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Title of Project:

“The Public Relation Activities of CIRDAP”

Program: BSS

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

Year: 2014

Daffodil International University



Internship Report on
“The Public Relation Activities of CIRDAP”

Prepared By
Md. Sadique Hasan Polash

ID: 111-24-227

Department of Journalism & Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

Date of Submission

October 11, 2014

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**Internship Report on
“The Public Relation Activities of CIRDAP”**



Submitted Syed Mizanur Rahman

Assistant Professor and Head

Journalism and Mass communication

Faculty of Humanities and Social Science

Daffodil International University

Submitted By

Md. Sadique Hasan Polash

ID: 111-24-227

Department of Journalism & Mass Communication

Faculty of Humanities and Social Science

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LETTER OF TRANSMITTAL

October 11, 2014

Syed Mizanur Rahman

Assistant Professor and Head

Journalism and Mass communication

Daffodil International University

Subject: *Submission of internship report.*

Dear Sir,

This is my pleasure to submit my internship report on “**The Public Relation Activities of CIRDAP**” to you. As per the requirement of BSS, I have completed the Internship in CIRDAP (ICD). I have tried to exert all the knowledge that I gathered through my working with ICD Sector in CIRDAP. The Internship report represents my work under the duration of 3 months. Thank you very much my honorable teacher for your kind immense co-operation without which this Internship Report has not been done.

Sincerely yours,

.....

Md Sadique Hasan Polash

ID: 111-24-227

BSS Program, 12th Batch

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

DISCLAIMER

I am, **Md Sadique Hasan Polash**, hereby declare that the presented report of internship **“The Public Relation Activities of CIRDAP”** is prepared by me after completion of three months work in **CIRDAP**.

I am also confirming that, the report prepared is only for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the organization.

Md Sadique Hasan Polash

ID: 111-24-227

BSS Program, Batch- 12th

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

Certificate of Approval



I am pleased to certify that the Internship report on “**The Public Relation Activities of CIRDAP**” Prepared by **Md Sadique Hasan Polash** bearing **ID No: 111-24-216**, student of the Department of Journalism and Mass Communication has been approved for presentation and Defense. Under my supervision Md Sadique Hasan Polash worked with ‘**CIRDAP**’ as an intern. He completed the work during the summer, 2014.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Md Sadique Hasan Polash.

Md Sadique Hasan Polash bears a good moral character and a very pleasing personality. It has indeed been a great pleasure working with him. I wish him all success in life.

Supervisor

Syed Mizanur Rahman

Assistant Professor and Head

Journalism and Mass communication

Faculty of Humanities and Social Science

Daffodil International University

ACKNOWLEDGEMENT

The report could never been completed without the help of some helpful and cooperative persons and accommodating authorities. I would like to unfold the names of some of those supportive bodies.

I express my heartiest gratitude to my internship advisor Syed Mizanur Rahman, Assistant Professor & Head, Journalism and Mass Communication, Daffodil International University. Without who's priceless support, I would not have been able to produce this report. A lot of insights and knowledge I have put and used to the material covered to this report, I learned and gathered from his vigorous instructions.

Particularly, I would like to acknowledge gratefully to Dr. Cceep Fffendi, Director General, CIRDAP and Dr. Vasanthi Rajenrdan, Director (ICD) who gave me some special directions of news, information about Media and advice about various Communication process time to time.

My heartfelt thanks and gratitude is for Dr. Usharani, Librarian, Mr. Minhajul Islam, Computer Operator and Fahima Bintee Jamal, Additional Asst. Publication officer for their cordial co-operation and guidance in all the way to do my internship.



CENTRE ON INTEGRATED RURAL DEVELOPMENT FOR ASIA AND THE PACIFIC

To Whom It May Concern

This is to certify that Mr. Md. Sadique Hasan Palash, student of BSS programme (Honors), Daffodil International University, Dhaka, Bangladesh has successfully completed his Internship under my direct supervision.

The duration of his internship was for three months from 4th June to 3th September 2014. He was regular and his performance was very good. He is well- mannered, inquisitive and hard-working. He submitted a report on the work done during the Internship as required.

I wish him success in future.

Dr. Vasanthi Rajendran
Director (ICD) & Editor (APJORD)

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Part-1

- 1. Objective of the report**
- 2. Origin of the report**
- 3. Limitation of the report**

Objective of the report

The objectives of the study are as follows:

- To present an overview Public Relation Sector as well as ICD of CIRDAP
- To appraise the performance of Information and Communication Division of CIRDAP
- To recommend suggestion for improvement of Public Relation Sector.

Origin of the report

Syed Mizanur Rahman Raju, Assistant Professor & Head, Department of Journalism and Mass Communication, has assigned Internship report on to me. In this regard an organization attachment CIRDAP has been given to me from June 04, 2014 to September 23, 2014. I collected necessary data for the report. The report is submitted to the Director, Internship and Placement as a partial fulfillment of the internship program.

Limitation of the report

I have obtained whole hearted co-operation from employee of CIRDAP. All the day they were so busy, but they gave me much time to make this report properly. But as it was the first time for any intern to work as a public relation officer, they were not able to give me much documents and papers, as they and me would like. This is limitations/shortcoming of the study.

Part-2

1. About CIRDPAP

- i) Vision**
- ii) Mission**
- iii) Objectives of CIRDPAP**
- iv) Functions of CIRDPAP**

2. Information and Communication Division (ICD)

3. Understanding about Public Relation

4. Significant of internship

5. Work experience at CIRDPAP

6. Duties at CIRDPAP

7. Learning and Deliverables

8. Recommendations

9. Conclusion

10. Bibliography

About CIRDAP

The Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) is a regional, intergovernmental and autonomous organisation. It was established on 6 July 1979 at the initiative of the countries of the Asia-Pacific region and the Food and Agriculture Organization (FAO) of the United Nations with support from several other UN bodies and donors. The Centre came into being to meet the felt needs of the developing countries at that time as an institution for promoting integrated rural development in the region.

From the original six members, CIRDAP has now grown up as a Centre of 15 member countries. The member-countries are Afghanistan, Bangladesh (Host State), Fiji, India, Indonesia, Iran, Lao PDR, Malaysia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam.

Operating through designated contact ministries and link institutions in member countries, CIRDAP promotes regional cooperation. It plays a supplementary and reinforcing role in supporting and furthering the effectiveness of integrated rural development programmes in Asia and the Pacific.

Vision

Prosperous rural communities enjoying improved living conditions as a result of collaborative efforts of CMCs working together and learning from each other.

Mission

CIRDAP is an Intergovernmental organisation mandated to facilitate the provision of services that will influence policy formulation and programme action towards rural development and poverty alleviation through a network of CIRDAP contact ministries and link institutions.

Objectives of CIRDAP

- * To assist national action and promote regional co-operation relating to Integrated Rural Development (IRD), in the region
- * To act as a servicing institution for its member states
- * To encourage joint collective activities to benefit the member countries both individually and collectively
- * To poverty alleviation through people's participation in the development process.

Functions of CIRDAP

The CIRDAP Agreement states that to achieve the objectives, the Centre shall

- * conduct and, through the national IRD centres, promote research on various aspects of IRD in the region, with emphasis on alternative approaches leading to more effective field action programmes;
- * hold consultative conferences or other meetings enabling national decision-makers, research workers, planners and executives to exchange ideas and experiences on IRD and to identify areas in which collaborative efforts should be promoted for the mutual benefit of member states;
- * organize training courses on planning, implementation and evaluation of programmes for IRD and assist, where desired, the national IRD centres in implementing their respective training programmes;
- * provide technical support to national IRD centres and maintain liaison with such centres and with national, regional or international organizations and agencies concerned with IRD;
- * serve as a clearing house and data bank for information on IRD in the region and promote the dissemination of information through publications and the preparation of documentation, including the translation of significant publications on IRD;
- * perform such other functions as may be necessary or useful for the attainment of its objectives.

Information & Communication

Information and Communication Division of CIRDAP

Focus:

Information is a key input in the planning and implementation of rural development. CIRDAP functions as a servicing institution and a clearinghouse of information on IRD in the Asia-Pacific region. The Information and Communication Division (ICD) is responsible for dissemination of findings from CIRDAP programme of activities and information about IRD and policy alleviation intervention of the CIRDAP member countries. It facilitates stakeholders to understand, acknowledge and appreciate CIRDAP activities and is responsible for projecting the Centre's organizational image to the world. The Division continuously updates a database on all aspects of IRD, supported by efficient documentation and modern library facilities that includes bibliographical and audio-visual service and the website service.

Areas Covered:

Since 1979 this division has carried out 36 information and communication projects. The present focus areas of information and communication activities are broadly as follows:

- Dissemination of IRD information emanating from CIRDAP, CMCs and from elsewhere.
- Database Development
- Greater Development of Information Technology
- Development Support Communication through Video Documentation and other AV Media
- Implementation of Information and Communication Projects

Functions:

The activities of the division can be categorised under the following:

- Information Generation, Management and Dissemination
- Library Services
- Information Technology Services
- Audio Visual Support Services
- Public Relations

Public Relation

Public relation (PR) is the practice of managing the flow of information between an individual or an organization and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.

Public Relation is similar to Analyst Relations, Investor Relations and Public Affairs depending on the firm, organization or population it represents.

The first definition of public relations in the early 1900s as a management function, which tabulates public attitudes, defines the policies, procedures, and interests of an organization followed by executing a program of action to earn public understanding and acceptance. In August 1978, the World Assembly of Public Relations Associations defined the field as the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest. The Public Relations Society of America (PRSA) defined public relations in 1982 as Public relations helps an organization and its publics adapt mutually to each other. In 2011 and 2012, the PRSA developed a crowd sourced definition. Public relation is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. Public relations can also be defined simply as the practice of managing communication between an organization and its publics. The European view of public relations notes that besides a relational form of interactivity there is also a reflective paradigm that is concerned with publics and the public sphere; not only with relational, which can in principle be private, but also with public consequences of organizational behavior.

Advertising dollars in traditional media productions have declined and many traditional media outlets are seeing declining circulation in favor of online and social media news sources. One site even tracked the death of newspapers as readership in traditional media shifts to online media, so have the focus of many in public relations. Social media releases, search engine optimization, content publishing and the introduction of podcasts and video are other burgeoning trends. Social media has increased the speed of breaking news, creating greater time constraints on responses to current events. Increasingly, companies are utilizing social media channels, such as blogs and Micro blogging. Some view two-way communications in social media in two categories: asymmetrical and symmetrical. In an asymmetrical public relations model an organization gets feedback from the public and uses it as a basis for attempting to persuade the public to change. A

symmetrical public relations model means that the organization takes the interests of the public into careful consideration and public relations practitioners seek a balance between the interest of their organization and the interest of the public.

The field of public relations is generally highly un-regulated, but many professionals voluntarily adhere to the code of conduct of one or more professional bodies to avoid exposure for ethical violations. The Chartered Institute of Public Relations, the Public Relations Society of America and The Institute of Public Relations are a few organizations that publish an ethical code. Still, Edelman's 2003 semi-annual trust survey found that only 20 percent of survey respondents from the public believed paid communicators within a company were credible.

One of the important PR channel in Bangladesh is the Department of Mass Communication (DMC) formed in 1972 through taking over the Department of Field Publicity, the Pakistan Council, the Bureau of National Reconstruction and the Women Development Wing, created by the government of Pakistan. The DMC has sixty-eight field offices, one each in every district and in selected Upazilas. DMC has a number of mobile units equipped with vans, cinema and video projectors and generators to operate in rural areas. These units organize film shows, meetings, seminars, traditional song and drama performances, etc, to mobilize public opinion on various issues. The DMC exhibits film and other publications produced by the Department of Films and Publications.

The Ministry of Foreign Affairs has an External Publicity Wing to project image of the county abroad and to promote understanding and support to the foreign policy of Bangladesh. The PR programs of the Wing conducted abroad highlight the country's success and potentialities using materials developed by agencies under the Ministry of Information as well as by private institutions.

In December 1982, the Ministry of Information formulated some guidance for PR set-ups of corporations, autonomous and semi-autonomous bodies and agencies and had circulated these to all ministries and divisions to improve existing FR set-ups and the processional efficiency of the PR people. The guidelines suggested that public relations should be regarded as a specialized profession and the recruitment of PR personnel should be made from among those candidates, who have the requisite standard, correct aptitude for the job and preferably, an educational background and experience in communication and journalism. According to the guidelines, public relations should be considered an integral part of management and be associated at all stages with the process for policy formulation of the organization.

In the early years after independence, it was not very easy to get trained PR professionals in Bangladesh. The University of Dhaka first introduced PR education in 1962 as a part of postgraduate diploma in journalism. By introducing MA in Journalism in the late 1960s and BA (Hon's) degree in Mass Communication and Journalism in 1977, the university played a vital role in providing education and training of PR professionals in the country. At present, the University of Chittagong, the University of Rajshahi and the independent University are offering degrees in Mass Communication and Journalism. The lone government institution for providing training in PR is the National Institute of Mass Communication established in 1980.

The institute provides training to the information cadre officials and producer-technicians of Radio and TV also extends training for PR practitioners. The Press Institute of Bangladesh (PIB), an autonomous body, established in mid-1970s introduced a post-graduate diploma course in Journalism and Mass Communication 2000. The course includes modules on Public Relations. PIB also offered 5 short courses on PR for the professionals during the last 20 years.

Work experience at CIRDAP

I have worked at Information and communication Division of CIRDAP. I have taught a lot there office hour form 08.30 am to 04.30 pm. After arriving in office my first duty was to sign in using the digital finger print attendance. After that I went to my supervisor (Director, ICD) at CIRDAP and took instruction for that day. Everyday my compulsory work list was to

- Making Press Release
- Distribute press release & invitation card
- News collection
- Cutting the news
- Pasting the news for archive
- Scanning the pictures news story
- Take photos of CIRDAP programmes
- Maintain the official work

In my whole internship I was given different job. CIRDAP held many Workshop and Seminar in this time. I was responsible to cover the news of those programs. It is very effective for my reporting and photography.

In the day of the program my work will be as follows-

- Editing Assistant (CDD, Highlights)
- Collecting Newspaper Articles from CMC's (CIRDAP Member Countries)
- Helping Librarian to collect Rural Development Articles for E-Abstract
- Helping Librarian to collect Success Stories from CMC's
- Attending Seminars related to ICT and rural Development

Duties at CIRDAP

In my internship I was responsible for work relevant to Public Relations Sector were as follows-

- While I was working in the public relation sector I was responsible for communication with media by sending invitation cards, letters, press releases and so on for electronic and print media.
- I had to maintain regular updates of all media activities and upcoming programs and events.
- I also assisted in organizing Seminar/Workshop in regular basis.
- Supporting the logistic in organizing program like refreshment, banner, preparing pre press releases and post press releases, photo and so on.
- I had to collect the news on CIRDAP publish had in different newspaper and finally uploading then on web.
- I also had to preparing features on CIRDAP.
- I had to ensure all sorts of PR related activities by communicate with senior persons.
- I was also responsible to updates all PR related information time to time and also update the list of media houses and contract persons.
- I had to regularly conduct research on developing news of CIRDAP.

Learning and Deliverables

Learning Part:

- Learn organizational behavior.
- Learn about news value.
- Learn to prepare press releases.
- Editing the news stories.
- Learn to make and maintain schedule.
- Learn the usages of server.
- Discussion of my work Thus I can improve my writing.

Recommendations

- ❖ Providing proper working environment to intern as well as all the staffs.
- ❖ Improve intern facility at CIRDAP.
- ❖ Improve communication with other regional and international organization.
- ❖ Increase man power at every section.
- ❖ Encourage the women to work at CIRDAP.
- ❖ Improve the communication through Social Media Campaign.

Some press releases prepared by me and some photos are enclosed in the following pages:

Press Release

Date: 25 June, 2014

Afghan Delegation visits CIRDAP

An Afghan delegation visited Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) on Wednesday. The delegation was headed by Mr. Ghulam Haider, Executive Director, Afghanistan Institute of Rural Development (AIRD). The other members of the delegation were Mr. Mohammed Omar Anwarzay, National Research Coordinator, AIRD and Mr. Baryalai Haqmal, AREDP SME Operation Officer, MRRD.

They met Mr. Hossein Shahbaz, Director (Pilot Projects) and Dr. Vasanthi Rajendran, Director, (Information and Communication Division) at CIRDAP Headquarters in Dhaka and interacted with the professionals and staff of CIRDAP.

The purpose of their visit is to become familiarised with the functions and activities related to rural development in Bangladesh. CIRDAP is coordinating the programme for the team.

Mr. Ghulam said they have plans to promote SME and enterprise development in Afghanistan based on the experiences of the best practices in CMCs (CIRDAP Member Countries). He also sought help for their AREDP (Afghanistan Rural Enterprise Program) in terms of skills training.

They will visit Bangladesh Agricultural Research Institute (BARI), SME Foundation, Bangladesh Institute of Bank Management, IFIC Bank (SME Dept.) and the Incubation Centre Team of Daffodil International University.

They will leave for Afghanistan on Thursday (26 June, 2014).

Dr. Vasanthi Rajendran
Director, ICD

সংবাদ বিজ্ঞপ্তি

সিরডাপের উদ্যোগে রক্তদান কর্মসূচি

ঢাকা, ১৭ জুন, ২০১৪: এশিয়া ও প্রশান্ত মহাসাগরীয় অঞ্চলের সমন্বিত পল্লী উন্নয়ন কেন্দ্রের (সিরডাপ) সদর দপ্তরে আজ বাংলাদেশ থ্যালাসেমিয়া সমিতির সহযোগিতায় রক্তদান কর্মসূচি আয়োজন করা হয়। প্রতিষ্ঠানটির ৩৫-তম প্রতিষ্ঠাবার্ষিকী উপলক্ষে এ আয়োজন করা হয়।

রক্তদান কর্মসূচি উপলক্ষে সিরডাপ মহাপরিচালক ড. সিসেফ ইফেন্দি তার বক্তব্যে বলেন “এ ধরনের উদ্যোগ প্রতিষ্ঠানের কর্মীদের ভালো নাগরিক হিসেবে তাদের দায়িত্ব পালনে এবং মানবকল্যানমূলক ও সামাজিক কর্মকাণ্ডে সক্রিয় অংশগ্রহণে উৎসাহিত করবে।”

তিনি আরো বলেন, বিভিন্ন সরকারী এবং বেসরকারী হাসপাতালে রক্তের চাহিদা মেটাতে এবং এর মাধ্যমে মানুষের জীবন বাঁচাতে রক্তদানকেন্দ্রে মানুষের উপস্থিতির অত্যন্ত গুরুত্বপূর্ণ। রক্তদান কর্মসূচির এই কর্মকাণ্ডে কর্মীদের স্বতস্কূর্ত অংশগ্রহণের প্রশংসা করেন তিনি।

একজন সুস্থ ব্যক্তি বছরে তিনবার রক্ত দান করতে পারে এবং প্রায় ৯ জন মানুষের জীবন বাঁচাতে পারে। কোন লোকই তাদের শরীরে ১২০ দিনের বেশি রক্ত সঞ্চয় করে রাখতে পারেনা।

রক্তের কোষগুলো তাদের জীবনচক্র শেষে মারা যায়। বাংলাদেশে প্রতিবছর ৪,০০,০০০ ব্যাগের অধিক রক্তের প্রয়োজন। যদি মোট জনসংখ্যার এক শতাংশ স্বেচ্ছায় রক্তদান করে তাহলে কেউ রক্তের অভাবে মারা যাবেনা।

Dr. Vasanthi Rajendran
Director, ICD

<http://abnews24.com/article.php?details=38304>

Press Release

CIRDAP organizes 'Blood Donation Camp' on its 35th foundry anniversary in Dhaka

Dhaka, June 17, 2014: In its unwavering commitment to serve the community, CIRDAP, an intergovernmental organization based in Dhaka and involved in rural development and poverty alleviation, organized a Blood Donation Camp at Dhaka, CIRDAP Headquarter, in association with Bangladesh Thalassemia Foundation . The camp witnessed active participation from CIRDAP employees who volunteered to donate blood for this noble cause. Through this blood donation camp, CIRDAP aims to raise awareness for the need of safe blood and blood products and thank voluntary blood donors for their life-saving gifts of blood.

About CIRDAP

The Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) is a regional, intergovernmental and autonomous organization. It was established on 6 July 1979 at the initiative of the countries of the Asia-Pacific region and the Food and Agriculture Organization (FAO) of the United Nations with support from several other UN bodies and donors. The Centre came into being to meet the felt needs of the developing countries at that time as an institution for promoting integrated rural development in the region.

From the original six members, CIRDAP has now grown up as a Centre of 15 member countries. The member-countries are Afghanistan, Bangladesh (Host State), Fiji, India, Indonesia, Iran, Lao PDR, Malaysia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam.

Operating through designated contact ministries and link institutions in member countries, CIRDAP promotes regional cooperation. It plays a supplementary and reinforcing role in supporting and furthering the effectiveness of integrated rural development programmes in Asia and the Pacific.

For more information, please log on to www.cirdap.org

Dr. Vasanthi Rajendran
Director, ICD

Press Release

Date: 12July, 2014

CIRDAP signed Partnership Agreement with DU

Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) signed a partnership agreement with **University of Dhaka (DU)** today on July 12, 2014 at DU Auditorium.

Dr. Cecep Effendi, Director General, CIRDAP and Professor Dr. AAMS Arefin Siddique, Vice Chancellor, University of Dhaka signed the agreement on behalf of their respective institutions.

The agreement was signed to ensure mutual benefits through joint short courses/trainings/lecture series on contemporary topics to ensure qualified graduates from the different departments of the university. This agreement will help students to work as interns and volunteers in CIRDAP and to organize faculty and students' exchange programmes among all CIRDAP Member Countries. It is hoped that the agreement will enhance quality education and utilize infrastructures of both of the institutions in a mutually agreed manner, including conference centres, computer labs, media labs with editing facilities, e-centers etc.

Mr. Hossein Shahbaz, Director (Pilot Projects) and Dr. Vasanthi Rajendran, Director, (Information and Communication Division) were also present during the agreement signing ceremony.

For further information, please contact:

Chameli House, 17 Topkhana Road

GPO Box 2883, Dhaka-1000, Bangladesh.

Tel: 880-2-9558751, 9559686, 9586509-10

E-mail: infocom@cirdap.org

Dr. Vasanthi Rajendran
Director, ICD



Some Activities at CIRDAP during internship

Conclusion

CIRDAP is a renowned organization in Bangladesh and throughout the world. I feel proud to be a part of this organization. I learned lots of essential things at CIRDAP. The employees of CIRDAP are very helpful and supportive. Whenever I asked anything they assisted me in a friendly manner. They learned me very easy way. I learned news writing, press release, photography, office maintains is a big job to me.

Initially, I was afraid about the environment of CIRDAP and the people there. But the environment of the office is very friendly and I enjoyed working there. I attended in different program on CIRDAP and assisted in photography.

CIRDAP provided me with an opportunity to become familiar with office atmosphere and ethics. I'm confident that I will be able to apply what I learned from here to my future employments.