

Internship Report

On

My Experience as a Communication & Brand Development

Executive at MajhaMajhi



Submitted to:

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Submitted by:

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Letter of Transmittal

Date:

Sakib Mohammad Shahadat Illius

Lecturer

Department of Journalism and Mass Communication

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Subject: Submission of Internship Report

Dear Sir,

I am pleased to submit my internship report as part of the requirements for the Bachelor of Journalism and Mass Communication program. This report documents my six-month experience as a Communication & Brand Development Executive at MajhaMajhi. During this internship, I had the opportunity to engage with innovative mental health initiatives, leveraging artistic expression to promote societal tolerance and well-being.

I hope this report meets the department's expectations and provides a comprehensive overview of my professional learning experience. Your feedback and suggestions will be greatly valued.

Sincerely,



Rafat Bin Razzak

Student ID: 161-24-536

Department of Journalism and Mass Communication

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Certificate of Completion and Approval



This is to certify that Rafat Bin Razzak, Student ID: 161-24-536, from the Department of Journalism and Mass Communication, has successfully completed a three-month internship as a Communication & Brand Development Executive at MajhaMajhi. This report has been approved for presentation and defense.

Supervised by:



Sakib Mohammad Shahadat Illius

Lecturer

Department of Journalism and Mass Communication

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Dedication

I am profoundly grateful to my academic supervisor, Sakib Mohammad Shahadat Illius, for his invaluable guidance and support throughout my internship. I extend my heartfelt thanks to MajhaMajhi for providing me with a platform to work on creative mental health projects and contribute to societal well-being. I owe immense gratitude to my colleagues and mentor Danny Amin at MajhaMajhi, who shared their knowledge and expertise generously, creating an enriching and collaborative learning environment. Their encouragement and constructive feedback have been instrumental in shaping my professional capabilities.

Additionally, I am thankful to my university for emphasizing the importance of internships and providing resources to support this endeavor. Finally, I express heartfelt gratitude to my family and friends for their unwavering encouragement, moral support, and belief in my abilities. Their presence has been a cornerstone of my journey, motivating me to overcome challenges and pursue excellence.

This internship has been a transformative experience, and the lessons learned will undoubtedly guide my professional and personal growth for years to come.

Rafat Bin Razzak

Executive Summary

The internship report provides a comprehensive overview of my three-month experience as a **Communication & Brand Development Executive** at MajhaMajhi, an organization dedicated to integrating mental health advocacy with artistic expression. It begins with an introduction that highlights the significance of internships in bridging theoretical knowledge with practical applications. The introduction sets the stage by presenting MajhaMajhi as a pioneering organization that leverages creative mediums such as performance art, podcasts, and educational initiatives to address mental wellness.

The report also includes an explanation of MajhaMajhi's organizational structure through an organogram, showcasing the roles and responsibilities across leadership, management, and operational levels. A critical section of the report is the breakdown of my weekly activities, spanning all twelve weeks. These activities range from content creation and social media management to event planning and podcast production. Each week is documented in detail, reflecting my contributions to campaigns, workshops, and performances that aligned with MajhaMajhi's mission of fostering societal well-being.

Furthermore, the report explores the broader concept of internships and their importance. It delves into how internships prepare students for professional careers by offering real-world exposure, developing skills, and building networks. The narrative ties this concept to my personal experience at MajhaMajhi, where I gained insights into branding strategies, teamwork, and problem-solving. A detailed evaluation of learning assesses how my academic background in journalism and mass communication complemented the tasks I undertook during the internship, enhancing my professional growth and readiness for future challenges.

A SWOT analysis of MajhaMajhi is included, examining the organization's strengths, weaknesses, opportunities, and threats. This analysis provides a balanced perspective on its innovative approaches and areas for potential improvement, such as expanding partnerships and enhancing digital marketing strategies. The report concludes with

recommendations for the organization and a reflection on the transformative impact of the internship. It emphasizes the synergy between academic preparation and practical application, marking a significant milestone in my professional journey. This report not only documents my contributions but also serves as a testament to the invaluable experiences and lessons gained during my time at MajhaMajhi.

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Chapter One

Introduction

1.1 Background of the Organization

MajhaMajhi is a trailblazing organization that bridges the worlds of mental health, artistic expression, and wellness. At its core, the organization is committed to fostering emotional well-being and encouraging self-discovery through transformative artistic experiences. By combining elements of psychology and creative practices, MajhaMajhi has carved a unique space in promoting mental health awareness and addressing deep-seated societal conditioning.

MajhaMajhi's commitment to mental wellness is exemplified in its innovative use of art as a therapeutic tool. Through storytelling, visual installations, and performance art, the organization addresses pressing mental health challenges while sparking meaningful conversations about societal norms and expectations. Their initiatives are designed to break down barriers and create safe spaces where individuals can reflect on their emotions and identities. For example, at the Dhaka Flow Festival of Yoga and Wellness, MajhaMajhi's performance art inspired by shadow work allowed participants to explore themes of self-reflection and personal growth in an engaging and impactful manner.

The organization's work extends beyond live performances to the digital realm, where it actively engages with audiences through platforms like Instagram. By sharing reels and posts that highlight how societal conditioning impacts mental health, MajhaMajhi continues to raise awareness and encourage introspection among a wider audience. These efforts demonstrate their ability to adapt to contemporary mediums while maintaining a strong focus on their mission of wellness and empowerment.

MajhaMajhi's vision is rooted in creating a world where mental health is destigmatized and self-awareness is celebrated. The organization strives to empower individuals to confront both societal and personal challenges, offering them the tools and inspiration to grow emotionally and mentally. Events and performances are thoughtfully curated to blend art and psychology, making them both therapeutic and thought-provoking.

In a world where mental health awareness is increasingly critical, MajhaMajhi emerges as a pioneer, blending art with advocacy to inspire meaningful change. The organization's unique approach not only addresses individual well-being but also challenges societal perceptions, making it a vital force in promoting mental and emotional wellness. MajhaMajhi's dedication to its mission ensures that its impact resonates deeply with both local and global audiences, paving the way for a more empathetic and self-aware society.

1.1A Organization Structure

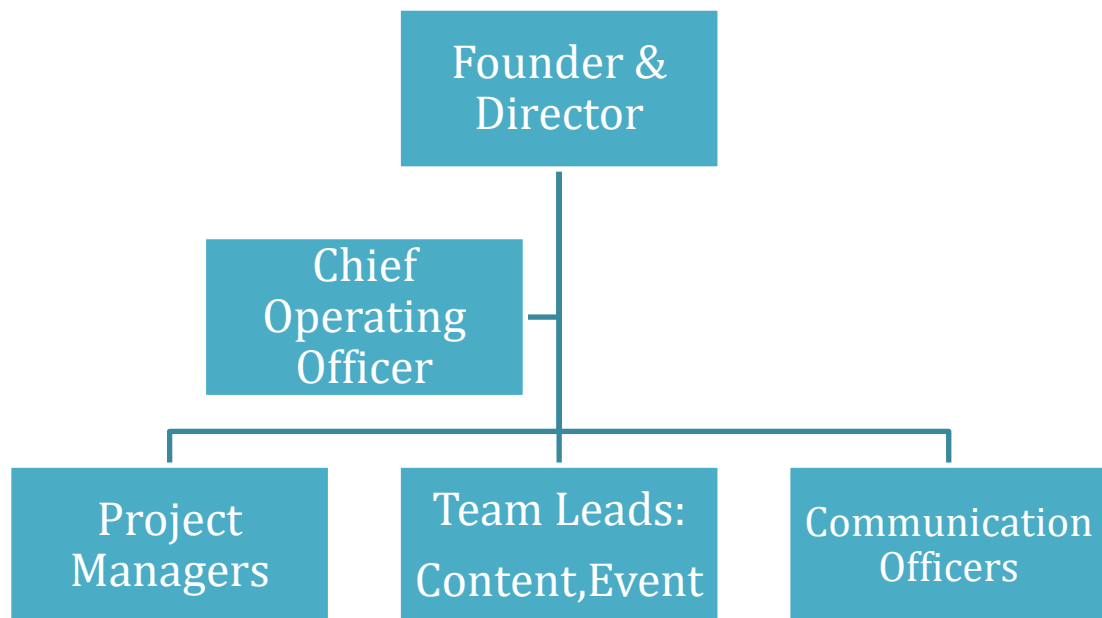
Below is the organogram illustrating the hierarchy of MajhaMajhi:

Leadership Layer

- Founder & Director
- Chief Operating Officer

Management Layer

- Team Leads: Content Creation, Branding, and Event Management
- Project Managers
- Communication Officers



1.2 What is Internship?

An internship is a structured professional experience where individuals, often students or recent graduates, gain practical exposure to a specific field or industry. Internships act as a bridge between theoretical education and real-world application, providing opportunities to learn, contribute, and develop essential skills in a supervised setting. The primary objective of an internship is to offer hands-on experience, allowing participants to understand workplace dynamics and align their academic knowledge with professional demands.

Internships are a critical component of career development, offering a platform to explore interests, build networks, and acquire industry-specific skills. They vary widely in format, ranging from part-time to full-time, remote to in-person, and paid to unpaid. Regardless of the type, internships play a pivotal role in equipping individuals with the tools necessary to succeed in their chosen career paths.

Through internships, individuals engage in hands-on projects, observe industry best practices, and gain insights into the challenges and expectations of their chosen field. Interns often work under the supervision of experienced professionals, enabling them to receive valuable feedback, refine their technical and interpersonal skills, and build confidence in their abilities.

Moreover, internships play a dual role: they benefit the individual by expanding their knowledge and preparing them for future career opportunities, and they benefit the organization by introducing fresh perspectives and talent. For many, internships also serve as a critical evaluation phase, helping them decide if a particular career path aligns with their interests and long-term goals.

In essence, an internship is much more than a temporary job—it is an immersive learning journey that shapes the foundation of one's professional identity and opens doors to future success.

1.2A Importance of Internship

Internships hold immense significance in today's competitive job market, serving as a stepping stone for personal and professional growth. They provide invaluable insights into industry practices, offering a realistic preview of career paths and workplace environments. By bridging the gap between academia and employment, internships empower individuals to:

1. **Develop Practical Skills:** Internships allow participants to apply theoretical concepts in real-world scenarios, enhancing problem-solving and critical-thinking abilities.
2. **Build Professional Networks:** Establishing connections with industry professionals opens doors to mentorship, collaboration, and future job opportunities.
3. **Gain Industry Knowledge:** Exposure to workplace dynamics and industry-specific tools enriches understanding and prepares individuals for career challenges.
4. **Internships are diverse in structure and duration, ranging from a few weeks to several months, and can be categorized as full-time, part-time, remote, or on-site. While some organizations provide monetary compensation, others offer non-monetary benefits, such as academic credits, professional mentorship, and networking opportunities. Regardless of the format, the core focus remains on personal and professional growth.**

Internships also foster personal growth, instilling confidence, adaptability, and a proactive attitude. These experiences lay a strong foundation for successful careers, equipping individuals with the skills and mindset needed to excel in their respective fields.

1.3 Experiences

My internship experience at MajhaMajhi was a transformative journey that allowed me to bridge academic learning with practical application in a dynamic and creative environment. As a Communication & Brand Development Executive, I had the opportunity to immerse myself in the organization's mission of fostering mental health awareness and societal well-being through artistic expression. From crafting promotional content and managing social media campaigns to organizing impactful events and collaborating on podcasts, each task contributed to my personal and professional growth.

Working at MajhaMajhi, I gained firsthand exposure to innovative approaches like Carl Jung's concept of shadow work, which inspired many of the organization's projects. These initiatives challenged me to think creatively and approach mental health advocacy from unique perspectives. The team's guidance and collaborative spirit fostered a supportive environment where I could confidently explore new ideas and refine my skills in branding, content creation, and event management.

This internship not only honed my technical abilities but also instilled important professional values like teamwork, adaptability, and effective communication. The experience reshaped my understanding of how creative strategies can address critical societal issues, reinforcing my passion for contributing to meaningful causes. My time at MajhaMajhi will always remain a defining chapter in my journey, equipping me with the skills, knowledge, and inspiration to pursue a fulfilling career in communication and social advocacy.

1.4 About my Supervisor

Danny Amin is a social change enthusiast and self-taught musician who works for community development. Danny is a Co-founder of Majhamajhi a highly conscientious and seasoned community development worker with an excellent community service record and a strong work ethic. He has a global work portfolio in London & Thailand where he worked passionately on various projects.

His fascination with the human mind has led him to pursue certification from the Institute of Counselling in Glasgow, where he completed a diploma in Counselling and Cognitive Behavioural Therapy. With his expertise in this area, he is able to offer valuable insights and support to those who may be struggling with mental health issues. In addition to his community work, Danny is also heavily invested in various creative pursuits. Danny's passion for music has inspired him to take his talents to the next level by initiating his own musical band called "Tulkalam". Through this band, he is able to use his music to connect with and inspire others, while also spreading his message of positive social change.

My supervisor Danny played a pivotal role in shaping my internship experience and personal growth. With a profound understanding of communication, branding, and mental health advocacy, my supervisor provided invaluable guidance and mentorship throughout the six-month journey. Their ability to balance creativity with strategic thinking was both inspiring and educational, offering me insights into the intricacies of managing impactful projects.

Under their leadership, I gained confidence in handling responsibilities, collaborating with teams, and thinking critically to solve challenges. Their mentorship has not only enhanced my professional capabilities but has also instilled in me a deep respect for dedication, innovation, and empathy in the workplace. I am immensely grateful for their guidance, which has significantly enriched my internship experience and prepared me for future endeavors.

Chapter Two

Activities During internship

2.1 Weekly Activities

Week 1

- Orientation and introduction to MajhaMajhi's mission, values, and ongoing projects.
- Familiarized myself with the organization's content strategies and branding guidelines.
- Participated in brainstorming sessions for an upcoming awareness campaign.
- Drafted initial content outlines for social media posts promoting mental health awareness.

Week 2

- Collaborated with the team to plan an art performance event addressing tolerance and inclusion.
- Assisted in developing a content calendar for digital campaigns.
- Conducted research on best practices for podcast production.
- Attended a workshop on using storytelling to address mental health challenges.

Week 3

- Coordinated with artists and performers for event logistics and schedules.
- Created initial drafts of promotional materials, including posters and social media captions.
- Assisted in recording and editing the pilot episode of a podcast series.
- Evaluated feedback from the audience to improve content delivery.

Week 4

- Published promotional content across social media platforms.
- Analyzed metrics from the first week of campaign execution to gauge reach and engagement.

- Assisted in scripting a short video on breaking societal stigma related to mental health.
- Participated in a team debrief to assess the effectiveness of the art performance event.

Week 5

- Collaborated on a mid-term review of the ongoing projects.
- Conducted surveys to gather audience insights for future podcast topics.
- Refined branding guidelines based on audience interaction and feedback.
- Assisted in organizing a virtual webinar on mental health awareness.

Week 6

- Developed promotional strategies for a new art therapy initiative.
- Drafted blog content focused on mental health advocacy and the arts.
- Participated in cross-departmental discussions to enhance team coordination.
- Provided support during the recording of a live performance event.

Week 7

- Created storyboards for a mental health awareness video campaign.
- Finalized logistics for an art exhibition in collaboration with local artists.
- Collaborated with the design team to produce infographics for social media.
- Attended a training session on effective audience engagement strategies.

Week 8

- Published a series of educational posts on mental health myths and facts.
- Analyzed the performance of the recent video campaign and suggested improvements.
- Drafted a report summarizing the impact of the art exhibition event.
- Coordinated with the podcast team for post-production edits.

Week 9

- Designed a mini-series on youth mental health challenges for Instagram.
- Participated in an online brainstorming session to develop a wellness toolkit.
- Assisted the event management team in organizing a mental health storytelling session.
- Analyzed survey data collected from webinar attendees.

Week 10

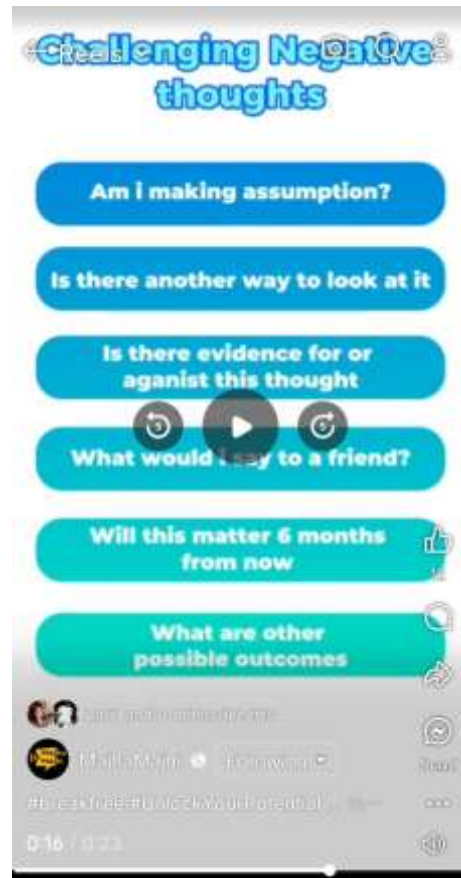
- Published the first segment of the wellness toolkit online.
- Monitored social media interactions and responded to audience queries.
- Worked on a case study highlighting the impact of MajhaMajhi's art therapy sessions.
- Participated in follow-up discussions with the webinar panelists.

Week 11

- Assisted in organizing a panel discussion on mental health and artistic expression.
- Created promotional graphics and captions for the panel discussion event.
- Conducted post-event surveys to collect feedback from attendees.
- Contributed to drafting a press release highlighting the event's outcomes.

Week 12

- Collaborated on developing a podcast episode focusing on community mental health resources.
- Supported the team in designing posters for an upcoming art therapy workshop.
- Prepared a summary report on the feedback received from the panel discussion.
- Monitored engagement metrics for recently launched social media campaigns.



My works at Majhamajhi

Chapter Three

Learning and Experiences

3.1 Knowledge Gathering and Learning

Throughout my internship, I had the privilege of engaging with diverse aspects of MajhaMajhi's operations, gaining hands-on experience and developing invaluable professional skills. The most significant areas of learning and experience include the following:

Content Creation:

- Crafting impactful messaging tailored to various audiences was a critical component of my role. I learned to balance creativity with professionalism, ensuring that the content aligned with MajhaMajhi's core objectives. For instance, developing campaigns that used art as a medium to discuss mental health issues required both cultural sensitivity and an innovative approach.

Team Collaboration:

- Working closely with a multidisciplinary team honed my interpersonal and communication skills. Collaborating across different functions, including branding, operations, and content creation, was a learning curve that equipped me to navigate team dynamics effectively.

Professional Growth:

- This internship significantly boosted my confidence in managing responsibilities independently. Handling multiple tasks—from event coordination to digital marketing—enhanced my time management and multitasking abilities.

Insight into Workplace Dynamics:

- Observing the hierarchy and workflows at MajhaMajhi offered insights into organizational dynamics. Learning to adapt to different leadership styles and contribute effectively within a team was an invaluable experience.

3.2 How This Internship Will Help In My Career

This internship at MajhaMajhi has laid a solid foundation for my future career by equipping me with a blend of practical skills, professional values, and transformative experiences. It provided me with the opportunity to apply theoretical knowledge in real-world scenarios, bridging the gap between academia and the professional environment. Through diverse responsibilities such as content creation, branding, event management, and podcast production, I have developed a versatile skill set that is essential for success in the field of communication and branding.

One of the most significant contributions of this internship to my career is the enhancement of my creativity and strategic thinking. Working on projects rooted in mental health advocacy and artistic expression has taught me the importance of innovative approaches and out-of-the-box thinking to address societal challenges. These lessons will be invaluable as I pursue a career in communication, where creativity is key to engaging audiences and making an impact.

Additionally, this internship has strengthened my professional values such as teamwork, adaptability, and effective communication. Collaborating with a multidisciplinary team has taught me the importance of listening, respecting diverse perspectives, and contributing constructively. The experience of managing deadlines, refining strategies, and adapting to feedback has prepared me to handle the challenges of any dynamic professional environment.

The exposure to MajhaMajhi's mission and initiatives has also instilled in me a deep sense of purpose and empathy, qualities that will guide my career in contributing to meaningful causes. This internship has not only given me the skills to excel in my field but has also reinforced my passion for using communication as a tool for social change. With the knowledge and confidence gained from this experience, I am well-prepared to navigate the professional world and make a positive impact in my future endeavors.

3.3 Limitation of this internship program at Majhamajhi

While my internship at MajhaMajhi was an enriching and transformative experience, like any program, it had its limitations. Understanding these limitations is crucial for personal reflection and for identifying areas where future improvements can be made.

One significant limitation was the **scope of resources available to the organization**. As a relatively small and innovative organization, MajhaMajhi operates with limited financial and human resources. This constraint sometimes affected the scale and reach of projects, which could have been even more impactful with additional funding or a larger team. For instance, certain campaigns or events required more extensive resources to achieve their full potential.

Another limitation was the **informal structure of certain processes**, which, while fostering creativity, sometimes led to ambiguity in task allocation and timelines. This occasionally resulted in delays or overlaps in responsibilities. A more structured workflow and clearly defined protocols could enhance efficiency and ensure smoother execution of projects.

Additionally, the organization's **focus on niche themes like mental health and artistic expression** limited exposure to other broader aspects of communication and branding. While this focus was beneficial for specialized learning, gaining insight into a wider range of industries or projects could have further diversified my experience.

Lastly, the **limited duration of the internship** posed a challenge in fully exploring the depth of MajhaMajhi's long-term initiatives. Many projects, such as ongoing campaigns or podcast series, required more time for comprehensive involvement and follow-up.

Despite these limitations, the experience was overwhelmingly positive, and the lessons learned outweigh the challenges. Addressing these areas could make the program even

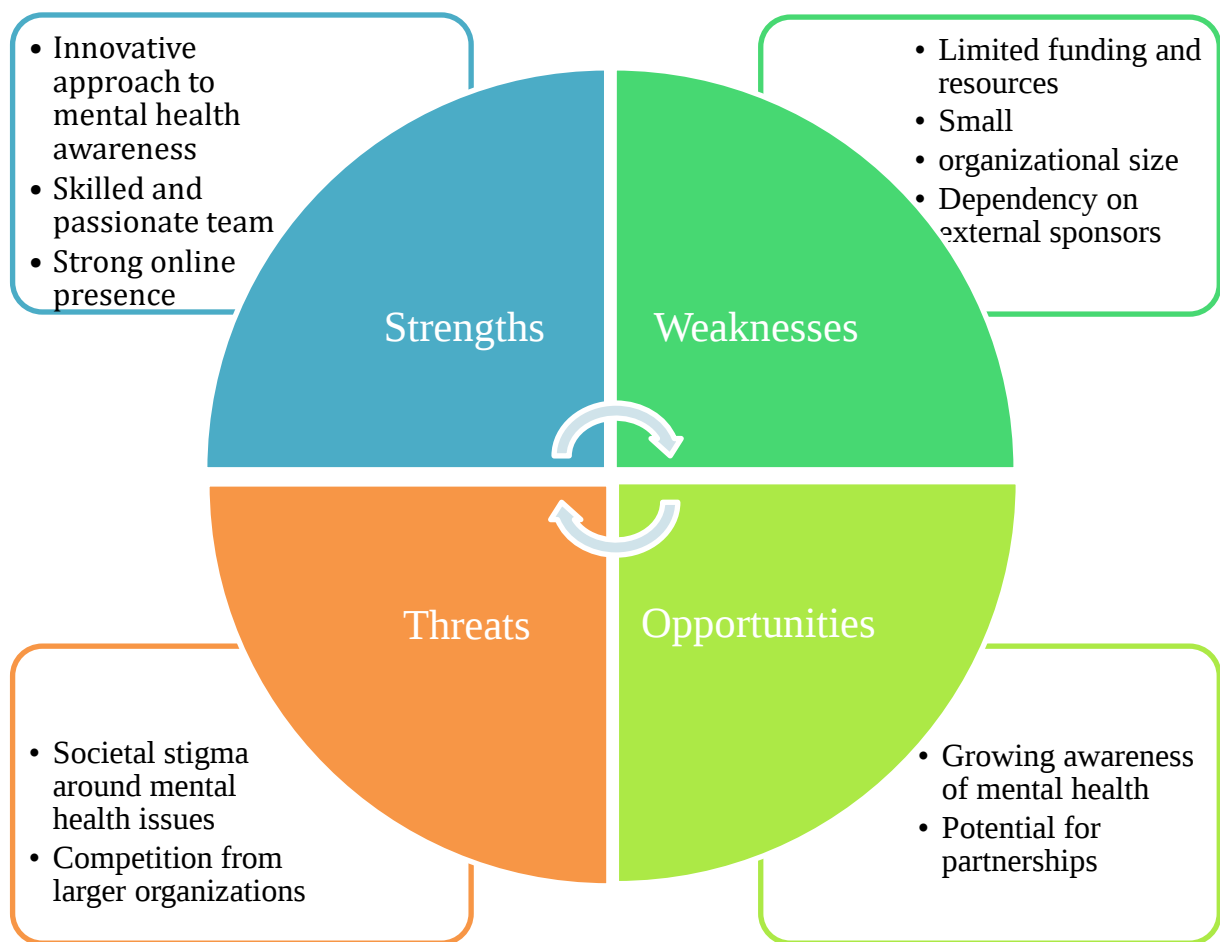
more impactful for future interns, ensuring a balance between creativity and structure while expanding opportunities for learning and growth.

Chapter Four

Conclusion

4.1 SWOT Analysis

SWOT Analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats associated with a business, project, or initiative. It helps organizations understand internal and external factors that can influence their success and allows for informed decision-making. The strengths, weaknesses, opportunities and threats about MAJHAMAJHI are listed below.



4.2 Recommendations

MajhaMajhi is a unique organization operating at the intersection of mental health and artistic expression, with a transformative vision and impactful initiatives. The organization is committed to fostering tolerance and promoting well-being through creative interventions, including art performances, podcasts, and educational entertainment. Their innovative approach ensures they reach diverse communities and challenge societal barriers effectively. The team at MajhaMajhi is highly skilled, passionate, and approachable, creating a supportive environment for learning and collaboration.

Although MajhaMajhi does not regularly take interns, I was fortunate to secure an internship opportunity with them. This experience profoundly changed my perception of non-governmental organizations working in the creative and mental health sectors. Many people might underestimate the complexity and impact of such organizations. However, spending time with MajhaMajhi has shown me how tirelessly they work to execute meaningful initiatives. Their ability to create thoughtful campaigns, organize impactful events, and engage communities is nothing short of inspiring.

If anyone ever gets a chance to intern with MajhaMajhi, I would strongly recommend they seize the opportunity without hesitation. It is an environment where passion meets purpose, and every task contributes to a larger cause. That said, learning is possible anywhere as long as one is willing to work hard and remain open to new experiences. At MajhaMajhi, I realized the importance of dedication, creativity, and teamwork in driving change—and these lessons will stay with me throughout my career.

4.3 Conclusion

Internship is essentially the stepping stone to one's career. It provides an opportunity to apply theoretical knowledge gained in academic studies to real-world scenarios. It is a valuable phase of exploration and learning, where one can delve into their chosen field without the immediate fear of failure. During this time, everyone around is supportive and willing to guide. Mistakes, though not encouraged, are seen as part of the learning process, and interns are encouraged to ask questions and clarify doubts. Curiosity is key during this phase, as it leads to growth and deeper understanding.

To me, an internship is like the learning stage of a toddler who has just started to explore the world and ask questions. Interns should be curious but also considerate, asking meaningful and relevant questions to enrich their understanding and build their skills.

MajhaMajhi provided me with a supportive environment and a wealth of experience. The team welcomed me warmly and ensured I was part of impactful initiatives. I learned valuable lessons about communication, creative expression, and the importance of teamwork. These experiences have also taught me the significance of respecting organizational hierarchy and maintaining professionalism. I will forever value these lessons, as I believe they will guide me toward a successful and fulfilling career.

Last but not least, I take immense pride in completing my Bachelor's degree with this internship report from Daffodil International University. I am deeply grateful to my university for the exceptional guidance, structure, and environment it provided. Most importantly, I am thankful to the Department of Journalism and Mass Communication, which shaped me into the confident individual I am today. I proudly acknowledge that this journey would not have been possible without their unwavering support and encouragement.

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