



**Internship Report on  
Public Relations Activities of Meghna Bank Limited**



**Submitted To  
Aftab Hossain  
Lecturer**

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

**Submitted By  
Shakh Mahedi Hasan Nelay  
ID: 143-24-425**

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

Date of Submission  
September 08, 2018

***Report submitted to the Department of Journalism and Mass  
Communication of Daffodil International University in partial fulfillment  
of the requirement for the Degree of Bachelor of Social Science in  
Journalism and Mass Communication***

## PREFACE

This report depicts the Internship; I spent at Meghna Bank Limited, a Non-Government Organization for public relations. Being a student of Journalism and Mass Communication, I actually have gained a much better understanding of Communication method of the organization, starting from reporting, report sourcing, social media involvements, literature review, field information assortment, library networking and program organizing, performing to professional/organizational ethics. aside from institutional learning, I actually have tried to reveal the construct of “Communication Process” supported sensible and professional grounds throughout this report. during this report, I actually have tried to design the chapters my expectation from the Meghna Bank Limited, chronologically activities and functions of Meghna Bank Limited, introducing the organization, then I tried to explore my personal and professional experiences as an intern. Thus, the report shows my observation on my achievements in professional gaining, learning, accomplishment and challenge faces throughout my Internship amount.

## DECLARATION



I am pleased to certify that the Internship report on Internship Report on Public Relations Activities of Meghna Bank Limited prepared by **Shakh Mahedi Hasan Nelay ID: 143-24-425** student of the Department of Journalism and Mass Communication has been approved for the partial requirement of BSS (Hons) Degree. Mahedi has conducted his Internship successfully at Meghna Bank Limited under my supervision. He has accomplished his Internship during the summer semester, 2018.

I am pleased to certify that the data and the findings presented in the report are the authentic work **Shakh Mahedi Hasan Nelay**.

As a person, **Shakh Mahedi Hasan Nelay** bears a good enthusiasm and moral character. I wish him all success in life.

.....

Supervisor

**Aftab Hossain**

Lecturer

Department of Journalism and Mass Communication

Daffodil International University

**REPORT SUBMISSION AND APPLICATION**

To  
Aftab Hossain  
Lecturer  
Department of Journalism and Mass Communication  
Daffodil International University

**Subject: Submission of Internship final report.**

Dear Sir,

This is my great pleasure to submit the Internship report of my three months long Internship program in a renowned Non-government organization “**Meghna Bank Limited**” as a part of the requirement of the course. The title of the report is “**Internship Report on Public Relations Activities of Meghna Bank Limited**”.

I have put my best effort to make this report a successful one. It has been a joyful and enlightening experience for me to work in the organization and prepare this report. However, this has been obviously a great source of learning for me.

I would like to express my sincere gratitude to you for your kind guidance and suggestions in preparing the report. It would my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation regarding this report if you have any query on this report or any other relevant matters.

Thanking you in anticipation.

Yours Sincerely,

.....  
**Shakh Mahedi Hasan Nelay**

**ID: 143-24-425**

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

## LETTER OF APPROVAL

**MEGHNA BANK LTD.**  
together we sail



Corporate Affairs Division  
Head Office, Dhaka.

September 04, 2018

### To Whom It May Concern

This is to certify that **Shakh Mahedi Hasan Nelay**, Student Id No- **143-24-425**, Department of Journalism & Mass Communication, Daffodil International University, was working at **Meghna Bank** Limited for the period from May 31, 2018 to August 30, 2018 as an Intern.

During his tenure with **Meghna Bank** Limited, we found **Shakh Mahedi Hasan Nelay** to be a professional, knowledgeable and result oriented with theoretical and practical understanding required for the work. He has successfully completed the entire relevant task that he had been assigned to.

On behalf of the organization, I take the opportunity to wish **Shakh Mahedi Hasan Nelay** all the very best in his future career endeavors.

**Md. Mojibar Rahman Khan**  
Executive Vice President  
Head of Corporate Affairs.

**DISCLAIMER**

I, **Shakh Mahedi Hasan Nelay**, hereby declare that the presented Internship report entitled **Public Relations Activities of Meghna Bank Limited** is prepared by me after completion of my Internship (12 weeks) here.

I also confirm that the report is prepared only for my academic requirement not for any other purpose. I declare that the report / any part of the report are not allowed to use for any purpose without permission.

.....  
**Shakh Mahedi Hasan Nelay**

**ID: 143-24-425**

**Batch: 23<sup>rd</sup>**

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

## ACKNOWLEDGEMENT

At the start I prefer to convey my sincere appreciation to almighty Allah for giving me the strength and also the ability to complete the task inside the planned time. Then I prefer to precise my sincere feeling to everybody who contributed towards making ready and creating this study with success.

First of all I would prefer to express my sincere and vast feeling of my Internship supervisor Aftab Hossain, Lecturer, Department of Journalism and Mass Communication, Daffodil International University. I am deeply indebted to his whole hearted direction to me throughout the Internship period. His valuable suggestion, guideline and also the format he mailed me helped plenty to arrange the report in an exceedingly well organized manner.

I would prefer to offer special thank to all or any officers and employees of Public Relation Department (PRD) of Meghna Bank Ltd. I would additionally like to give thanks the authority of Meghna Bank limited for giving me the chance to try to to my Internship in one in all the acknowledged Non-Government Organization. The expertise and knowledge gained at Meghna Bank helped me to know the various components associated with my study. My gratitude additionally for all faculty who taken my class within the tenure of my BSS program and officers of the BSS program.

I am additionally grateful to the other officers who helped me while preparing the study by giving their suggestion, help and provide of data, that were valueable to me. Their aid support me plenty to complete my report with success. Finally, I would like to keep my gratitude to my beloved father Shakh Shakhawat Hossain and my mother Nelu Aqter, who gave special attention to me from the very beginning to the till at the tip of my BSS (Hons) program.

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# **Chapter- 01**

## **Introduction**

## **BACKGROUND OF THE ORGANIZATION**





### **The Organization Meghna Bank Limited:**

A fourth generation Bank, Meghna Bank Limited commenced its operation from May 09, 2013 with a vision of “To be recognized as an essential institution for the unbanked through zealous participation in the financial inclusion process. “Meghna Bank Pay-Off line “Together We Sail” exemplifies our commitment to contribute towards building up an enlightened and prosperous nation.

### **Objectives of Meghna Bank Limited:**

To be among the best service provider in the industry by ensuring customer satisfaction through the application of technology, professionalism and nursing.

### **Commitment:**

-  To be recognized as the ‘Best Quality Bank in Bangladesh’
-  To provide a Superior and Consistent Banking Services to all customers.
-  To be a long term partner with all stakeholders particularly customer by creating & sharing values.
-  To be a solid and trusted financial trust mark.

## **What is Internship?**

An internship is an officer program offered by an employer to potential employees. Interns work either half time or full time at an organization for a precise amount of time. Internships are most well liked with undergraduates or graduate students WHO work between one to four months and have a goal to achieve sensible work or analysis connected experience.

The modern concept of internships primarily springs from the medieval office, in which skilled laborers (often craftsmen) would teach a young person their trade and, in exchange, that person would conform to work for the teacher for a certain length of your time.

## **Background of my Internship**

My internship placement was a private bank named Meghna Bank Limited. I was allowed to work as an intern in the Corporate Affairs Division of the bank where I was assigned to perform various types of Public Relations (PR) activities and so many responsibilities. A brief description of the Bank and the Corporate Affairs Division is furnished below:

### **Corporate Affairs Division:**

Corporate Affairs Division of Meghna Bank Limited is also called as the Public Relations Division (PRD). This is the highly sensitive division of the Bank where I worked for 3 months as an Intern. It is highly sensitive Department because of its responsibility. This is the Division which always concerns about the Bank reputation through promoting and maintaining relationships with public and media. There are so many responsibilities and activities in Public Relation Division (PRD) such as product branding, event organizing and management, maintaining relationships with media persons dealing with efficient clients etc.

**About my Supervisor:**

Md. Imtiaz Shahariar Emon. He was my supervisor of my organization where I had completed my Internship program. I worked under his instructions. He has done his EMBA in Major in Marketing from Independent University, Bangladesh. He has also done his BSS in Mass Communication & Journalism from Rajshahi University. He is Currently engaged as a Public Relations Officer in The Meghna Bank Ltd. He has also worked as a Senior Reporter in the **Boishakhi TV**, as a staff reporter in **Jamuna Television**, as a reporter (Business) in **The Radio Today**, as a Reporter in the Satellite TV Channel, BanglaVision.

**Duration of my Internship:**

Academically, duration of an internship is 10 weeks to 12 weeks in where, duration of my internship was 12 weeks. I did my internship in the Summer Semester, 2018. I worked at Meghna Bank Limited as an Intern from May 31, 2018 to August 30, 2018 (12 weeks).

## **Chapter-02**

### **Activities During Internship (Methodology)**

### **My weekly activities at Meghna Bank Limited:**

I worked 8 hours (10.00 AM- 06.00 PM) per day during my internship program. There are lots of activities and responsibilities in where, I had some regular activities in every weeks. Those are listed in below.

#### **First week:**

1. Press release of our Bank and other Banks related news selection of daily newspaper and send to all Divisions of Head office every day and input in the software through scanning.
2. Maintained daily mail register and shorting out.
3. Write up the press release for newspaper publishes.

**Second week:**

1. Checked out the daily mails and updates.
2. Attended with people for their required information.
3. Received the ads proposal from different publishers.

**Third week:**

1. Prepared Board/Executive Committee (EC) Memo for Sponsorship, Donation, and Advertisement.
2. Maintained the Board/EC Memo registrar.
3. After the decision of the memo prepared a Work Order/ Note for Payable Order.



**Fourth week:**

1. Preparedness Office Note for cost approval for a Paper Ad for different occasions.
2. Prepared work order and souvenir/ Magazine/Paper Ads.

**Fifth week**

1. Received phone calls for different clients. Both (External and Internal).
2. Posting bills in the Work Order software.
3. Press Release published.

**Sixth week:**

1. Press Release collecting for different National Daily Newspapers.
2. Press Release, Bank Ads, Bank News cutting and preserved.
3. Write up the condolence message or obituary and published in newspapers.

**Seventh week:**

1. Write up Press Release.
2. Space booking in Newspaper. (If we have an immediate notice).
3. Received Ad proposals.

**Eighth week:**

1. Payment Order details input of the register note.
2. Payment Order disburses to the party.

**Ninth week:**

1. Media Invitation in different events and occasion.
2. Dairy/Calendar distribution to the different print and electronic media.
3. Arrangement for new branch opening.

**Tenth week:**

1. Greetings with flower bouquet in different purpose, such as different modes on their anniversary and per management requirement.
2. Banner Design for agreement signing ceremony.
3. Publication of Annual report.

**Eleventh week:**

1. Event management. Like Agreement Signing, Training Programs etc.
2. Financial Statement (Quarterly).



**Twelfth week:**

1. Venue Branding with Banner/ Festoon.
2. MTO reception program.
3. Quarterly Conference.

## **Other activities**

A Public Relations Officer has a lot of responsibilities, because the whole reputation of the company/organization depends on him/her. If he/she doesn't complete duties properly, then it may be harmful brought a many difficult situations for the company. During my internship I involved my self with to many activities. These are listed below.

- ❖ Greetings with flower bouquet in different purpose, such as modes on their anniversary and per management requirement.
- ❖ Dairy/Calendar Distribution to the different print and electronic media.
- ❖ Media Invitation in different events and occasions.
- ❖ Newspaper publication issues
  - New Branch Open (2 branches opened this year)
  - Condolence
  - Card Division Shift
  - Congratulate
  - Tender Notice
  - Financial Statement
- ❖ Events
  - Conference
  - Donation Handover Ceremony
  - MTO reception program
  - Birthday wishes to directors through cake and flower
  - Agreement Signing with different Company/ Organizations
- ❖ Branding works
  - Press Ad design
  - Branch opening card, Press Ad and Banner design
  - Corporate Gift arrangement for different occasion
  - Venue Branding with Banner/Festoon
  - As per requirement by the management

## **Chapter-03**

### **Learning Experience {Analysis}**

### **Learning:**

By this internship program I learned to many things. As an intern I gained knowledge about the environment a corporate office. I learned how to work under too many pressures. Beside the pressures of higher officials how to control every difficult situations. The main interesting thing is that I have learned many banking information and knowledge which is totally unexpected for me. As I work in PRD (Public Relations Division), I have to read to many newspapers daily because of my job. So for this reason I have gained extra knowledge about the news contents of Bank and Financial Institution and how the newspapers are cover the economic environment.

### **Tools and Techniques Used:**

Till the last day of my office, always I tried to apply different technique for doing my activities and used some tools for making it easier.

#### **Tools-**

- The Computer- Authority provided me a desk with with a computer for my internship program. I did most of my daily activities through this computer.
- Printer- Everyday I had to print a lot of file such as Press Release Copy, Bills, Memo, Work Order, Office Note, Ad Design, Payment Order etc.
- Camera with gears- Sometimes, I had to use DSLR camera to camera to capture photos of Directors during the Board/EC meeting for next day's press release.
- Scanner- Very often, I had to scan Ad Letters, Newspaper Cuttings, some important documents etc.
- Photocopy Machine- Though there have enough assistant worker and messenger in my office, but sometime I had to use a photocopy machine.

#### **Techniques-**

I was able to impress my senior by my working techniques on documentation, filing and many more. I used Microsoft Office Application for documentation, especially MS Excel. I listed some important documents based on 'dates & years' such as Press Release. Newspaper Publication, Interviews, some dealing documents, approved Memos, declined Memos, etc. I also re-organized each and every file by numbering on category wise and placed those on file-shelf through that category.

**Persons Met-**

In everyday, I had to meet around 4-5 peoples, who were looking for their bills or approval notices of receiving letters and proposals. Some of them came to deal with us on publishing Ad/Souvenir for having Donation or Sponsorship. I enjoyed a lot to meet with those people and its help me to make a wide communication network.

**Place Visited-**

I couldn't visit to many places because of not having authority's clearance. Because I am not a regular employee of this Bank. But as a intern sometime the authority allow me to attend the program. I have visited two places during my internship.

- **Hotel Lake Shore:-** There was a big program of Meghna Bank Limited on Deposit Recognition(Toward a Steady Deposit Growth) Campaign held at **Hotel Lake Shore** at Gulshan. For branding and promotional purposes, I visited that place once.
- **Meghna Bank Card Division, Gulshan:-** For official purposes I was visited **Meghna Bank Card Division** with my colleague.

# **Chapter-04**

## **Evaluation {Discussion}**

## **Differerence and similarities between acadenic and practical work**

Bachelors of Journalism and Mass Communication in daffodil International University offers several courses on report writing, editing, copy writing and advance courses on these additionally. And conjointly courses on Mass Communication wherever we've an inclination to induce to be told concerning communication patterns, communication utterly completely different in places or with different type of groups. And altogether totally different lecturers had educated us from their very own views as they have worked in many platforms at some stage of their lives. So, if not compiled the knowledge, normal students would suffer to know the whole of it.

Though my academy educated me how to report and edit a news however this internship let me use those information in real world.

Most of the educational was kind of like my learning at university from the course, however generally the delivery was totally different as not everybody was educated by a similar teacher of practice everything within the same manner.

## **My expectation and experience**

It was an excellent chance for me to work in Meghna Bank limited. it's been an exceptional experience to this point. I involved in plenty of activities with numerous professional peoples which can be good for my future career. I had the chance to find out from them. My experience at Meghna Bank are going to be a guaideline future career. As an example, before I joined here, I barely had any practical experience of operating in a professional atmosphere with consultants and professionals. I attended countless conferences that tutored ME a way to behave sort of a skilled in meetings. i used to be astonished by the difficulty and hardship one needs to handle during a work, espacially in a Non-government Bank. My colleagues and superiors were friendly and adjunct. Rather than treating me as a newbie they welcomed me with all their heart. They gave me an opportunity to express myself and understand my potential. They helped to their best in guideline and teaching me to figure in the field.

## **Skills developed during Internship program**

Before my internship, I had no experience of acting on a corporate house. however inhere I got the chance to work as a member of corporate house. I learned the way to work under extreme presssure, the way to prepare and develop contents. I additionally gained experience

working within the field. For branding purpose, I met with plenty of individuals. I had realised how attract a client, client and client by branding indoor or outdoor creatively.

### **How this opportunity will help in my future career**

During my educational period, I learned the way to write a press release, Advertising, what's news sense, sense of positive and negative news writing, communication method, Branding, the way to take care of purchasers or customers conducting reserch, and lots of a lot of techniques. Finally, once I got the chance to implement those educational information into a sensible stage, I applied all of information in here. like wrinting press releases on totally different occasions finding news with negative effects managing numerous clients, communicate with tons of new people, product advertising, researching client activities ect.



# **Chapter-05**

## **Conclusion**

## **SWOT Analysis**

SWOT analysis is a strategic designing technique used to facilitate someone or organization determine the Strengths, Weaknesses, Opportunities and Threats associated with business competition or project planning. Its supposed to specify the objective of the business venture or project and establish the internal and external factors that are favorable and unfavorable to achieving those objectives. As an intern I have worked to hard at Meghna Bank Limited and I had find out to many things. The SWOT Analysis of my organization are given the below.

### **STRENGTHS**

- Proficient Board and Directors.
- Qualified and Experienced Management
- Competent Human Resource
- Strong Business Network.
- Use of Modern technologies
- Positive Mindset

### **WEAKNESSES**

- Low Brand Awareness
- Low Access to Rural Market
- High Cost of Fund
- Intense Competition and no availability of level taking part field.

### **OPPORTUNITIES**

- Low bank to population ratio.
- Developing Rural Market.
- Use of modern Technologies.
- Consistent GDP Growth
- Growing local entrepreneurs.
- Large market of Foreign Remittance.

## **THREATS**

- Liquidity Crisis
- Political unrest and instability
- Global Economic Recession

## **Recommendation**

As an Intern I think Meghna Bank is developing day by day. But in present situation its very difficult to reach the higher ranking. Because too many Competitor rising day by day. So to compete these competitors I think Meghna Bank need to develop their policy. They need more human recourses. Get access the rural market and spreading their organizational branding by which they can be make a stable point to the consumer which is very helpful to reach their goal.

## **Conclusion**

Public Relations Division (PRD) is one of the precious division of the Meghna Bank limited to take care of relationship media, clients, and customers. The PRD is all concerning building relationships to advance, promote, and good thing about the Bank. It aids in promoting the Bank for recruitment purposes and may result in the top rank within the bank sector. It improves the reputation of the Bank in higher. As an intern, I actually have learned how public relations Division covers special events, special promotions, public affairs, social networking, media relations, product branding, etc. By managing, dominant, or influencing people's perceptions, PRD hopes to initiate a sequence of behaviors which will cause the achievement of Meghna Bank's objectives. To accomplished primary objective public relations successfully produce, change, or reinforce opinion through persuasion.

Through this internship program, I actually have differentiated the information of institutions and professional learning. The post has also improved my social communication in an organization. Despite of fewer restrictions, I'm grateful for Meghna Bank limited for providing me a novel opportunity of internship.

**ANNEX:**  
**Some of my works**

## **ANNEX-A : Memo of the Board/EC Minutes**

67<sup>th</sup> Board Meeting held on 10/04/18

Approved / Declined / Deferred as per terms & conditions mentioned in the proposal.

**MEMO # 6**

  
MD & CEO  
Meghna Bank Ltd



**Dated** : 05-04-2018  
**Memorandum No** :  
**To** : The Board of Directors  
**Subject** : Approval of Printing Cost of Annual Report-2017

Management of the Bank has arranged printing of **Annual Report-2017** at a quantity of **600 nos**. We have obtained **Quotations** from 07 nos of Printing Companies and a comparative analysis was placed before the **Purchase Committee** in their 4th meeting, held on 23/03/2018. After negotiation the lowest bidder have been **M/S Execute** whose bid value is as follows:

Name of the Item: Annual Report – 2017

Company Name	Quantity	Rate per Unit	Total Value	Design charge	Total Value including Design charge
M/S Execute	600 nos	404/-	2,42,400/-	50,000/-	2,92,400/-

After scrutiny, The **Purchase Committee** in it's 4th meeting held on 23/03/2018 recommend to award the work in favor of **M/S Execute** being the lowest bidder for procuring **600 nos** of **Annual Report-2017** at a cost of **Tk. 2, 92,400/-** (Two Lac Ninety Two Thousand and Four Hundred Taka) including VAT & AIT.

Placed for kind approval of the Board

  
Md. Mojibar Rahman Khan  
Executive Vice President

  
Johora Bebe  
MD & CEO (Current Charge)

68<sup>th</sup> Meeting held on 8.03.18

Approved/Declined/Deferred as per terms & conditions mentioned in the original.

*[Signature]*  
MD & CEO  
Meghna Bank Ltd.

*[Signature]*

**MEGHNA BANK LTD.**  
together we sail



**MEMO # 07**

**Meghna Bank Limited**  
Corporate Affairs Division  
Head Office Dhaka

Date : 08.03.18

Memorandum No : 07

TO : THE BOARD OF DIRECTORS

**SUBJECT: Post Facto Approval of Tk. 1,60,250/- (One Lac Sixty Thousand two Hundred Fifty Taka Only) for placing Obituary news of Our Director Mr. Md. Mazibur Rahman Khan in two National Dailies.**

Meghna Bank's Honorable Founder Director Mr. Md. Mazibur Rahman Khan breathed his last on January 3, 2018 in London. In this connection, obituary news (advertisement) published in **The Daily Star** and **The Daily Samakal** on January 07, 2018 as per the decision of our Management.

Name of Newspaper & cost involved after negotiation for Condolence message/advertisement are mentioned below:

SL No	Name of Newspaper	Expenditure for Advertisement
01	The Daily Star	Tk. 1,10,250/-
02	The Daily Samakal	Tk. 50,000/-
Total Taka.		1,60,250/-
<b>No VAT applicable for Obituary News.</b>		

We have made the above expenditure of **Tk. 1,60,250/- (One Lac Sixty Thousand two Hundred Fifty Taka Only)** for publishing the above mentioned message.

Placed for approval of the Board.

*[Signature]*  
**Md. Mojibar Rahman Khan**  
Executive Vice President

*[Signature]*  
**Johora Bebe**  
Managing Director & CEO(C.C)

67<sup>th</sup> Board

05/02/18

3



MEMO #7(b)

*[Signature]*  
MD & CEO  
Meghna Bank Ltd.

Meghna Bank Limited  
Corporate Affairs Division  
Head Office Dhaka

Date :

Memorandum No :

TO : THE BOARD OF DIRECTORS

SUBJECT : Post Facto Approval for expenditure of Tk 3,85,969/- (Three Lac Eighty Five Thousand and Nine Hundred & sixty nine Taka Only) for advertisement purpose of our Pangsha, Rajbari Branch.

41th Branch of Meghna Bank Limited opened in Pangsha, Rajbari on 3 January 2018 and the management of the Bank conveyed the opening message of our Rajbari, **Pangsha Branch** through advertisement published by 2 daily newspapers on the same day.

Name of Newspaper & cost involved for advertisement are mentioned below:

SL No	Name of Newspaper	Expenditure for Advertisement
01	Prothom-Alo	3,16,969/-
02	Samakal	69,000
<b>Total Taka.</b>		<b>3,85,969/-</b>
<b>All the above prices are inclusive VAT.</b>		

We have made expenditure of above mentioned **Tk. 3,85,969/- (Three Lac Eighty Five Thousand and Nine Hundred & sixty nine Taka Only)** for publishing advertisement of the Bank on the occasion of opening ceremony.

Placed for approval of the Board.

*[Signature]*  
Md. Mojibar Rahman Khan  
Executive Vice President

*[Signature]*  
Johora Bebe  
Managing Director & CEO (C)



62<sup>nd</sup> Board Meeting held on 08/10/17

MD & CEO (C.E.)  
Meghna Bank Ltd



MEMO # 06

Meghna Bank Limited  
Corporate Affairs Division  
Head Office Dhaka

Date : 27.09.2017

Memorandum No :

TO : THE BOARD OF DIRECTORS

SUBJECT : Post Facto Approval for expenditure of Tk 2,02,200 (Two Lac Two Thousand & Two Hundred Taka Only) for advertisement purpose of our Rampur Bazar Branch, Chandpur.

38<sup>th</sup> Branch of Meghna Bank Limited opened in **Rampur Bazar, Chandpur** on 13<sup>th</sup> September 2017 and the management of the Bank conveyed the opening message of our **Rampur Bazar Branch** through advertisement published by 2 National daily newspapers on the same day.

Name of the Newspaper & cost involved for advertisement are mentioned below:

SL No	Name of the Newspaper	Expenditure for Advertisement
01	The Daily Jugantor	1,51,200
02	The Daily Samakal	51,000
	Total Taka.	2,02,200

All the above prices are Exclusive VAT.

We have made expenditure of above mentioned **Tk. 2,02,200 (Two Lac Two Thousand & Two Hundred Taka Only)** for publishing advertisement of the Bank on the occasion of opening ceremony.

Placed for approval of the Board.

Md. Mojibar Rahman Khan  
Executive Vice President

Mohammed Nurul Amin  
Managing Director & CEO

62<sup>nd</sup> Board Meeting held on 08/10/17  
MEGHNA BANK LTD. together we sail  
Meghna Bank Limited  
Corporate Affairs Division  
Head Office Dhaka  
MD & CEO (c.e.)  
Meghna Bank Ltd

MEMO # 05

5

Date : 27.09.2017  
Memorandum No :  
TO : THE BOARD OF DIRECTORS  
SUBJECT : Post Facto Approval for expenditure of Tk. 4,01,625 (Four Lac One Thousand Six Hundred and twenty Five Taka Only) for advertisement purpose of our Senbagh Branch, Noakhali.

39<sup>th</sup> Branch of Meghna Bank Limited opened in **Senbagh, Noakhali** on 14<sup>th</sup> September 2017 and the management of the Bank conveyed the opening message of our **Senbagh Branch** through advertisement published by 2 National daily newspapers on the same day.

Name of the Newspaper & cost involved for advertisement are mentioned below:

SL No	Name of the Newspaper	Expenditure for Advertisement
01	The Daily Prothom -Alo	2,75,625
02	Ittefaq	1,26,000
Total Taka.		4,01,625

All the above prices are Exclusive VAT.

We have made expenditure of above mentioned **Tk. 4,01,200 (Four Lac One Thousand & Six Hundred and twenty five Taka Only)** for publishing advertisement of the Bank on the occasion of opening ceremony.

Placed for approval of the Board.

Md. Mojibar Rahman Khan  
Executive Vice President

Mohammed Nurul Amin  
Managing Director & CEO

66<sup>th</sup> Board Meeting held on 18/12/17

Declined / Deferred as per terms & conditions mentioned in the proposal.

MD & CEO (CC)  
Meghna Bank Ltd.

**MEGHNA BANK LTD.**  
Corporate Affairs Department  
Head Office  
: December 28, 2017

MEMO # 6'6  
6

**MEMORANDUM NO** :  
**TO** : BOARD OF DIRECTORS  
**SUBJECT** : APPROVAL OF PRINTING COST OF WALL & DESK CALENDAR 2018.

Management has arranged printing of Wall and Desk calendar for the Bank for the year 2018 at quantity of 20,000 Pcs. and 6,000 Pcs respectively including 6,000 pcs envelope for the Wall Calendar.

M/S MADONNA COMMUNATIONS LTD. being lowest bidder out of 5 based on theme & design has done the work at a cost of Tk.15,04,800/- (Excluding Vat) with an advance of Tk.7,52,400/- only which is 50% of the work value. Proposal of above work was approved in our 45<sup>th</sup> E.C meeting held on 27.11.2017 referring the proposal for placing in the next board meeting for final approval.

Placed for kind approval.

Mojibar Rahman Khan  
Executive Vice President

Johora Bebe  
Managing Director & CEO (CC)

U.S.2

MEGHNA BANK LTD.  
together we sail



MGBL/HO/PRD/07/2018  
July 17, 2018

**Creative Communications**

2/3, nayapaltan  
Dhaka-1000.

**SUB: Work order for printing 192 pcs of Certificate.**

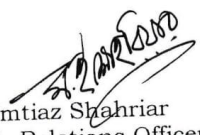
Dear Sir,


We are offering you to print 192 pcs of Certificate for being lowest bidder.  
The specification of which is given below:

**Size: 11.5 inch x 8 inch**  
**300 gsm art card, One side 4 color print**  
**& name print with plastic cover.**

Payment shall be effected upon receipt of your bill at a **Package price of**  
**Tk. 10,500/- (Include of VAT & AIT)** along with Your Challan Copy.

Thanking you.

  
Md. Intiaz Shahriar  
Public Relations Officer  
Meghna bank Ltd.

  
Md. Mojibar Rahman Khan  
EVP & Head of corporate affairs div.  
Meghna bank Ltd.

## **ANNEX- B: Work Order for Bank's Advertisement**

MEGHNA BANK LTD.  
together we sail



MGBL/HO/PRD/07/2018  
July 17, 2018

**Creative Communications**

2/3, nayapaltan  
Dhaka-1000.

**SUB: Work order for printing 192 pcs of Certificate.**

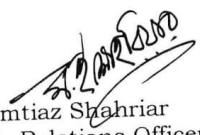
Dear Sir,


We are offering you to print 192 pcs of Certificate for being lowest bidder.  
The specification of which is given below:

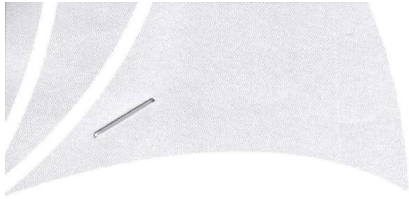
**Size: 11.5 inch x 8 inch**  
**300 gsm art card, One side 4 color print**  
**& name print with plastic cover.**

Payment shall be effected upon receipt of your bill at a **Package price of Tk. 10,500/- (Include of VAT & AIT)** along with Your Challan Copy.

Thanking you.

  
Md. Intiaz Shahriar  
Public Relations Officer  
Meghna bank Ltd.

  
Md. Mojibar Rahman Khan  
EVP & Head of corporate affairs div.  
Meghna bank Ltd.



**MEGHNA BANK LTD.**  
together we sail



**MGBL/HO/PRD/08/2018**  
**August 2, 2018**

**Executive Director (Finance)**

DPDC  
Biddut Bhaban(3<sup>rd</sup> Floor)  
1, Abdul Goni road,  
Dhaka-1000.

**SUBJECT: ADVERTISEMENT Regarding DPDC's 10 years Anniversary.**

Dear Sir,

We would request you to publish our advertisement in your **Souvenir** as per your published rate (Negotiated **Price tk.25,000/-**).

Details of Advertisement is as follows:-

**Size :** Inner Half Page  
**Color:** 4 color

Payment shall be effected upon receipt of your bill along with **Three** copies of your publication.

Thanking You,

  
Md. Imtiaz Shahriar  
Public Relations Officer  
Meghna Bank Ltd.

  
Md. Mojibar Rahman Khan  
EVP & Head of corporate affairs.  
Meghna bank Ltd.



**MEGHNA BANK LTD.**  
together we sail



MGBL/HO/PRD/04/2018  
April 30, 2018

**Sramik Awaz**  
81, Naya Polton  
Dhaka-1000.

**SUB: ADVERTISEMENT**


Dear Sir,


Please refer to your letter dated 24/04/2018 on the captioned subject.

We would request you to publish our enclosed advertisement in your **Newspaper** in **Blank & White**.

Payment shall be effected upon receipt of your bill at a **Package price of Tk.15,000/- (Exclude of VAT)** along with three copies of your publication.

Thanking you.

  
Md. Intiaz Shariar (Emon)  
Public Relations Officer  
Meghna bank Ltd.

  
Md. Mojibar Rahman Khan  
EVP & Head of corporate affairs div.  
Meghna bank Ltd.



**ANNEX-C: Published reports based on my  
drafted Press Release**

THE ASIAN AGE

DHAKA MONDAY MAY 21, 2018



Meghna Bank Limited has signed a MoU with Hotel Century Park recently. Mohammad Imdadul Islam, SEVP and Head of Retail, SME and other Finance Division of the bank and Md Abu Kayes Chowdhury, Manager (Sales and Marketing) of Hotel Century Park signed the MoU on behalf of respective organizations. Managing Director and CEO of the bank Adil Islam was also present at the ceremony. Under this MoU, Meghna Bank Cardholders can avail buy one get one offer during Ramadan along with other facilities.



Meghna Bank Limited has signed a memorandum of understanding (MoU) with Hotel De Crystal Crown Dhaka LTD, recently. Under the MoU Meghna Bank Card holders can avail up to 60% discount facilities. Mohammad Imdadul Islam, SEVP and head of Retail, SME and other Finance Division of Meghna Bank and Hasibul Hasan, GM, Hotel De Crystal Crown signed the documents on behalf of their respective organizations. Adil Islam, MD and CEO of Meghna Bank was present in the ceremony

## বণিকবাহী

জুন ৭, ২০১৮ ■ জৈষ্ঠ ২৪, ১৪২৫ ■ বুধসপ্ততিবার

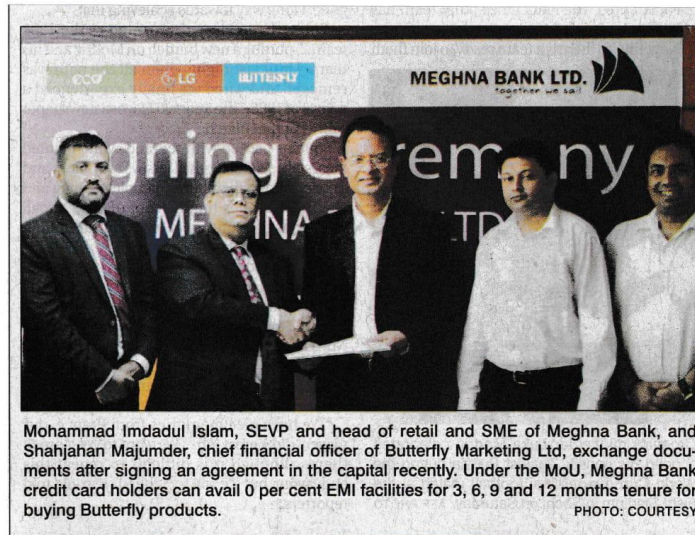


### মেঘনা ব্যাংক ও হোটেল ডি ক্রিস্টালের মধ্যে চুক্তি স্বাক্ষর

মেঘনা ব্যাংক লিমিটেড ও হোটেল ডি ক্রিস্টাল ক্রাউনের মধ্যে সম্প্রতি একটি চুক্তি স্বাক্ষর হয়েছে। মেঘনা ব্যাংকের এসইভিপি ও হেড অব রিটেইল, এসএমই অ্যান্ড আদার ফিন্যান্সিয়াল ডিভিশন মোহাম্মদ ইমদাদুল ইসলাম এবং হোটেল ডি ক্রিস্টাল ক্রাউনের জেনারেল ম্যানেজার হাসিবুল হাসান নিজ নিজ প্রতিষ্ঠানের পক্ষে চুক্তিপত্র বিনিময় করেন। মেঘনা ব্যাংকের ব্যবস্থাপনা পরিচালক ও প্রধান নির্বাহী আদিল ইসলাম এ সময় উপস্থিত ছিলেন। চুক্তি অনুযায়ী, মেঘনা ব্যাংকের কার্ডধারীরা হোটেল ডি ক্রিস্টালে ৬০ শতাংশ পর্যন্ত মূল্যছাড় সুবিধা পাবেন।

**theindependent**

**DHAKA, WEDNESDAY JULY 11, 2018**  
www.theindependentbd.com



## বঙ্গবাজার

জুলাই ১১, ২০১৮ ■ আঘাট ২৭, ১৪২৫ ■ বুধবার



**মেঘনা ব্যাংক ও বাটারফ্লাই  
মার্কেটিংয়ের মধ্যে চুক্তি**

মেঘনা ব্যাংক লিমিটেড ও বাটারফ্লাই মার্কেটিং লিমিটেডের মধ্যে সম্প্রতি একটি চুক্তি স্বাক্ষর হয়েছে। মেঘনা ব্যাংকের এসইভিপি ও হেড অব রিটেইল, এসএমই অ্যান্ড আনার ফিন্যান্স ডিভিশন মোহাম্মদ ইমদাদুল ইসলাম এবং বাটারফ্লাই মার্কেটিং লিমিটেডের সিএফও শাহজাহান মজুমদার নিজ নিজ প্রতিষ্ঠানের পক্ষে চুক্তিপত্র বিনিময় করেন। উভয় প্রতিষ্ঠানের উর্ধ্বতন কর্মকর্তারা এ সময় উপস্থিত ছিলেন। চুক্তি অনুযায়ী, মেঘনা ব্যাংকের ক্রেডিট কার্ডধারীরা ১২ মাস পর্যন্ত সুদমুক্ত-কিস্তি সুবিধায় পণ্য কিনতে পারবেন।

# NEWAGE

## BUSINESS

WEDNESDAY, JULY 18, 2018, SHRABAN 3, 1425 BS



শুক্রবার  
২০ জুলাই ২০১৮ ৫ শ্রাবণ ১৪২৫

সমকাল



### মেঘনা ব্যাংক ও ইলেকট্রোমার্ট চুক্তি

মেঘনা ব্যাংকের ক্রেডিট কার্ডধারীরা শূন্য সুদে ১২ মাস পর্যন্ত কিস্তি সুবিধায় ইলেকট্রোমার্ট থেকে পণ্য কিনতে পারবেন। সম্প্রতি মেঘনা ব্যাংকের হেড অব কার্ড আহসান উল্লাহ নিপু ও ইলেকট্রোমার্টের ডিরেক্টর মো. নূরুল আফসার চুক্তি সইয়ের পর চুক্তিপত্র বিনিময় করেন। অনুষ্ঠানে ব্যাংকের হেড অব করপোরেট অ্যাফেয়ার্স মজিবর রহমান খান উপস্থিত ছিলেন।





#### মেঘনা ব্যাংক এবং এজিমটরসের মধ্যে দ্বিপাক্ষিক চুক্তি

সম্প্রতি মেঘনা ব্যাংক লিমিটেড এবং এজিমটরসের মধ্যে দ্বিপাক্ষিক চুক্তি ব্যাংকের হেড অফিসে স্বাক্ষরিত হয়েছে। এই চুক্তির মাধ্যমে মেঘনা ব্যাংকের কার্ডধারীরা সার্ভিস চার্জে ৬৫ শতাংশ পর্যন্ত ডিসকাউন্ট সুবিধা পাবেন। অনুষ্ঠানে মেঘনা ব্যাংকের এসইভিপি এবং হেড অব রিটেইল, এসএমই অ্যান্ড আদার ফাইন্যান্সিয়াল ডিভিশন মোহাম্মদ ইমদাদুল ইসলাম, এজিমটরসের ডিরেক্টর অপারেশন ইউসুফ আমানের হাতে চুক্তিপত্র তুলে দেন। এ সময় মেঘনা ব্যাংকের হেড অব ব্রাঞ্চেস আব্দুর রহমান এবং হেড অব ল্যায়ারিসিটি অ্যান্ড ওয়েলথ ম্যানেজমেন্ট কাজী ফারহানা জাবিন উপস্থিত ছিলেন। বিজ্ঞপ্তি

## **ANNEX-D: Branding and Promotion**

Size : 10'x4' = Pvc Bannar



Size : 8'x4' = Pvc Bannar



মানবজমিন

শুক্রবার  
২৯শে জুন ২০১৮

শুদ্ধাচার ও শিষ্টাচার  
সভ্য জাতির অহংকার।  
করলে সবাই চেপ্টা  
এগিয়ে যাবে দেশটা।

ছড়াকার: ফারুক নওয়াজ

**মেঘনা ব্যাংক**  
অবঙ্গন সহযোগী

[www.meghnabank.com.bd](http://www.meghnabank.com.bd)

বাংলাদেশ ব্যাংক কর্তৃক প্রকাশিত 'ছড়ায় ছড়ায় শুদ্ধাচার' বই থেকে সংগৃহীত

## **ANNEX-E: Examples of Documentation**

<b>File Sl.</b>	<b>File Name</b>
1	Picture Gallery of 3 <sup>rd</sup> Anniversary-2016
2	Blanket distribution
3	Branch Opening Branding
4	Blanket Donate to Prime Minister Fund
5	4 <sup>th</sup> Anniversary
6	Donated 50 lac tk to PM fund
7	Donated Banga Bandhu Trust & PM fund
8	Securities 2 <sup>nd</sup> AGM
9	Annual Conference of Managers & Executives
10	Received Accidental Death Claim
11	Donated 1 crore to PM fund
12	Deputy Managers Conference
13	Blanket Distribution by MD & CEO
14	Half yearly Conference
15	3 <sup>rd</sup> AGM

16	4 <sup>th</sup> AGM
17	5 <sup>th</sup> AGM
	<b>AGREEMENT</b>
1	Pizza Inn
2	Best Electronics
3	Time Zone
4	Picasso Restaurant
5	Vission Eye Hospital
6	Esquire Electronics
7	Hajj Agencies
8	Istanbul Restaurant
9	Singer Bangladesh
10	US Bangla Airlines
11	Bangladesh Specialized Hospital
12	Amazing Holidays



13	Novo Air
14	Transcom BD
15	Air Asia
16	Daraz.com.bd
17	Apan Jewelers
18	Hotel International
19	Nokkhottrobari Resort
20	Nitol Electronics
21	Alokito Bangladesh
22	Hotel seagull

### **List of Newspaper for Press Releases**

- **Prothom Alo**
- **Ittefaq**
- **Kaler Kontho**
- **Jugantor**
- **Daily Star**
- **Financial Express**
- **Manabjamin**
- **Daily Sun**
- **Dhaka Tribune**
- **Bonik Barta**
- **The Asian Age**
- **Bangladesh Protidin**
- **Samakal**
- **Amader Somoy**
- **Janakontho**
- **Inqilab**
- **Bhorer Kagoj**
- **Independent**
- **New Age**
- **Hawker BD**
- **Manabkontho**

**References:**

- SWOT ANALYSIS : [https://en.wikipedia.org/wiki/SWOT\\_analysis](https://en.wikipedia.org/wiki/SWOT_analysis)
- Meghna Bank Limited : <https://www.meghnabank.com.bd/mbl/about.php>