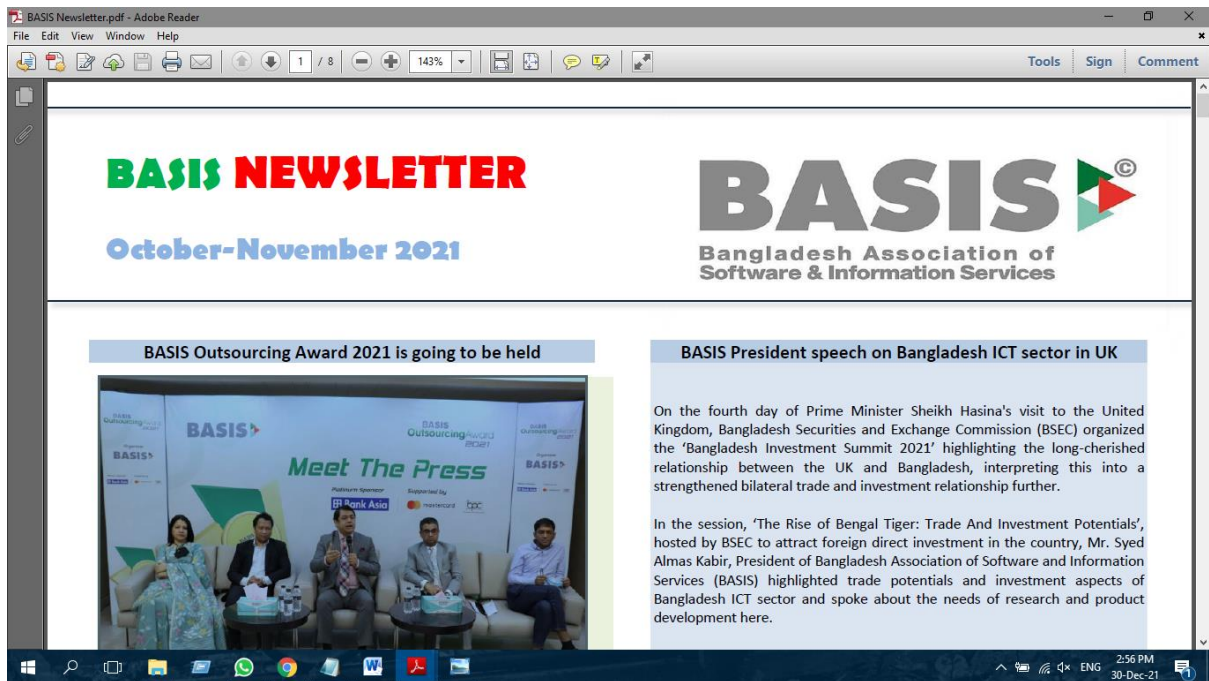
8th Week (19 November – 25 November 2021)

- Experienced a international ICT fair
- Tried to gather the basic idea about IT sector
- Follow up current IT sector



9th Week (26 November – 02 December 2021)

- Made a list of the Outsourcing judge
- Started making BASIS Newsletter
- Prepared speech for president



10th Week (03 December-10 December 2021)

- Finalized the BASIS newsletter
- Worked for the outsourcing award 2021
- Worked for the BASIS Election



11th Week (11 December-17 December 2021)

- Attended the outsourcing award 2021
- Made contact with 500 members for election issues



12th Week (18 December-24 December 2021)

- Worked with IT news
- Worked for BASIS Election



13th Week (25 December-30 December 2021)

- Worked for BASIS Election



Work experience of Internship

I have worked mainly at BASIS as an intern in PR & Media. I have learned a lot there. BASIS is an IT/ITES-based organization. My office hours were from 10 a.m. to 6 p.m. BASIS works for its members who are doing business in Bangladesh in IT and ITES. Every desk has a different laptop and excessories. After arriving at the office, my first task was to read all the national newspapers. Then I have to find out which news is IT-related. Then I have to compile the important news. Then I have to rearrange and send all this news to the Secretary. From corporate affairs and event management, I have learned many things. Moon M. Rajib and Sajjadur Rahman Shawon helped me a lot. They gave me instructions on how to write an IT-related article. I wrote many press releases which were published in the main stream media. Firstly, I checked the mail on my computer. I have done multitasking. Those tasks that I completed were first reviewed by my supervisors and then by the secretary.

I worked on the newsletter on a daily basis. When I went to the events, I felt very scared because I thought I would make a mistake. I have faced many problems when I had to do multitasking. I had to face challenges when my supervisors introduced me to other people in the office who worked at very high posts. When I did something and my supervisor corrected it, I felt very embarrassed. They are so experienced that they can change an article and make it more interesting. On the first day, I wrote a press release that they had to edit a lot. However, the number of edits decreases day-by-day. Sometimes I felt so tired that I had to go to the lounge and have a cup of tea. My brain hung on occasion, much like a computer. Then I had to go for a walk inside the office.

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

Special Experiences

In my internship period, I had some special experiences. It was a very good memory for me when I was selected for WCIT-2021 as a representative of BASIS. When I met so many celebrity people, including Mr. Zunaid Ahmed Palak, State Minister of Information and Communication Technology, Mr. Zafar Iqbal, Mr. Iresh Zaker, Nagar Baul James, that time was a really great moment for me. Also, I want to mention my special experience with well-renowned writer and senior journalist, Mr. Pallab Mohaimen, Head of the New Initiatives, Daily Prothom Alo. It was very charming to him.

Tools and Technologies Used

- Laptop
- DSLR
- Printer
- Projector

CHAPTER FOUR

EVALUATION OF LEARNING

Difference between Academic and Practical Work

Learning something in a classroom and learning something in a field or workplace is a totally different thing. An internship may be the best way to acquire knowledge about a specific topic because we can use both our practical and theoretical aspects of learning. To be a master at work, one should have experience of both practical work and academic learning. Those two things go hand in hand, and each has their own importance. As a student of Journalism, Media & Communication, I have gained lots of academic knowledge in the last four years, along with a lot of fieldwork experience. But the practical working situation and environment are quite different from academic learning.

During our academic practice, we do not need to think much about time. Our teachers have given us enough time to complete our course assignments. But in our professional life, punctuality should be maintained. We know that in this digital era, every piece of news and information spreads around the world within a very short time. We must have the ability to realize the value of real-time news. So it is easily understandable that there are several distinctions between professional and academic life. While practicing during our academic learning, we have to face equipment problems. We were almost 30 students, but the equipment provided us by the lab was 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 do our assignments or reports on some special issues. For the completeness of any report, expert or authorities' opinion must be included. But at that time, we did not have the scope to include that. In professional life, we do not have to face many difficulties in getting expert opinions. 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 writing, how to build up a news story with an "Inverted Pyramid Structure", the process of editorial writing, ethics, and standards of journalism. All those are the same in both academic learning and practical work.

Internship Outcome

There is the outcome of every work, either good or bad. There are many advantages to do internship at BASIS. First of all, the experiences I have gathered are very valuable to me. BASIS is one of the biggest and most reputed organizations in Bangladesh. So, I got the opportunity to create my opportunity.

As a result of the internship:

- I have made many sources
- Created chances for the future
- I have proven myself through my work and behavior
- I have established a value for myself among the seniors
- I have learned a lot of things about organizational works
- I have learned some unknown terminologies
- I have had the experience of coping with a other organization
- I have learned to do various works, especially corporate works
- I have experienced how to keep more patience to get a wonderful outcome from an office and even from anything
- I have explored my gathered knowledge and creativity, which would help me get a job in the future in other organization. Suppose, one of the employees switches organizations and joins another office. Then if I go to work there, he would select me.

Expectation and Experience

As a student of journalism, a regular reader of multiple online news outlets, and from discussion and advice, I had a vague idea of how my internship would turn out. I expected hardship, new and surprising experiences, and professional differences. The internship program is basically arranged for recent graduate students who are seeking entry-level jobs. During this program, the internship supervisor trains, advises, and gives direction on how to work in the professional field. I have had a great passion for the communication sector. I knew this internship would help me to understand Bangladesh's corporate organizations very closely as well as work professionally in a highly reputed organization. The internship experience did not only help me to be professional and proactive, but also gave me a chance to show my creativity, boost my confidence, and be focused.

From this internship, my expectations were to:

- Perceive my organization's philosophy, ideology, and public relations
- Get a clear idea of Bangladesh's corporate offices and their day-to-day functions
- Improve my communication skills and put them to use in real-world situations
- Be efficient and effective in decision-making

In addition, on the completion of my internship, I expected to:

- Achieve practical knowledge of communication
- To gain practical knowledge of writing press releases and articles
- To learn how to work under pressure
- To comprehend the management procedure
- Interpersonal Skills Development
- Building a strong connection with people from different classes
- To comprehend the significance of the news
- Learn how to organize a press conference
- Experience of information gathering and reporting
- To gain experience in producing a different genre of news
- Expanding my professional network
- Try to be familiar with how an organization runs technically
- To have experience of the technical and practical knowledge of communication
- Know the office environment and prepare me for professional involvement

Skills Developed during Internship

My three months of internship at BASIS, completed very quickly. I am glad to have undergone this internship because it taught me a number of important things and also got me to explore my own interests and think through what I want to do upon graduation. Anyway, my internship taught me a lot of things, and I also got to meet a lot of nice people. Somehow, I feel really lucky that I always get to work with nice colleagues, and that makes everything a whole lot easier and happier. All of the staff in the office had also helped me in one way or another, either through my work or by creating a better work environment. Contrary to my initial expectations, I totally enjoyed my internship and also learned a lot of things.

The internship course was a great opportunity for me. I have learned many things about writing, communicating, office work, the working system of an office, punctuality, discipline, etc. This will help me excel in my career and personal life. My report is the outcome of the internship work and experience gathered during the time I worked at BASIS. In this study, I tried to focus on news arranging, writing, and PR strategies for BASIS with an experienced

team. In addition to everything else, it taught me office protocol. Hence, my heartiest thanks go to all the 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 can play a significant role in career building. One of the recurring themes in any entry-level job search is a lack of experience. An internship creates the perfect opportunity to gather experience. During my internship, I connected with many professional individuals and widened my network, which I think will help me in my professional life and in career development. I learned about the communication career field from the inside and got to know that it's not a bad career field for me. I also got the opportunity to observe the workplace and see if it matched expectations. I learned new skills and added to my knowledge base while gaining confidence in my abilities. I had the opportunity to practice communication and teamwork skills.

I applied some of the ideas learned in my academic life. Most importantly, I met new people and practiced networking skills while establishing a network of professional contacts, mentors, and references. 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 accomplishments to add to my resume. Through internships work, I gain some knowledge and experience in feature writing, editorial writing, and photography which 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 Internship

Throughout my three-month internship project, I faced a lot of problems. Because in profession, there are many differences between academic life and practical life. It is impossible for an intern to cover the whole thing in a short time. My Intern Organization BASIS is a very busy organization. At BASIS, I was not a representative; I was just doing my three-month temporary position. Among all of them, I am junior, so they don't want to tell me about their main sources. They did not share with me how they get faster information about major matters. They already have very experienced staff. They didn't always answer my questions because they didn't have the permission to talk about these things. They treated me like an intern. So, in my internship at BASIS, I had to face some limitations. In this way, in my entry-level position at BASIS, I needed to confront a few constraints.

CHAPTER FIVE

CONCLUSION

SWOT Analysis

Strengths:

- Authentic
- Continuous contact with members
- Strong and independent in internal policy making
- Purposive and effective membership policy
- Try to stay up to date
- Many partners and members (1800+)
- Updated website
- Covers a vast area, not just Dhaka- centric

Weaknesses:

- Job constraints because of a lack of knowledge and technology
- This office has enough resources but not utilizing those properly
- Office management has room for improvement.
- Do not have enough employees

Opportunities:

- Developing of professional bonding/relations
- Connecting professional resources

Putting on big events

- New Knowledge Acquired
- The arrival of new technologies
- Management can be better

Threats:

- Influence of VIPs

Conclusion

I firmly believe that the experience I have gathered during my internship will help me in my professional career. Needless to say, I have differentiated the nature of institutional and professional learning throughout such an internship. As a trade organization, BASIS has been very friendly and kind to me, except for a few obligations. Aside from understanding and communicating, the temporary job gives me the opportunity to figure out how to function inside an expert group/team/staff/partners. Subsequently, the temporary job has likewise enhanced my relationship with an association.

Finally, I can say I enjoyed my internship period at BASIS. During this period, I learned lots of factors and gained a lot of professional knowledge. I think it will help in my future career.

Recommendation

It's really hard for me to recommend all the necessary steps to take to overcome the overall shortcomings of the organization where I have worked as an intern. But I can recommend some necessary steps to overcome the problems I have faced in my "PR & Media".

- Increase the number of resources
- Recruit more employees
- Build a relationship between employees and intern
- Employees must be trained
- Should give equal opportunities to work properly
- Recruitment process should be fair
- Insufficient vehicle services
- Administration department needs to be more active

References

- Internships.com
- basis.org.bd
- Wikipedia.com
- <http://www.daffodilvarsity.edu.bd>

ANNEX

Press conference of BASIS Outsourcing Award 2021 news was published in different main stream media from the Press Release written by me and organized by me.

☰ TODAY'S NEWS > sior citizens, frontliners: Advisory Committee recommends Masud Rana Series: HC upholds order of copyright to Sheikh Abdul Hakim e-paper বাংলা Q

The Daily Star

TUESDAY, December 14, 2021 | Journalism Without Fear or Favour

🏠 News Views Coronavirus Sports Business Entertainment Life & Living Youth Tech & Startup Feature Environment NRB

Business

Seventh edition of BASIS Outsourcing Award launched

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Star Business Report
Wed Oct 27, 2021 05:25 PM Last update on: Wed Oct 27, 2021 05:31 PM





দ্য ডেইলি স্টার | বাংলা

নির্মাণ নিয **ডিজিটাল ইঞ্জিনিয়ারের** ফি পরামর্শ নিতে ☎ ১৬৭৪১ **KSRM**

বেসিস আউটসোর্সিং অ্যাওয়ার্ডের নিবন্ধন শুরু

সিনিয়র কন্সাল্টেন্ট | বাংলানিউজটোয়েন্টিফোর.কম

আপডেট: ১৭০৪ ঘণ্টা, অক্টোবর ২৭, ২০২১



ঢাকা: বাংলাদেশ অ্যাসোসিয়েশন অব সফটওয়্যার অ্যান্ড ইনফরমেশন সার্ভিসেস (বেসিস) এর উদ্যোগে ৭ম বারের মতো অনুষ্ঠিত হতে যাচ্ছে বেসিস আউটসোর্সিং অ্যাওয়ার্ড ২০২১।

বুধবার (২৭ অক্টোবর) থেকে এর নিবন্ধন শুরু হয়েছে।



থোম » বিজ্ঞান ও টেক

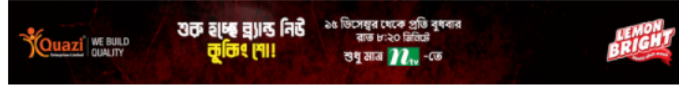
৭টি ক্যাটাগরিতে ১০০টি অ্যাওয়ার্ড বেসিস আউটসোর্সিং অ্যাওয়ার্ডের নিবন্ধন শুরু

ইত্তেফাক অনলাইন মিপিআই ১৬:৪৮, ২৭ অক্টোবর, ২০২১ | পাঠের সময়: ৩.৫ মিনিট



সর্বশেষ খবর সর্বাধিক পঠিত

- বাইডেন-এরদোয়ানের বৈঠক
- গোসলে যেসব উপাদান দেবে দিনভর সতেজতা
- আফগানিস্তানে গান বন্ধ করতে বিয়ের আসরে গুলি, নিহত ২



প্রযুক্তি

বিজ্ঞাপন

বেসিসের আউটসোর্সিং অ্যাওয়ার্ডের নিবন্ধন শুরু



রাহিমুল ইসলাম, ঢাকা

আপডেট : ০১ মার্চ ২০২০, ১২ : ০৬ টি



বাংলাদেশ অ্যাসোসিয়েশন অব সফটওয়্যার অ্যান্ড ইনফরমেশন সার্ভিসেসের (বেসিস) উদ্যোগে শুরু হচ্ছে 'বেসিস আউটসোর্সিং অ্যাওয়ার্ড ২০২০'-এর কার্যক্রম। গতকাল শনিবার বেসিস মিলনায়তনে আয়োজিত সংবাদ সম্মেলনে এ কথা জানান বেসিসের সভাপতি সৈয়দ আলমাস কবীর। তিনি বলেন, 'বেসিস আউটসোর্সিং অ্যাওয়ার্ড আয়োজনে আমাদের অন্যতম উদ্দেশ্য হলো, সরকারের ২০২৩ সাল বাগান ৫০০ বোর্ডিং ডলার আয়ের লক্ষ্যমাত্রা অর্জনে ব্যক্তি ও প্রতিষ্ঠানগুলোকে উৎসাহিত করা।' এই আয়োজনে সহযোগিতা করছে ব্যাংক এশিয়া ও পেওনিয়ার।

সংবাদ সম্মেলনে জানানো হয়, বেসিস আউটসোর্সিং অ্যাওয়ার্ডের কার্যক্রম চলবে মাসব্যাপী। নিবন্ধনের মাধ্যমে তা শুরু হবে। এরপর বিচারকদের মাধ্যমে ধাপে ধাপে ম্যাচই-বাহাই করে ব্যক্তি ও



বেসিস আউটসোর্সিং অ্যাওয়ার্ডের নিবন্ধন শুরু

কুশো রহমান
২৭ অক্টোবর ২০২১, ১৮:৩৭



সর্বশেষ সর্বাধিক

- একাত্তরের সকল মুক্তাপ্রার্থীর বিচার নিশ্চিতের আশা সাইফুল আলমের
- পৌর কাউন্সিলর হত্যার ৫ আসামির আত্মসমর্পণ
- ১৯৭১ : বিজয়ের গৌরবগাথা
- খুলনায় শূন্য হাঙ্গামের বিরুদ্ধে মানসার আবেদন খারিজ
- বিডিটি স্যালনে শীতকালীন রূপচর্চা
- আর্মি ইন্টারন্যাশনাল ইউনিভার্সিটিতে চাকরির সুযোগ
- ৫০ ভাগ হাতে সিনেমা দেখার সুযোগ!
- বগুড়ার প্লাস্টিক কারখানার আগুন, ৫ জনের লাশ উদ্ধার
- মিলফার্মারিতে বিজিবি সদস্য নিহতের ঘটনায় পরাজিত প্রার্থী গ্রেফতার

আরও



🏠 / প্রযুক্তি প্রতিদিন / ফিল্মাফ আউটসোর্সিংয়ে বেসিস পুরস্কার পেলে ৯৯ ব্যক্তি ও প্রতিষ্ঠান

প্রযুক্তি প্রতিদিন

ফিল্মাফ আউটসোর্সিংয়ে বেসিস পুরস্কার পেলে ৯৯ ব্যক্তি ও প্রতিষ্ঠান

👤 প্রযুক্তি প্রতিদিন প্রতিবেদক

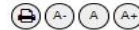
🕒 প্রকাশ: ১৫ ডিসেম্বর ২১ | ০০:০০



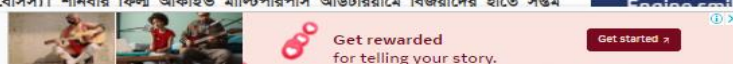
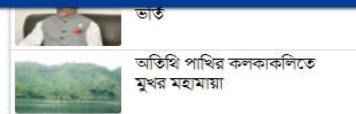
৯৯ ব্যক্তি ও প্রতিষ্ঠান পেলে বেসিস আউটসোর্সিং অ্যাওয়ার্ড

🔥 একুশে টেলিভিশন

🕒 প্রকাশিত: ১৮-১১, ১৩ ডিসেম্বর ২০২১



আউটসোর্সিংয়ে অবদানের জন্য ৯৯ ব্যক্তি ও প্রতিষ্ঠানকে পুরস্কার দিয়েছে বাংলাদেশ অ্যাসোসিয়েশন অব সফটওয়্যার অ্যান্ড ইনফরমেশন সার্ভিসেস (বেসিস)। শনিবার ফিল্ম আর্কাইভ মাল্টিপারপাস অডিটোরিয়ামে বিজয়ীদের হাতে সপ্তম





Attending WCIT-2021 at BICC



Regular work



Maintaining Front Desk



BASIS Newsletter proposed and made by me

BASIS NEWSLETTER
October-November 2021

BASIS
Bangladesh Association of
Software & Information Services

BASIS Outsourcing Award 2021 is going to be held

BASIS President speech on Bangladesh ICT sector in UK

BASIS Executive Council 2019-2020

The Importance of Information Technology in Business

Following information shifts in business have resulted from information technology innovation:

Shipping routes are more efficient than going to the store.

Digital marketing is more cost-effective than traditional media such as newspapers, television, and radio.

Going to clubs is less efficient than social networking.

Voice over IP (VoIP) communication is more efficient than traditional telephony.

Cloud computing performs a private computer network in terms of efficiency.

Development projects are going against the favor of the local software companies.

The Bangladesh Association of Software and Information Services (BASIS) thinks that foreign software is being used in large projects to get the demand of the consultants and not having a clear idea about the local software companies.

Shekhas thinks that domestic software companies can't participate in development projects. A BASIS delegation met at the planning ministry on Tuesday (October 20th) to address the issue and draw up an outline. Ministers, state ministers and secretaries of various departments of the Ministry of Planning were present at the meeting. Jeddah Chandra of Loka Software Sector is implementing Bangladesh's Digital Government. Top officials of the organization were present on behalf of BASIS.

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At the meeting, BASIS said that the use of foreign IT systems has resulted in huge foreign exchange outflow but the employment of domestic IT professionals is very low. In each case, they have asked, despite obstacles we can surely imagine. In addition, foreign IT systems have little idea about the environment, language and business culture of Bangladesh, which in many cases creates problems in the projects. BASIS further said that the project was formulated in a hurried manner due to the intense demand for the license, infrastructure with software at the planning stage. A BASIS delegation is keen to see the Bangladesh software companies. In many cases, international tenders are called as project consultants have no idea about the capabilities of software companies in Bangladesh. Usually, annual turnover of the company, performance guarantee etc. are a bar for Bangladesh's organizations.

At the meeting, the representatives of BASIS said that the government wants to create employment based on domestic information technology to build a knowledgeable workforce by 2041. The members demanded under the project is difficult to keep running as they are low budgeted. The members demanded under foreign-funded projects, the system is being set up by putting ICT consultants on a monthly basis for their job.

In some cases, software production in PDF is being purchased in the economic zone of the private industry area instead of the software code. Before the meeting, Planning Minister Md. Masrur said, 'Our government is a digital government. We want to use information technology to keep pace with the time. The private sector has already come a long way. BASIS will get all kinds of support from us.'

BASIS NEWSLETTER
October-November 2021

BASIS
Bangladesh Association of
Software & Information Services

BASIS Executive Council 2019-2020

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MR. FARHANA A. RAHMAN
SENIOR VICE PRESIDENT

MR. SHOEAB AHMED MASUD
VICE PRESIDENT (ADMIN)

MR. MUSHFIQUR RAHMAN
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TRUSTEES (Feb-2021)

Ms. Mustafa Rafiqul Islam

DR. Duke

Mr. A.K.M Fahim Mastroor

MR. Rashed Kabir

EDITOR

HASHEM AHMED

SECRETARY: BASIS

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BASIS NEWLY REGISTERED MEMBERS

The role of innovation can be traced back to the 2000s. A company could succeed simply by following a tried-and-true business model. Efficiency was not a top priority. It was a side decision to risk to traction in order to continue in business. To keep its employees from getting too far from its mission, a business owner, for example, was pleased with getting a cash register connected to the computer by using a flat cable. All of that changed on August 6, 2001, a date that is often forgotten when the globe wide web went live to the rest of the world. It was barely mentioned in any of the world's newspapers. The majority of people on the planet were unaware that the internet existed. Although Tim Berners-Lee had transformed the world as we know it, the internet did not become mainstream until the end of the decade.

The role of innovation can be traced back to the 2000s. A company could succeed simply by following a tried-and-true business model. Efficiency was not a top priority. It was a side decision to risk to traction in order to continue in business. To keep its employees from getting too far from its mission, a business owner, for example, was pleased with getting a cash register connected to the computer by using a flat cable. All of that changed on August 6, 2001, a date that is often forgotten when the globe wide web went live to the rest of the world. It was barely mentioned in any of the world's newspapers. The majority of people on the planet were unaware that the internet existed. Although Tim Berners-Lee had transformed the world as we know it, the internet did not become mainstream until the end of the decade.

While advancements in travel and multimedia enhanced commercial intelligence, there were primarily passive learning methods. Computer applications and the global brain have turned on active learning and increased people's ability to learn new things quickly.

Business innovation is aided by information technology. Smarter apps, better data storage, faster processing, and more information distribution are the outcome of innovation. Business now moves more efficiently as a result of innovation. In addition, innovation adds value, improves quality, and promotes productivity.

BASIS NEWSLETTER
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BASIS
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The regional winners of NASA Space Apps Challenge 2021

Bondstein received an \$5 crore investment

Story of a young entrepreneur

A Bangladeshi entrepreneur on the rise

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BASIS NEWSLETTER
October-November 2021

BASIS
Bangladesh Association of
Software & Information Services

2021-22 Fiscal Year Annual Development Program Information

National Allocation	ADP Allocation		Information and Communication Technology Division		
	Total project	Inservice IIT project	Technical support project	Self-financed project	Program
2,36,799.09 crore (2 lakh 36 thousand 799 crore 19 lakh taka)	27	23	3	1 (SOF)	0
Total Taka 1452.71 Crore (Project Budget 1000 Crore)					
National progress	Progress of ICT division			Comments	
October 2021 13.06% <i>[Source: I-MED website]</i>	October 2021 12.00% 175.04 crore <i>[Source: I-MED website]</i> (13.85% on projected allocation basis)			November-2021 17.47% 232.7827 (Crores of taka) (19.27% on projected fund allocation)	

Prime minister approved two projects

1000 Gbps network is being developed for 5G

'Digital Literacy Center' to raise awareness of digital technology

Prime Minister Sheikh Hasina approved 'National Parliament Secretariat's ICT Infrastructure, Human Resources, and Technology Skill Development Project' and 'Enhancing Digital Government & Economy (EDGE)' two projects at the meeting of the Executive Committee of the National Economic Council (NEC).

Digital Literacy Center' to raise awareness of digital technology

The government's Digital Bangladesh program has ensured nationwide connectivity and access to digital devices. It is unconducive, not all people are able to use digital technology equally. According to the Bangladesh Digital Literacy Survey conducted by BRAC Institute of Governance and Development (BIGD) in 2019, 41% of people in remote areas in the country can use social media, 15% can make video calls, only 32% can email, fewer than 2% of people are skilled at online shopping or using the Web are also unaware of the security of the other world.

So be able to properly search for information using digital devices and connectivity, to look at aspects of online security, the Digital Literacy Center (DLC) has taken a project titled 'Establishment of Secure E-mail and Digital Literacy Center for the Government of Bangladesh'. Under this, the work of preparing the national curriculum is in the final stage.

The managing director of BTCL said that the real sense of 5G technology will depend on the capabilities of the optical fiber network. It is being laid worldwide, No Fiber, No 5G. For this reason, as the largest transmission network provider in the country's telecommunications sector, BTCL is going to build a strong optical fiber network that will be able to keep Bangladesh in the mile of the developed world in the era of the Fourth Industrial Revolution. He added that BTCL has completely digitalized customer service management. As a result, customer can now apply for any type of connection by downloading the Telekasa app on their mobile phone, and lodge any complaint. The customer's problem is resolved within a maximum of three days after receiving the complaint.

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BASIS AWARDS TO THE BEST 99 INDIVIDUALS AND ORGANIZATIONS

Bangladesh Association of Software and Information Services (BASIS) organized the 7th Basis Outsourcing Award 2021. BASIS Outsourcing Award Ceremony was held on Bangladesh Film Archive Multipurpose Auditorium, presided over by BASIS President Mr. Syed Almas Kabir. Mr. Zuzaid Ahmed Delyak, Health, State Minister of Information and Communication Technology Division attended the event as the Chief Guest.



<https://basis.org.bd/news-details/basis-awards-to-the-best-99-individuals-and-organizations61b593ac1e325>

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WORLD CHAMPION: BANGLADESH! (NASA SPACE APPS CHALLENGE 2021)

For the second time, Bangladesh has become the world champion at NASA Space Apps Challenge. In Best Mission Concept Category, "Team Mohakash" from Khulna has secured TOP place by beating 4,534 teams from 162 countries. "Team Mohakash" became Champion from Khulna Division in 2021's NASA Space Apps Challenge National Hackathon.



<https://basis.org.bd/news-details/world-champion-bangladesh-nasa-space-apps-challenge-202161b59342b8668>

BASIS Signed Training Accreditation Agreement With The UK-Based British Computer Society, The Chartered Institute For IT

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BASIS SIGNED TRAINING ACCREDITATION AGREEMENT WITH THE UK-BASED BRITISH COMPUTER SOCIETY, THE CHARTERED INSTITUTE FOR IT

<https://basis.org.bd/news-details/basis-signed-training-accreditation-agreement-with-the-uk-based-british-computer-society-the-chartered-institute-for-it6185fd6a29229>

BASIS Outsourcing Award 2021 Begins

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BASIS OUTSOURCING AWARD 2021 BEGINS

[DHAKA, Wednesday, 27 October 2021]

Bangladesh Association of Software and Information Services (BASIS) is going to organize BASIS Outsourcing Award for the 7th time.

A Meet the press was held at BASIS Auditorium in this connection today. BASIS President Syed Almas Kabir presided over the press

<https://basis.org.bd/news-details/basis-outsourcing-award-2021-begins61792f19d8b1a>

Quotes written by me for Victory Day in behalf of BASIS



Participated in BASIS election as Election Officer

