



Cooperative Education Report

Enhancing Strategic Communication at Adam Smith International Nepal

Submitted By:

Kashvi Shakya

Registration No.: 6508040065

**This report is submitted in partial fulfillment of the
requirements for Cooperative Education
Faculty of Business Administration
Academic Semester 2/2025**

Siam University

Title: Enhancing Strategic Communication at Adam Smith International Nepal

Written by: Ms. Kashvi Shakya

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Dr. Yhing Sawheny

We have approved this Cooperative Report as a partial fulfillment of the
Cooperative Education Program, Semester 2/2025

Oral Presentation Committee



Yhing Sawheny

.....
(Dr. Yhing Sawheny)

Academic Advisor

Suvechha Nepal

.....
(Ms. Suvechha Nepal)

Job Advisor

Ashutosh Mishra

.....
(Mr. Ashutosh Mishra)

Cooperative Education Committee

Maruj Limpawattana

.....
(Professor Maruj Limpawattana, Ph.D.)

Vice President and Director of Cooperative Education Department

Project Title: Enhancing Strategic Communication at Adam Smith International Nepal

Credits: 5

Prepared by: Ms. Kashvi Shakya

Academic Advisor: Dr. Yhing Sawheny

Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

Semester/Academic Year: 2/2025

Abstract

This report presents the overall learning experience and practical exposure gained during the cooperative education internship at **Adam Smith International Nepal (ASI)**, an international development International Non-Governmental Organisation (INGO) that works with governments and development partners to strengthen governance systems and improve public service delivery. This cooperative education report presents my practical experience as a **Communications Intern**, highlighting the application of marketing communication principles in an international development setting.

The main objectives of this internship were: (1) to apply theoretical knowledge of marketing and communication in a professional environment, (2) to understand the role of strategic and visual communication in development organisations, and (3) to gain practical experience in designing communication materials and supporting documentation. My major responsibilities included designing infographics, presentations, brochures, and briefs, formatting reports according to organisational standards, conducting research using various sources, supporting recruitment-related tasks, tracking sectoral news updates, and assisting with document revisions under the guidance of supervisors. The internship also provided opportunities to attend meetings and observe stakeholder communication processes with development partners such as British Embassy Kathmandu (BEK).

This report reflects on my cooperative education experience at ASI by outlining the tasks, responsibilities, challenges, and learning outcomes throughout the internship period. It highlights how exposure to communication workflows, visual storytelling, research, and teamwork strengthened my practical skills in marketing communication, design, collaboration, and professional workplace communication.

Keywords: *Strategic Communication, Visual Communication, Organisational Reporting*

Acknowledgement

I would like to express my sincere gratitude to Adam Smith International (ASI) for providing me with the opportunity to undertake my cooperative education internship as a Communications Intern. This experience has been highly valuable in enhancing my professional knowledge and practical skills.

I would like to extend my heartfelt appreciation to my Job Supervisor, Ms. Suvechha Nepal, for her continuous guidance, support, and encouragement throughout my internship period. Her mentorship and insights have played a significant role in shaping my learning experience.

I am also deeply thankful to my Academic Advisor, Dr. Yhing Sawheny, for her valuable guidance and support during the course of this cooperative education program. I would further like to express my gratitude to Mr. Ashutosh Mishra, as well as the faculty members of Siam University and Kathmandu College of Management (KCM), for their continuous encouragement and academic support.

Finally, I would like to thank my family and friends for their constant motivation and support throughout this journey. This report stands as a reflection of their collective encouragement and belief in my potential.

Ms. Kashvi Shakya

Table of Contents

Abstract	3
Acknowledgement.....	4
List of Figures	6
List of Abbreviations.....	6
Chapter 1: Introduction.....	7
1.1 Company Profile.....	7
1.1.1 Mission of the company	8
1.1.2 Vision of the Company.....	8
1.1.3 Strategies of the Company.....	8
1.1.4 Key Projects and Operations	9
1.2 Organisational Structure.....	10
1.2.1 Diagram of the Organisational Structure.....	11
1.2.2 My Job Position.....	12
1.2.3 My Job Position in the Company’s Organisational Structure	12
1.3 My Intention and Motivation to Choose this Company	13
1.4 Strategic Analysis of the Company	13
1.5 Objectives of this Co-operative Studies	16
Chapter 2: Co-Op Study Activities	17
2.1 My Job Description	17
2.2 My Job Responsibilities	17
2.3 Activities in Coordinating with Co-workers	22
2.4 My Job Process Diagram.....	23
2.5 Contributions as Co-Op Student in the Company	26
Chapter 3: Learning Process.....	26
3.1 Problems / Issues of the Company	27
3.1.1 Problem Statement.....	27
3.1.2 Major Problems Identified.....	27
3.2 Proposed Solutions to the Identified Problems	28

3.3 Recommendations to the Company	29
3.4 Learning Outcome from the Co-Op Studies.....	30
3.5 Application of the Knowledge from Coursework to the Real Working Situation	31
3.6 Special Skills and New Knowledge Gained	33
Chapter 4: Conclusion	34
4.1 Summary of Highlights of My Co-Op Studies at Adam Smith International	34
4.2 My Evaluation of the Work Experience	35
4.3 Limitations of my Co-Op Studies.....	35
4.4 Recommendations for the Company	36
References	37
Appendices	37
My Daily Internship Work Log.....	37
Internship Photo Highlights.....	44

List of Figures

- Fig. 1: ASI Logo
- Fig. 3: SWOT Analysis of ASI
- Fig. 4: Canva Workspace Showing Designed Communication Materials
- Fig. 5: Samples of Report Formatting and Document Structuring in Microsoft Word
- Fig. 6: Research Findings and Data Collection Records Maintained in Excel
- Fig. 7: Excel-Based Tracker for Monitoring Political and Economic Updates
- Fig. 8: Weekly Schedule of Meetings and Coordination Calendar
- Fig. 9: Job Process for Designing Infographics and Visual Communication Materials
- Fig. 10: Job Process for Preparing and Formatting Reports
- Fig. 11: Job Process for Preparing and Designing Presentations
- Fig. 12: Job Process for Supporting Research and Data Collection
- Fig. 13: Job Process for Monitoring Political and Economic Updates
- Fig. 14: Job Process for Meeting Observation and Coordination Support

Fig. 15: Workspace and Desk Setup During the Internship

Fig. 16: Women's Day Celebration at ASI

Fig. 17: Office Retreat and Team Bonding Activities

Fig. 18: Experience Sharing and Internship Appreciation Session

List of Abbreviations

Abbreviation	Full Form
ADB	Asian Development Bank
AI	Artificial Intelligence
ASI	Adam Smith International
BEK	British Embassy Kathmandu
DFID	Department for International Development
FCDO	Foreign, Commonwealth and Development Office
GEDSI	Gender Equality, Disability and Social Inclusion
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
IMC	Integrated Marketing Communications
INGO	International Non-Governmental Organisation
KCM	Kathmandu College of Management
MCC	Millennium Challenge Corporation
OS	Operating System
PEA	Political Economy Analysis

PFM	Public Financial Management
SWOT	Strengths, Weaknesses, Opportunities, and Threats
UK	United Kingdom
WB	World Bank



Chapter 1: Introduction

This chapter provides an overview of the organisation where the cooperative education internship was undertaken, along with the overall context of the study. It introduces Adam Smith International (ASI), highlighting its mission, vision, and organisational strategies. The chapter also outlines the organisational structure and describes the role performed during the internship. Furthermore, it explains the motivation behind selecting this organisation and presents a brief strategic analysis of the company. The chapter concludes by outlining the objectives of the cooperative education study.

1.1 Company Profile

Adam Smith International is an international development consulting organisation that works with governments, international development partners, and private sector organisations to solve social and economic challenges. The company operates in more than 30 countries and focuses on areas such as governance, economic reform, climate change, and public service improvement.

ASI mainly designs and implements development projects that aim to improve systems and create long-term impact. These projects are usually funded by international organisations, and ASI works closely with governments to ensure effective implementation. The organisation uses research, data, and practical approaches to help improve policies and service delivery.

In Nepal, ASI is involved in programmes that focus on strengthening government systems and improving public services. One of its major programmes, the *Samartha Programme*, works in partnership with the Government of Nepal to improve the capacity of provincial and local



governments. It mainly focuses on improving health and education services, especially for women, girls, and marginalised communities.

Fig. 1: ASI Logo

1.1.1 Mission of the company

To transform lives by making economies stronger, societies more stable, and governments more effective

1.1.2 Vision of the Company

To create a world where effective governance, sustainable development, and inclusive economic growth improve the lives of people globally

1.1.3 Strategies of the Company

ASI follows a structured and impact-driven approach to achieve its mission of strengthening economies, improving governance, and supporting sustainable development. The key strategies of ASI are based on its operational approach, development focus areas, and commitment to delivering sustainable and inclusive growth in the countries where it operates.

A. Think–Deliver–Transform Approach

ASI follows the Think–Deliver–Transform approach, which focuses on understanding development challenges, delivering practical solutions, and creating long-term impact. The organisation carefully studies problems, designs effective programs, and implements them in a structured way to improve economies, governance, and societies in different countries.

B. Partnership and Collaboration Strategy

ASI works closely with governments, development partners, international organisations, and the private sector to implement its projects. This strategy focuses on building strong partnerships to ensure that programs are effective, sustainable, and aligned with the needs of the country and stakeholders.

C. Governance and Public Sector Strengthening

A key strategy of ASI is to improve government systems and public sector performance. The organisation supports policy development, institutional strengthening, and better public service delivery so that governments can work more efficiently, transparently, and responsibly for their citizens.

D. Economic Development and Market Support

ASI focuses on strengthening economic systems by supporting investment, trade, employment, and private sector growth. This strategy helps countries build stable economies, create job opportunities, and promote sustainable economic development through effective market support and policy implementation.

E. Sustainable Development and Impact Focus

ASI follows a **triple bottom line approach (social, environmental, and financial impact)** and aims to create lasting development outcomes. The organisation also focuses on sustainability, ethical standards, and long-term impact in all its projects.

1.1.4 Key Projects and Operations

Adam Smith International (ASI) operates in Nepal by designing and implementing development projects that are usually funded by international donors and development organisations. Instead of directly partnering in a traditional business sense, ASI mainly works by bidding for and managing projects funded by organisations such as the World Bank (WB), Asian Development Bank (ADB), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and other international agencies.

One of the major ongoing programmes implemented by ASI in Nepal is the Samartha Programme: Enhancing Gender and Human Development Outcomes through Systems Strengthening. This programme is funded by the Foreign, Commonwealth and Development Office (FCDO) of the UK and focuses on improving governance systems and strengthening the capacity of provincial and local governments. It aims to improve public service delivery, particularly in health and education sectors, with a focus on women, girls, and marginalised communities.

ASI works closely with the British Embassy Kathmandu (BEK), which represents the UK government in Nepal and acts as a key donor and stakeholder for programmes like Samartha. ASI is responsible for implementing the programme, while BEK provides funding, strategic direction, and oversight. The organisation regularly prepares reports, updates, and communication materials for BEK to ensure transparency and accountability.

In addition to current programmes, ASI has also worked on several projects in Nepal funded by major international development organisations. These include projects supported by the Department for International Development (DFID) (now part of FCDO), Millennium Challenge Corporation (MCC), WB, and many more.

Overall, the organisation plays an important role in bridging the gap between international funding agencies and the Government of Nepal by implementing projects effectively and ensuring that development objectives are achieved.

1.2 Organisational Structure

The organisational structure of Adam Smith International (ASI) in Nepal helps in understanding how different teams and functional units work together to successfully implement development programmes. The organisation follows a structured hierarchy that supports coordination between various units such as governance, service delivery, policy development, research, and operations. This structure ensures effective communication, clear roles, and smooth execution of projects funded by international development partners.

This section outlines the organisational structure of ASI in Nepal and provides an overview of how my role as a Communications Intern fits within this framework.

1.2.1 Diagram of the Organisational Structure

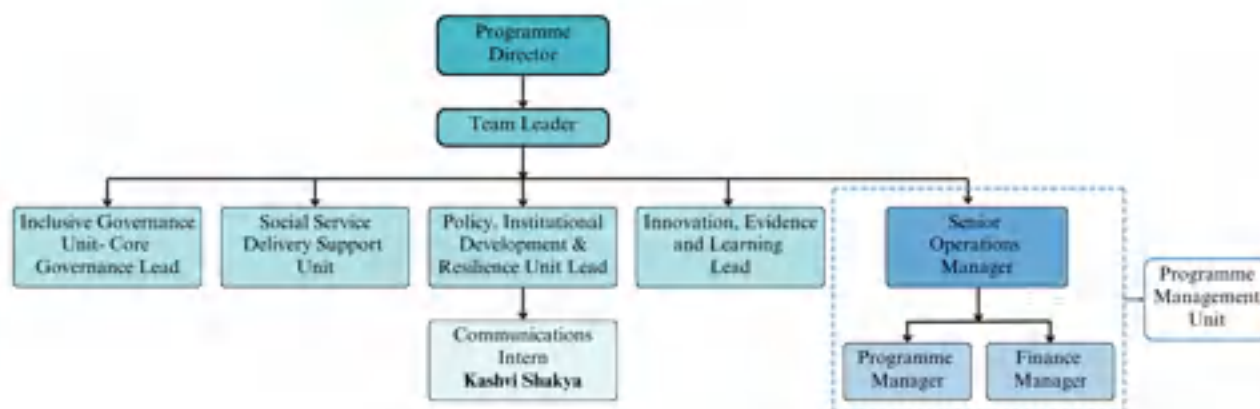


Fig. 2: Organisational Structure of ASI in Nepal

The organisational structure of ASI in Nepal, as shown in the diagram, follows a hierarchical and project-based system. At the top level, the Programme Director provides overall strategic direction, followed by the Team Leader who oversees the implementation of programme activities. Under this level, the organisation is divided into different functional units, each led by specialists focusing on specific areas such as governance, service delivery, policy development, and research.

Unlike traditional private companies, where departments such as marketing, finance, and operations work as separate units, ASI operates through programme-based teams. This means that different functional units collaborate closely within a project to achieve common development goals. The structure is designed to ensure flexibility, coordination, and effective implementation of complex development programmes.

As shown in the diagram, my role as a Communications Intern is positioned under the Policy, Institutional Development and Resilience Unit. This reflects my reporting line, as I worked directly under the supervision of the unit lead, who acted as my line manager. However, in practice, my work involved supporting multiple teams, including the Programme Management Unit and other functional leads.

To maintain coordination and manage workload effectively, tasks were assigned through my line manager, even when requested by different teams. This ensured proper communication, prioritisation of work, and a balanced distribution of responsibilities. Overall, my position allowed me to interact with various units and contribute to different aspects of programme communication and reporting.

1.2.2 My Job Position

During my internship at ASI, I worked as a **Communications Intern**, where my primary role was to support the communication and documentation processes within the organisation. My responsibilities mainly focused on improving the presentation and clarity of information through visual and creative outputs.

I was involved in designing infographics, presentations, brochures, and policy or programme briefs by converting text-heavy reports into more visually engaging and easy-to-understand formats. In addition, I supported the formatting and structuring of reports according to organisational standards to ensure consistency and professionalism.

My role also included assisting in document revisions based on feedback, conducting basic research using government and official sources, and supporting the team in preparing materials for internal and external stakeholders. I was also given the opportunity to attend and observe both internal meetings and external meetings with stakeholders, including representatives from the BEK. This exposure helped me understand professional communication, coordination processes, and how information is presented and discussed among different stakeholders.

Through these tasks and experiences, I contributed to enhancing communication effectiveness and supporting the overall reporting process within the organisation.

1.2.3 My Job Position in the Company's Organisational Structure

In the organisational structure of ASI, my position as a Communications Intern was placed under the Policy, Institutional Development and Resilience Unit, where I reported directly to the unit lead, who acted as my line manager. This defined my formal reporting structure within the organisation.

However, due to the project-based nature of ASI, my role was not limited to a single unit. I worked closely with different teams, including the Programme Management Unit and other functional leads, depending on the requirements of various tasks and projects.

Despite collaborating with multiple teams, all work assignments and coordination were managed through my line manager. This ensured clear communication, proper prioritisation of tasks, and effective workload management. This structure allowed me to contribute across different areas while maintaining a clear reporting line within the organisation.

1.3 My Intention and Motivation to Choose this Company

The primary motivation behind choosing ASI for my cooperative education internship was to step outside my comfort zone and explore a sector that is different from my academic background. As a marketing student, I wanted to challenge myself by gaining exposure to the development sector and understanding how organisations operate beyond traditional business environments.

I was particularly interested in learning how communication and information presentation are used in international development projects, even though this field is not directly related to marketing. I believed that this experience would help me develop a broader perspective and understand how communication plays an important role across different types of organisations.

Additionally, I was motivated by the opportunity to work in a professional environment where I could learn from experienced individuals and gain insights into real-world organisational practices. I expected that this internship would allow me to develop new skills, improve my adaptability, and build confidence in working in unfamiliar settings.

Overall, my intention was to gain practical exposure, expand my knowledge beyond my field of study, and understand how communication and creativity can be applied in different professional contexts.

1.4 Strategic Analysis of the Company

To understand the position of Adam Smith International (ASI) and identify its strengths, weaknesses, opportunities, and potential challenges, a SWOT analysis was conducted. This analysis is based on publicly available information as well as observations from the internship experience. SWOT is a strategic tool that helps in analysing the internal and external factors that influence an organisation's performance and future direction.

SWOT Analysis of Adam Smith International

Strengths

One of the major strengths of Adam Smith International (ASI) is its strong global presence and experience in delivering development projects across multiple countries. The organisation works with governments, international organisations, and donors to design and implement programmes that create long-term impact. ASI benefits from funding provided by international donors and development agencies, which allows it to operate without relying on its own financial investments. This enables the organisation to focus on delivering high-quality programmes rather than generating profits.

Additionally, ASI has access to a wide network of technical experts and professionals, which strengthens its ability to handle complex projects.

Another key strength is its focus on research, data, and evidence-based approaches, which improves the effectiveness of its projects and ensures better decision-making.

Weaknesses

One of the main weaknesses of ASI is its dependence on external funding from donors and development organisations. Since most of its projects are funded by external agencies, the organisation's operations are highly dependent on securing new contracts and projects. Additionally, ASI operates in a highly complex and technical environment, which may limit flexibility and slow down decision-making processes. The project-based nature of the organisation can also lead to uncertainty in workload and continuity, especially when projects come to an end. Furthermore, since the organisation works in the development sector, measuring impact can be challenging and results may take a long time to become visible, which can affect evaluation and performance assessment.

Opportunities

ASI has significant opportunities for growth due to the increasing number of development projects

funded by international organisations such as the WB, ADB, and other global agencies. These organisations regularly open projects for bidding, creating continuous opportunities for ASI to expand its work. There is also growing global focus on areas such as climate change, governance, and inclusive development, which aligns with ASI's expertise. This creates opportunities for the organisation to take on new and larger projects in different sectors.

In addition, advancements in technology and data analysis provide opportunities for ASI to improve its research, communication, and project implementation processes.

Threats

One of the major threats faced by ASI is the uncertainty of funding. Since projects are dependent on donor agencies, any reduction or withdrawal of funding can directly impact ongoing programmes. In some cases, projects may be delayed or stopped due to changes in donor priorities or financial constraints. Another threat is the high level of competition in the development consulting sector, where multiple organisations compete for the same projects. This increases pressure on ASI to continuously maintain high performance and secure contracts.

Political, economic, and policy changes in different countries can also affect project implementation, as development programmes often depend on government cooperation and stability.

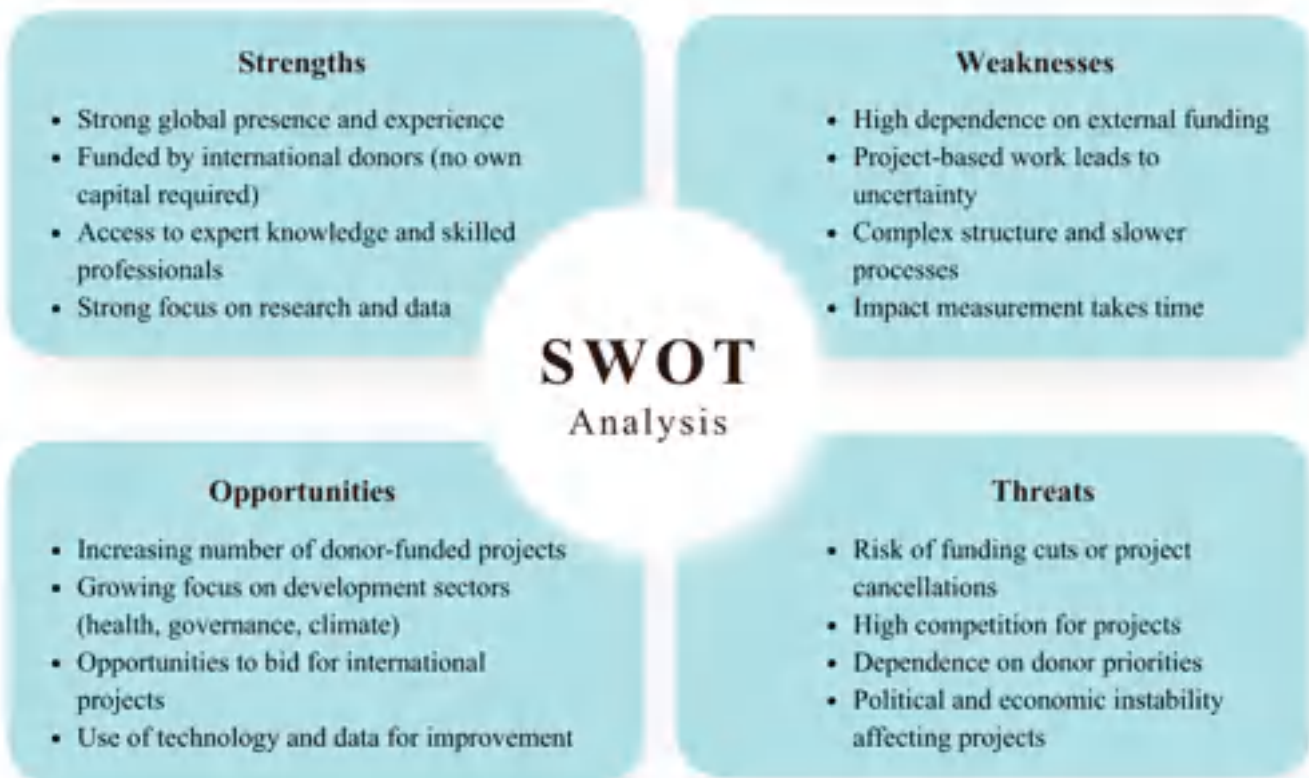


Fig. 3: SWOT Analysis of ASI

1.5 Objectives of this Co-operative Studies

This report is a reflection of my learning experience as a Communications Intern at Adam Smith International (ASI), undertaken as part of the Cooperative Education program. The purpose of this report is to connect academic learning with practical workplace experience gained in an international development organisation. The internship provided me with exposure to professional communication practices, reporting processes, and organisational operations within the development sector.

The main objectives of this cooperative study are:

- **To gain practical exposure within an international development organisation:**
By working at Adam Smith International (ASI), I was able to understand how an international

organisation operates within a professional and project-based environment while collaborating with development partners and stakeholders.

- **To understand the role of communication and reporting in development projects:**
Supporting the team in designing presentations, infographics, reports, and programme briefs allowed me to understand how communication materials are used to present information clearly and support organisational objectives.
- **To develop professional skills and workplace readiness:**
Through tasks such as report formatting, visual design, research, and meeting observations, I was able to improve important professional skills, including communication, creativity, time management, adaptability, and attention to detail.
- **To explore the application of marketing communication in a different sector:**
Although the internship was within the development sector, it helped me understand how concepts related to communication, audience engagement, and information presentation are applied in organisations beyond traditional marketing environments.
- **To contribute to the organisation's communication and documentation processes:**
My role as a Communications Intern allowed me to support the team in improving the presentation and structure of reports and communication materials while understanding how effective communication supports project implementation and stakeholder engagement.

Chapter 2: Co-Op Study Activities

This chapter outlines the roles, responsibilities, and tasks performed during my cooperative education internship at Adam Smith International as a Communications Intern. It explains my day-to-day activities, work processes, and additional responsibilities carried out during the internship period.

The chapter also highlights my contributions to the organisation, along with the practical skills and professional knowledge gained throughout the internship experience.

2.1 My Job Description

During my internship at Adam Smith International (ASI), I worked as a Communications Intern, where my primary responsibility was to support the organisation's communication and documentation processes. My role mainly involved designing infographics, presentations, brochures, and programme or policy briefs to make information more visually engaging and easier to understand. I also assisted in formatting reports and documents according to organisational standards and supported revisions based on feedback from supervisors.

In addition to communication-related tasks, I was also involved in basic research activities for upcoming projects. This included identifying relevant companies and organisations, collecting information and data from government websites and official sources, and monitoring recent political and economic developments to support political economy analysis work. Furthermore, I had opportunities to observe internal and external meetings with different teams and stakeholders, which helped me understand professional communication and project coordination processes within the organisation.

2.2 My Job Responsibilities

During my internship at Adam Smith International, my responsibilities were dynamic and allowed me to gain exposure to different areas of organisational work. I was involved in communication, documentation, research, and coordination-related tasks, which helped me develop both creative and professional skills. Through working with different teams and handling a variety of responsibilities, I gained valuable practical experience and a deeper understanding of a professional work environment.

A. Designing Infographics and Visual Communication Materials

One of my primary responsibilities was designing infographics and visual communication materials for reports, presentations, programme briefs, and other organisational documents. My role involved

transforming text-heavy information into visually engaging and easy-to-understand formats to improve clarity and presentation for stakeholders.

Depending on the requirements of the report or document, I designed different types of visual elements such as graphs, charts, flowcharts, process diagrams, and other infographic formats that were suitable for presenting information more effectively. I mainly used Canva to prepare these materials and, throughout the internship period, I created more than *100 design outputs*, including presentations, report visuals, briefs, and communication materials.

Another important task involved designing programme briefs for various events and workshops organised by ASI. These briefs were prepared to distribute learning materials and programme-related information to stakeholders. Most of these documents were originally prepared as plain Word files, and my responsibility was to convert them into visually attractive and reader-friendly formats. Many of these materials were developed in both Nepali and English, which required additional attention to formatting, layout consistency, and readability.

In addition to improving document presentation, this responsibility also allowed me to contribute to maintaining a more consistent visual identity for ASI Nepal. I supported the development of standardised templates for presentations, one-to-two-page learning briefs, and communication materials, which helped create a more professional and organised presentation style across different documents and events. This experience also helped me understand how branding, visual consistency, and audience-focused communication are important aspects of organisational communication and marketing.

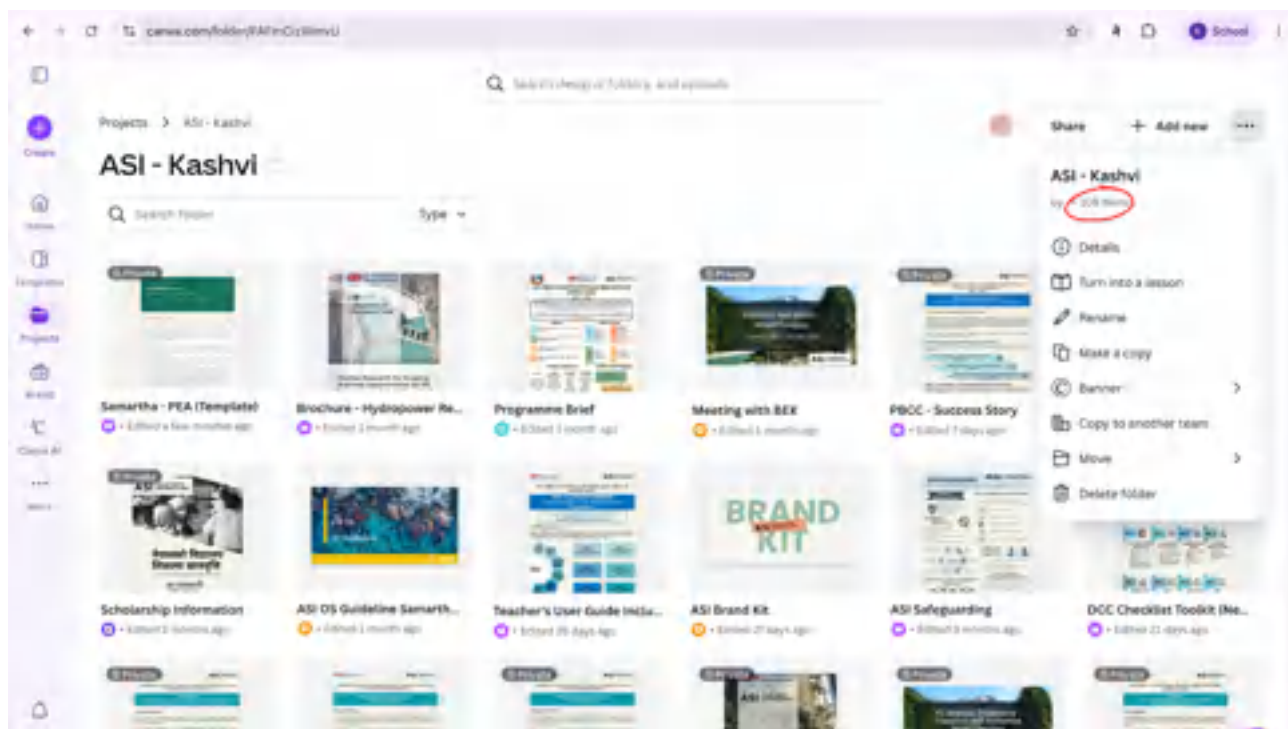


Fig. 4: Canva Workspace Showing Designed Communication Materials

B. Preparing and Formatting Reports and Presentations

I was also responsible for formatting organisational reports, presentations, and official documents according to ASI's reporting standards and formatting requirements. This included adjusting fonts, spacing, margins, layouts, headers, footers, alignment, and overall document structure to ensure consistency and professionalism across all reports.

Through this responsibility, I developed a stronger understanding of the advanced formatting features of Microsoft Word and learned the importance of maintaining proper document standards in professional reporting.

In addition, I supported the preparation and redesigning of PowerPoint presentations used for both internal and external purposes. Many presentations were initially prepared in plain formats, and my role was to improve their visual presentation and make them ready for meetings, workshops, and stakeholder discussions. These presentations were commonly used for meetings with the BEK, development partners, internal team discussions, district-level events, and visits from ASI representatives from countries such as the United Kingdom and the Netherlands.



Fig. 5: Samples of Report Formatting and Document Structuring in Microsoft Word

C. Supporting Research and Data Collection

Another responsibility involved supporting research-related tasks for ongoing and upcoming projects. This included collecting information, statistics, and relevant data from government websites, official publications, and other reliable sources.

I also assisted in identifying organisations, companies, stakeholders, and institutions relevant to specific projects and programme activities. This research support helped teams gather background information required for project proposals, programme planning, and analytical work.

S.N.	Province	Company Name	Description	Address	Contact No.	Email	Remarks
1	Bahra	Green Harvest	A leading FMCG textile packaging company under PNC Group, producing various sachets, wrappers, and pouches of various sizes for agriculture and non-agriculture food items.	Rautahat, Baraha, Dohra, Purnia, Patna, Bihar, India	91-94311871 91-94321581	info@greenharvest.com	<ul style="list-style-type: none"> Strong expertise across FMCG packaging segment Works with large food brands (IIT, ITC, etc. etc.) Partner for: cereals, snacks, spices, packaged agro-products Good fit for agribusiness packaging systems
2	Lumbini	Green Harvest	A textile packaging company producing food-grade sachets, wrappers, and pouches for FMCG and agro-industries, with a focus on high-quality, food-grade.	Patna, Bihar, India	91-94311871 91-94321581	info@greenharvest.com	<ul style="list-style-type: none"> Excellent for western region agri-food chains Strong for cereals, grains, pulses, flour, etc. Strategic Partner for Agribusiness supply chain Good regional support packaging partner
3	Baraha	Green Harvest	A large industrial packaging company under PNC Group, producing PET bottles, caps, closures, and FMCG packaging for food, beverages, oil, and non-agriculture products.	Baraha, Patna, Bihar, India	91-94311871	info@greenharvest.com	<ul style="list-style-type: none"> Strong industrial packaging in FMCG segment Partner for: food/beverage, agro, etc. Good fit for agribusiness packaging systems

Fig. 6: Research Findings and Data Collection Records Maintained in Excel

D. Monitoring Political and Economic Updates

I also assisted in monitoring current political and economic developments relevant to project activities and programme implementation. This responsibility mainly involved tracking day-to-day news updates related to the Government of Nepal, policy changes, political developments, and economic activities through reliable media and official sources.

The information collected was used to support political economy analysis work and help the team stay informed about developments that could potentially impact projects and stakeholder environments.

Date	Category	Title	Summary	Source	Link
27/03/2020	Cabinet Formation	Ministers of Balen-led cabinet	The Rashtriya Swatantra Party finalised a 15-member Cabinet under Prime Minister Balendra Shah, assigning key portfolios including finance, home, foreign affairs, health, education, energy, agriculture and federal affairs.	Himalayan Times	https://thehimalayantimes.com/
28/03/2020	Governance Reform/ Anti Corruption	New Administration Led by Mayor Balen Shah Initiates Probe into Assets of Public Officials Since 1991	The government decided to investigate the assets of political leaders and senior officials who have held public office since 1991, forming a powerful investigation committee under the 100-point governance reform plan to curb corruption, asset concealment, and impunity.	Ratnapati	https://ratnapati.com.np/news/when-balen-first-probe-into-public-officials-asset/
29/03/2020	Policy/ Governance Reform	Government unveils ambitious 100-point roadmap for effective governance	The government unveiled a 100-point governance plan aimed at administrative reforms, accountability of public officeholders, justice for Gen-2 protest victims, and improvements in education, health, and service delivery.	The Kathmandu Post	https://kathmandupost.com/story/ambitious-100-point-roadmap
29/03/2020	Public Finance / Government Borrowing	Government raising Rs 5 billion domestic loan today through Treasury Bill	The government is raising Rs 5 billion in domestic debt through a 182-day Treasury Bill, with the interest rate to be determined through a competitive bidding process.	Kantipur	https://kantarip.com/business/5-billion-domestic-loan-today
30/03/2020	Education	Govt to ban entrance preparation, bridge courses for school students	The Ministry of Education decided to ban entrance preparation and bridge course classes for students up to Grade 12 from Baisakh 1, 2083, to promise holistic	Himalayan Times	https://thehimalayantimes.com/education/bridge-courses-for-school-students/

Fig. 7: Excel-Based Tracker for Monitoring Political and Economic Updates

E. Meeting Observation and Communication Support

During the internship, I had opportunities to attend and observe both internal and external meetings with stakeholders and development partners. Through these meetings, I was able to understand professional communication practices, stakeholder coordination processes, and how discussions related to projects and reporting are conducted within an international development organisation. In addition to meeting observations, I also supported the planning and coordination of internal office events such as Women’s Day celebrations and office retreats. These responsibilities included coordinating with hotels and vendors, assisting in schedule planning, and helping organise event-related logistics and activities. Through this experience, I gained exposure to event coordination, workplace collaboration, and organisational planning processes.

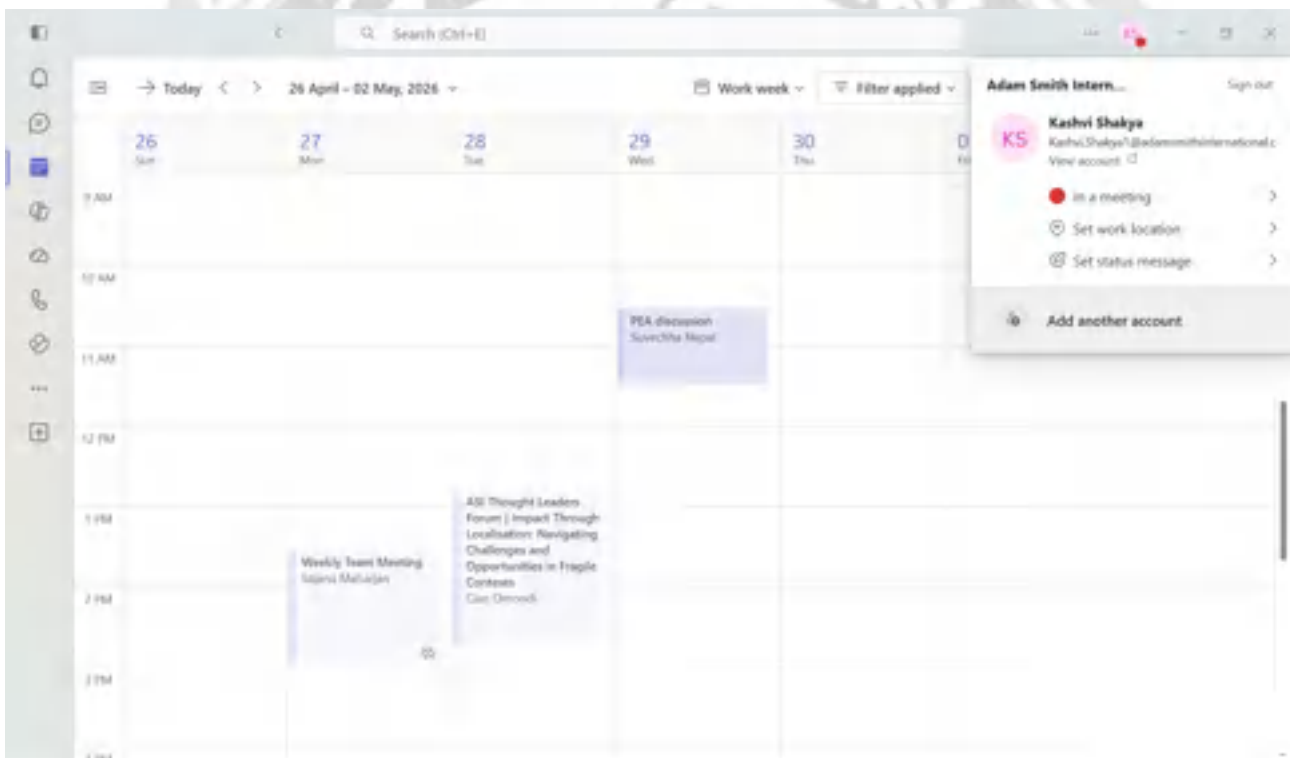


Fig. 8: Weekly Schedule of Meetings and Coordination Calendar

2.3 Activities in Coordinating with Co-workers

Throughout my internship at Adam Smith International (ASI), coordination and collaboration with co-workers played an important role in my daily activities and overall learning experience. Since ASI follows a project-based working structure, I had opportunities to work with different teams depending on organisational and project requirements. This allowed me to understand how various units

coordinate together to support programme implementation, communication, and organisational operations.

A major part of my coordination work was within the Samartha Programme team, where I supported different sub-teams working in sectors such as health, education, governance, and Gender Equality, Disability and Social Inclusion (GEDSI). I worked closely with team members by supporting the preparation of presentations, templates, learning briefs, and formatted reports according to ASI standards. I also assisted in tracking daily PEA news updates related to government activities and sectoral developments in Nepal.

In addition to programme-related coordination, I also supported ASI's corporate and operational teams in tasks related to organisational communication and project development activities. This included preparing communication materials, supporting visual guidelines related to the ASI Operating System (OS), designing safeguarding posters that were displayed throughout the office, and contributing to communication materials for projects supported by development partners and donor agencies. Through these experiences, I was able to interact with both programme and corporate teams and gain exposure to different areas of organisational work.

Although my formal reporting line was under the Policy Lead, I regularly collaborated with multiple teams and professionals depending on the nature of the tasks assigned. During the internship, I had opportunities to work and coordinate with senior manager, managers, team leader, advisors, consultants, and other team members across different units. This cross-functional coordination helped me improve my communication, teamwork, adaptability, and professional interaction skills within a diverse workplace environment.

Throughout the internship period, all my co-workers and supervisors were highly supportive, welcoming, and cooperative. I was included in various meetings, workshops, events, and organisational activities, which helped me feel more comfortable and involved within the workplace. ASI also places strong importance on team engagement through office gatherings, celebrations, and retreats, which created opportunities to build professional relationships with colleagues beyond day-to-day work responsibilities. This positive and respectful work culture helped me better understand the importance of collaboration, mutual respect, and teamwork within a professional environment.

2.4 My Job Process Diagram

This section outlines the general work processes followed while carrying out the major responsibilities assigned during the internship at Adam Smith International (ASI).

A. Designing Infographics and Visual Communication Materials

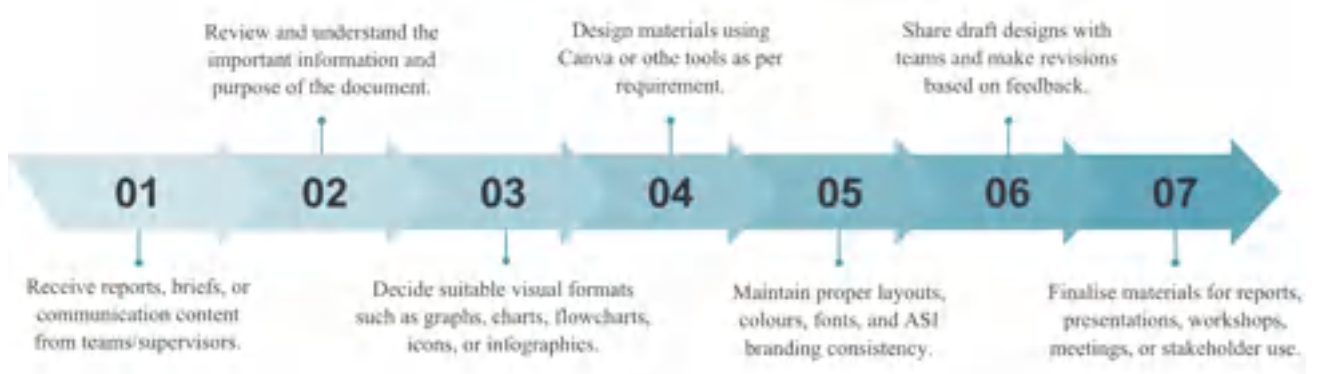


Fig. 9: Job Process for Designing Infographics and Visual Communication Materials

B. Preparing and Formatting Reports and Presentations

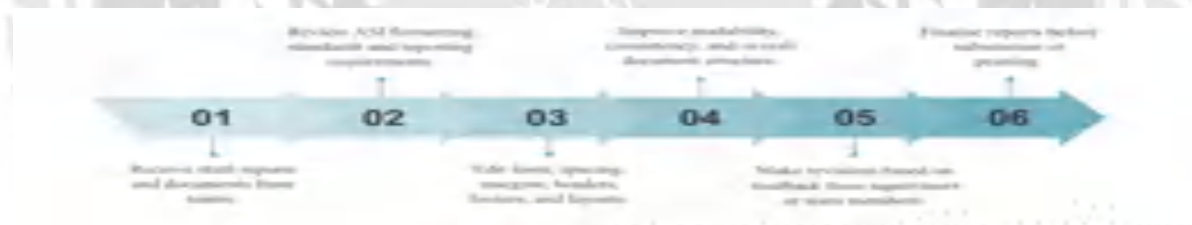


Fig. 10: Job Process for Preparing and Formatting Reports

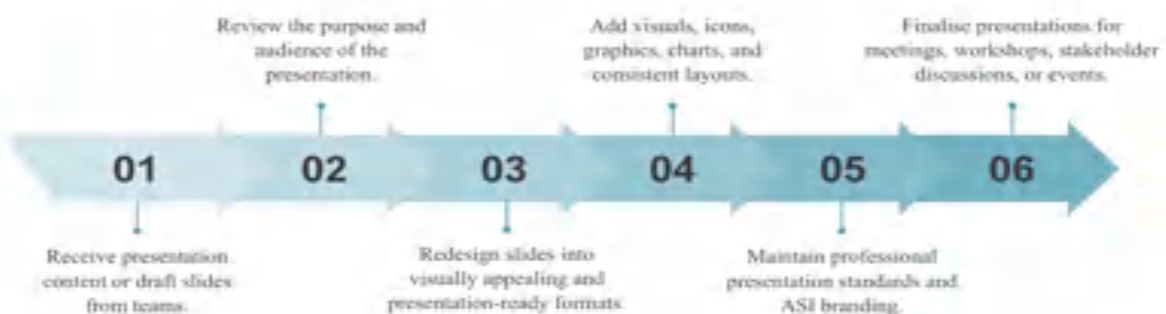


Fig. 11: Job Process for Preparing and Designing Presentations

C. Supporting Research and Data Collection

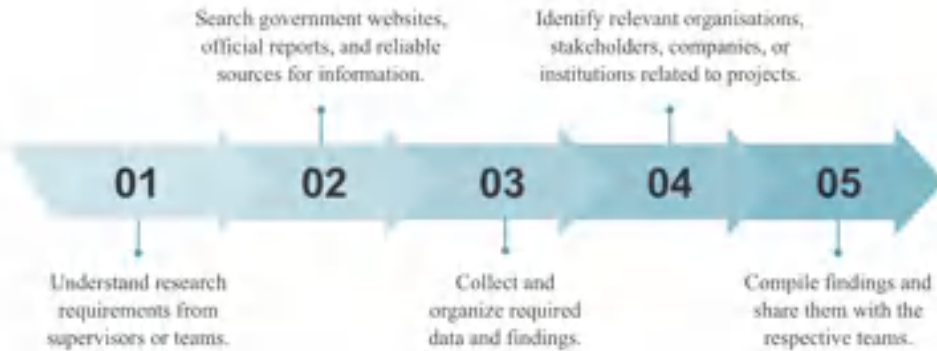


Fig. 12: Job Process for Supporting Research and Data Collection

D. Monitoring Political and Economic Updates

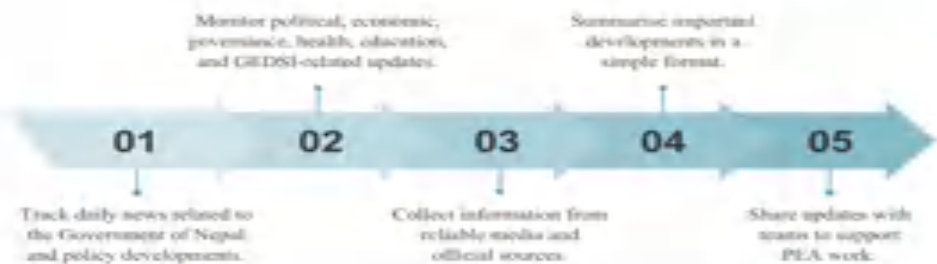


Fig. 13: Job Process for Monitoring Political and Economic Updates

E. Meeting Observation and Communication Support

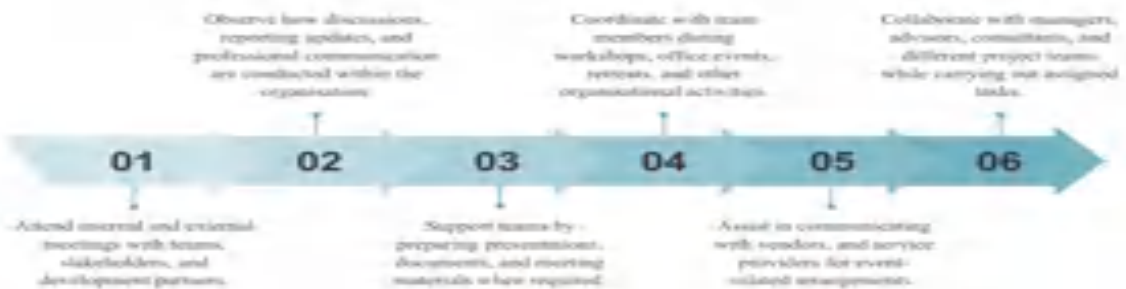


Fig. 14: Job Process for Meeting Observation and Coordination Support

2.5 Contributions as Co-Op Student in the Company

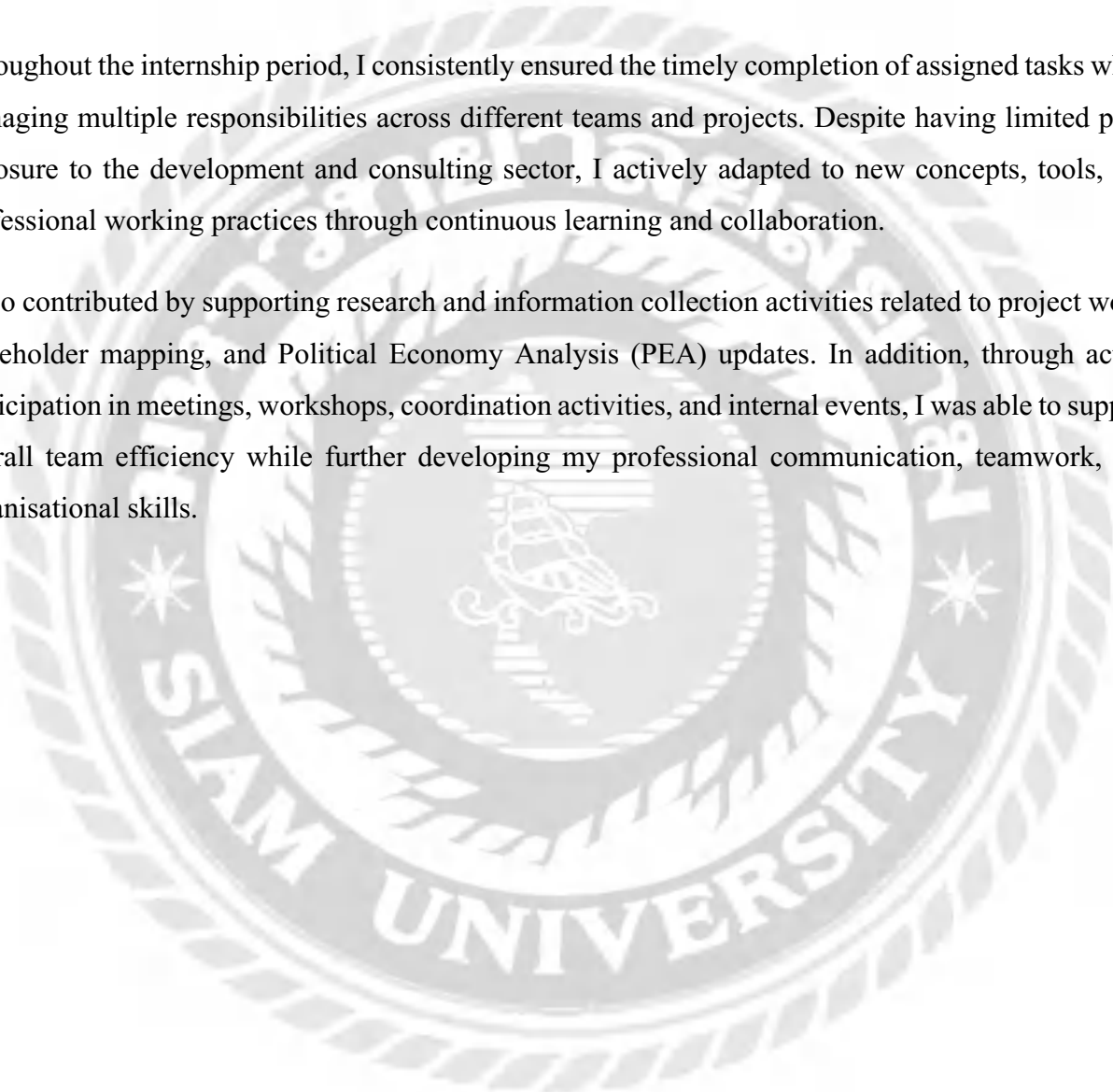
As a Communications Intern at Adam Smith International (ASI), I contributed to various communication, coordination, research, and documentation-related activities within the organisation.

One of my major contributions was supporting the improvement of visual presentation and branding consistency used across different projects and internal communication materials.

I designed and formatted templates for learning briefs, presentations, reports, safeguarding materials, and other communication documents to maintain a professional and visually consistent presentation style aligned with ASI standards. Many of these templates and formats were later reused by different teams and gradually became standard reference materials for future organisational use.

Throughout the internship period, I consistently ensured the timely completion of assigned tasks while managing multiple responsibilities across different teams and projects. Despite having limited prior exposure to the development and consulting sector, I actively adapted to new concepts, tools, and professional working practices through continuous learning and collaboration.

I also contributed by supporting research and information collection activities related to project work, stakeholder mapping, and Political Economy Analysis (PEA) updates. In addition, through active participation in meetings, workshops, coordination activities, and internal events, I was able to support overall team efficiency while further developing my professional communication, teamwork, and organisational skills.



Chapter 3: Learning Process

This chapter presents the major problems and challenges observed during the internship period at Adam Smith International (ASI). The issues identified are mainly related to communication processes, document formatting, coordination, and workflow efficiency within the organisation. This chapter also discusses possible solutions and recommendations based on practical observations and learning experiences gained throughout the internship. In addition, it highlights the knowledge, skills, and professional understanding developed during the cooperative education programme.

3.1 Problems / Issues of the Company

3.1.1 Problem Statement

During the internship period, one of the major issues observed within the organisation was the inconsistency in communication and documentation practices across different teams and projects. Since reports, presentations, and communication materials were prepared by multiple employees using different formatting approaches and tools, maintaining uniformity in layouts, branding, and document structure became challenging. This often resulted in repeated revisions, additional coordination between teams, and increased time consumption before finalising materials. The issue highlighted the need for clearer communication guidelines, standardised templates, and better alignment in formatting practices to improve overall workflow efficiency and consistency within the organisation.

3.1.2 Major Problems Identified

A. Lack of Standardised Communication and Formatting Guidelines

Different teams and employees often followed different formatting styles while preparing reports, presentations, and communication materials. Although ASI maintained its own branding and formatting standards, there was no single easily accessible guideline or reference document that everyone consistently followed. This created inconsistencies in layouts, fonts, spacing, visual presentation, and overall document structure.

B. Confusion Due to Default System Formatting

Most employees used office-provided laptops and software applications that already contained default formatting settings in tools such as Microsoft Word and Microsoft PowerPoint. However, these

default settings often differed from the formatting style required by the organisation. As a result, documents frequently required additional formatting corrections and revisions before finalisation.

C. Time Consumption in Revisions and Coordination

Since communication materials and reports often required multiple rounds of formatting corrections and edits, additional time was spent coordinating feedback and revising documents between different teams. This occasionally slowed down workflow efficiency, especially while handling urgent assignments and multiple tasks simultaneously.

D. Limited Familiarity with Design and Formatting Tools

Not all employees had the same level of familiarity with design and formatting tools such as Microsoft Word, Microsoft PowerPoint, and Canva. This sometimes created inconsistencies in document presentation and increased dependency on communication support for formatting, visual design, and presentation-related tasks.

3.2 Proposed Solutions to the Identified Problems

Based on the problems identified during the internship period, several practical solutions can be suggested to improve communication consistency, workflow efficiency, and document management processes within the organisation.

A. Development of Standardised Communication Guidelines

One of the most effective solutions would be the development of a clear and easily accessible communication and formatting guideline for all employees. This guideline could include standard formats for reports, presentations, learning briefs, fonts, spacing, layouts, colour usage, and branding practices. Having a common reference document would help maintain consistency across different teams and reduce unnecessary formatting revisions.

B. Conducting Basic Training Sessions for Employees

Providing short training sessions or orientation programmes on Microsoft Word, Microsoft PowerPoint, Canva, and organisational formatting standards could help employees better understand the required document styles and presentation practices. This would reduce confusion caused by default system formatting and improve overall document quality.

C. Creating Ready-to-Use Templates

Preparing standard templates for reports, presentations, programme briefs, and communication materials would help employees work more efficiently and maintain consistency across organisational documents. These templates could save time, reduce repeated formatting work, and simplify the document preparation process.

D. Improving Coordination and Feedback Processes

Establishing clearer communication and feedback processes between teams could help reduce delays caused by multiple rounds of revisions. Early review and feedback during the document preparation stage would help identify formatting issues more quickly and improve workflow efficiency.

E. Increasing Awareness of Visual Communication Practices

Encouraging employees to understand the importance of visual communication and presentation standards could improve the overall quality of reports and communication materials. Better use of visuals, layouts, and simplified content presentation would make documents more engaging and easier for stakeholders to understand.

3.3 Recommendations to the Company

Based on the overall experience and observations during the internship period, only a few recommendations can be suggested for the organisation's future improvement and continued professional growth. As Adam Smith International is an established international development consulting organisation, it already maintains a professional work environment and follows high operational and communication standards aligned with international practices. However, a few minor improvements could further enhance workflow efficiency, collaboration, and learning opportunities within the organisation.

A. Increase the Use of AI Tools for Basic Visual Communication Tasks

The organisation could explore the use of Artificial Intelligence (AI) tools for basic visual communication and infographic-related tasks. AI-supported tools could help simplify data interpretation, generate initial design ideas, and improve efficiency while preparing visual materials. However, important reports, analysis, and programme documents should continue to be written and reviewed personally by professionals to maintain accuracy, context, and quality.

B. Develop a Shared Design and Communication Workspace

Creating a shared design platform or communication workspace through tools such as Canva or similar collaborative platforms could help teams access templates, presentation materials, icons, brand

assets, and communication resources more easily. Although Microsoft Office tools are widely used within the organisation, additional collaborative design tools could improve workflow efficiency and maintain greater visual consistency across projects.

C. Continue Encouraging Creative and Visual Communication Practices

Since ASI works with technical and policy-related information, continuing to encourage the use of visual communication methods such as infographics, charts, diagrams, and simplified layouts would improve stakeholder understanding and engagement. Visually organised information is often easier to understand and communicate effectively.

D. Continue Maintaining a Positive and Inclusive Workplace Culture

One of the major strengths observed during the internship was the respectful, supportive, and collaborative working environment within the organisation. Continuing to promote teamwork, employee inclusion, and professional respect would further strengthen organisational culture and employee coordination.

3.4 Learning Outcome from the Co-Op Studies

The four-month internship experience at Adam Smith International (ASI) provided me with valuable professional exposure and practical understanding of working within an international development and consulting organisation. Throughout the Co-Op studies, I was able to learn several important lessons that contributed to both my personal and professional growth

A. Importance of Professional Networking

One of the major learnings from this internship was understanding the importance of professional networking and relationship building. Working closely with professionals, advisors, consultants, development partners, and different project teams showed me how strong professional connections can create future learning and career opportunities. I realised that networking is not only important for career growth but also for collaboration, knowledge sharing, and professional development.

B. Understanding Professional Workplace Culture

The internship helped me understand the importance of professionalism, workplace behaviour, communication ethics, and teamwork within an organisation. I observed how professional conduct, respectful communication, and coordination between employees contribute to maintaining a positive organisational image and efficient working environment.

C. Application of Academic Knowledge in Practical Work

Although my internship role was not directly related to traditional marketing activities, many concepts learned during my academic studies were still applicable in practical work situations. Knowledge related to communication, branding, visual presentation, consumer understanding, and audience-focused messaging helped me perform tasks more effectively and adapt to the professional environment more comfortably.

D. Understanding the Role of Communication in Organisations

Through working on reports, presentations, infographics, and communication materials, I learned how important communication is within professional organisations. Effective communication not only improves the presentation of information but also supports stakeholder understanding, coordination, and decision-making processes.

E. Exposure to the Development and Consulting Sector

Before starting the internship, I had limited understanding of the development and consulting sector. This experience allowed me to learn how international development organisations operate, how projects are managed, and how organisations collaborate with government bodies, development partners, and stakeholders on different programmes and initiatives.

F. Importance of Adaptability and Continuous Learning

The internship experience taught me the importance of being adaptable and open to learning new things. Since many tasks and concepts were completely new to me, I learned how stepping outside my comfort zone and being willing to learn can help in adjusting to unfamiliar professional environments and responsibilities.

G. Understanding the Importance of Teamwork and Coordination

Working with multiple teams and professionals throughout the internship helped me understand the importance of teamwork, coordination, and collaboration in achieving organisational goals. I observed how different departments and project teams work together to complete tasks efficiently while maintaining professionalism and mutual respect.

3.5 Application of the Knowledge from Coursework to the Real Working Situation

Throughout the internship period at Adam Smith International (ASI), I was able to apply several concepts and practical knowledge gained during my academic studies to real workplace situations. Although my internship role was within the communication and development sector, many subjects

studied during my Bachelor's degree in Marketing proved useful in helping me perform my responsibilities and adapt to a professional working environment.

The knowledge gained from subjects related to Digital Literacy and Digital Competency was highly beneficial throughout the internship. Familiarity with digital tools such as Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Canva, and other online platforms helped me efficiently complete tasks related to report formatting, presentation design, infographic creation, and document preparation. The coursework also helped me adjust comfortably to a technology-oriented workplace where digital communication and documentation play an important role.

Concepts learned from subjects such as Integrated Marketing Communications (IMC), Brand Management, Advertising, and Social Media were also applicable during the internship. These subjects helped me understand the importance of visual consistency, audience-focused communication, branding, and professional presentation styles. This understanding supported me while designing presentations, templates, learning briefs, infographics, and other communication materials aligned with ASI's professional identity.

Research-related coursework also played an important role during tasks involving data collection, stakeholder identification, and information gathering from government websites and official sources. The academic understanding of how to search for reliable information, organise findings, and analyse relevant data helped me carry out research tasks more systematically and effectively. Similarly, knowledge from subjects such as Business Intelligence and Strategic Management helped me understand the importance of structured information, organised reporting, and professional decision-making processes within organisations.

In addition, subjects such as Principles of Management and Human Resource and Personality Development helped me better understand workplace behaviour, teamwork, communication ethics, and professional coordination. These concepts became more practical and meaningful while working closely with managers, advisors, consultants, and different project teams within the organisation. The coursework also helped me improve my confidence, communication skills, and ability to adjust to formal professional settings.

Although the internship was not directly related to traditional marketing activities, studying subjects such as International Business, Marketing Strategy, and Direct Marketing helped me better understand how international organisations operate, communicate with stakeholders, and manage projects across different sectors and environments. Overall, the internship experience allowed me to connect

academic learning with practical workplace exposure and understand the real-world relevance of the knowledge gained throughout my studies.

3.6 Special Skills and New Knowledge Gained

As a Communications Intern at ASI, I gained practical exposure to communication, design, research, and coordination-related work within an international development organisation. Some of the key skills and knowledge I acquired include:

Technical Skills Learned:

- **Visual Communication & Infographic Design:**
Learned how to convert technical and text-heavy information into visually engaging infographics, flowcharts, presentations, and communication materials suitable for different stakeholders.
- **Professional Report & Presentation Formatting:**
Gained practical knowledge of formatting reports, policy briefs, presentations, and organisational documents according to professional branding and communication standards.
- **Canva & Microsoft Office Tools:**
Improved practical skills in Canva, Microsoft Word, PowerPoint, and Excel while preparing reports, presentations, templates, and visual materials.
- **Research & Data Collection:**
Developed the ability to collect, organise, and analyse information from government websites, official publications, and reliable online sources for project-related tasks.
- **Political Economy & Development Sector Exposure:**
Gained basic understanding of political economy analysis, development-sector communication, stakeholder engagement, and project-based organisational operations.
- **Branding & Communication Consistency:**
Learned the importance of maintaining standard templates, branding styles, and visual consistency across organisational communication materials.

Soft Skills Developed:

- **Professional Communication:**
Improved workplace communication skills through coordination with managers, advisors, consultants, and different project teams.
- **Adaptability & Willingness to Learn:**

Developed the ability to adjust to a completely new sector and learn unfamiliar concepts, tools, and organisational processes quickly.

- **Time Management & Multitasking:**

Strengthened the ability to manage multiple assignments simultaneously while meeting deadlines and maintaining work quality.

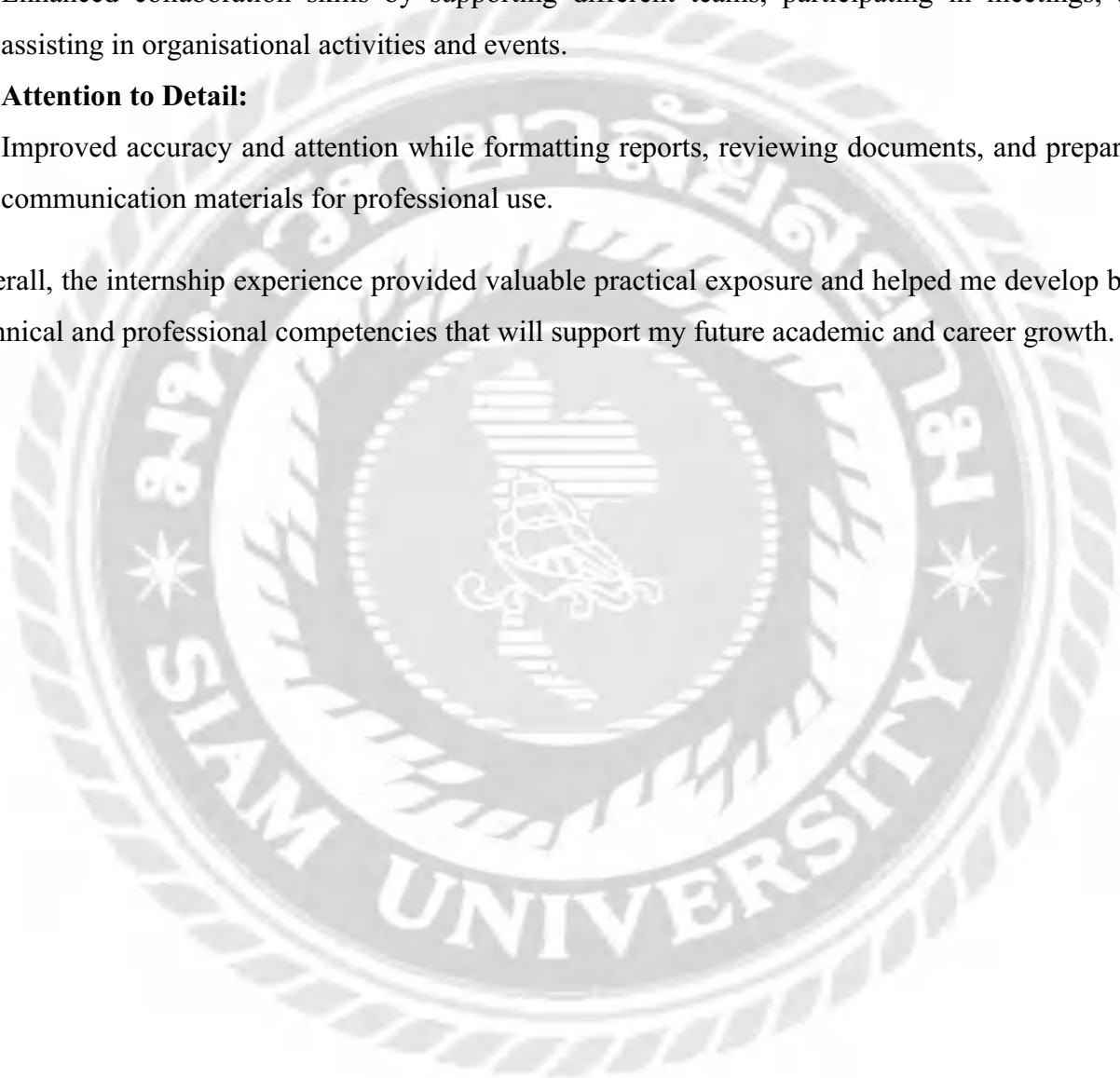
- **Teamwork & Coordination:**

Enhanced collaboration skills by supporting different teams, participating in meetings, and assisting in organisational activities and events.

- **Attention to Detail:**

Improved accuracy and attention while formatting reports, reviewing documents, and preparing communication materials for professional use.

Overall, the internship experience provided valuable practical exposure and helped me develop both technical and professional competencies that will support my future academic and career growth.



Chapter 4: Conclusion

4.1 Summary of Highlights of My Co-Op Studies at Adam Smith International

My Co-Op internship at Adam Smith International (ASI) was a valuable learning experience that provided me with practical exposure to communication, research, and coordination work within an international development organisation. Throughout the internship, I worked on designing infographics, formatting reports and presentations, preparing learning briefs, supporting research activities, and assisting different project teams.

The internship allowed me to apply academic knowledge in a professional setting while also helping me understand the importance of visual communication, organisational branding, teamwork, and workplace professionalism. Working with different teams, managers, advisors, consultants, and development partners gave me exposure to diverse working styles and project-based organisational operations.

Although there were challenges while adjusting to a completely new sector and work environment, the experience helped me become more adaptable, confident, and professionally aware. Overall, the Co-Op studies at ASI were highly meaningful and contributed greatly to my personal, academic, and professional growth.

4.2 My Evaluation of the Work Experience

My overall experience at Adam Smith International (ASI) has been highly positive, meaningful, and rewarding. Throughout the internship, I was able to work in a professional and supportive environment where every individual was treated with respect regardless of age or level of experience. The organisation maintained a positive workplace culture that encouraged learning, collaboration, and open communication among employees.

One of the most valuable aspects of this experience was the opportunity to learn from highly experienced professionals while also being able to contribute my own knowledge and skills, particularly in areas related to design and visual communication. My colleagues and supervisors were always supportive, approachable, and willing to guide me whenever needed, which made the learning process much more comfortable and motivating.

The internship also contributed significantly to my personal and professional growth. From the beginning of the internship until the later stages, I could clearly observe a gradual improvement in my

confidence, communication, adaptability, professionalism, and understanding of workplace responsibilities. Working in a completely new sector outside my academic comfort zone allowed me to gain broader exposure and develop a more open and flexible mindset towards learning.

Overall, I am highly satisfied with my Co-Op studies experience at ASI. The internship provided me with valuable industry exposure at an early stage of my career and helped me build practical knowledge, professional confidence, and workplace understanding that will support my future academic and career development.

4.3 Limitations of my Co-Op Studies

Although my Co-Op experience at Adam Smith International (ASI) was highly valuable and informative, there were a few limitations during the internship period. Since the organisation operates within the development and consulting sector, some projects and discussions involved confidential information, which meant certain details could not always be openly shared or discussed.

In addition, my role as an intern was mainly focused on communication, formatting, design, and research support activities. Therefore, my exposure to higher-level strategic planning and technical project implementation was comparatively limited, as these areas required deeper sector-specific experience and expertise.

Many tasks also required prior understanding of development work, policy, and political economy analysis, which was initially challenging as my academic background is primarily in marketing. However, this also became an important learning opportunity that helped me adapt to a completely new professional sector and working environment.

Despite these limitations, the internship provided significant exposure, practical learning, and valuable professional experience.

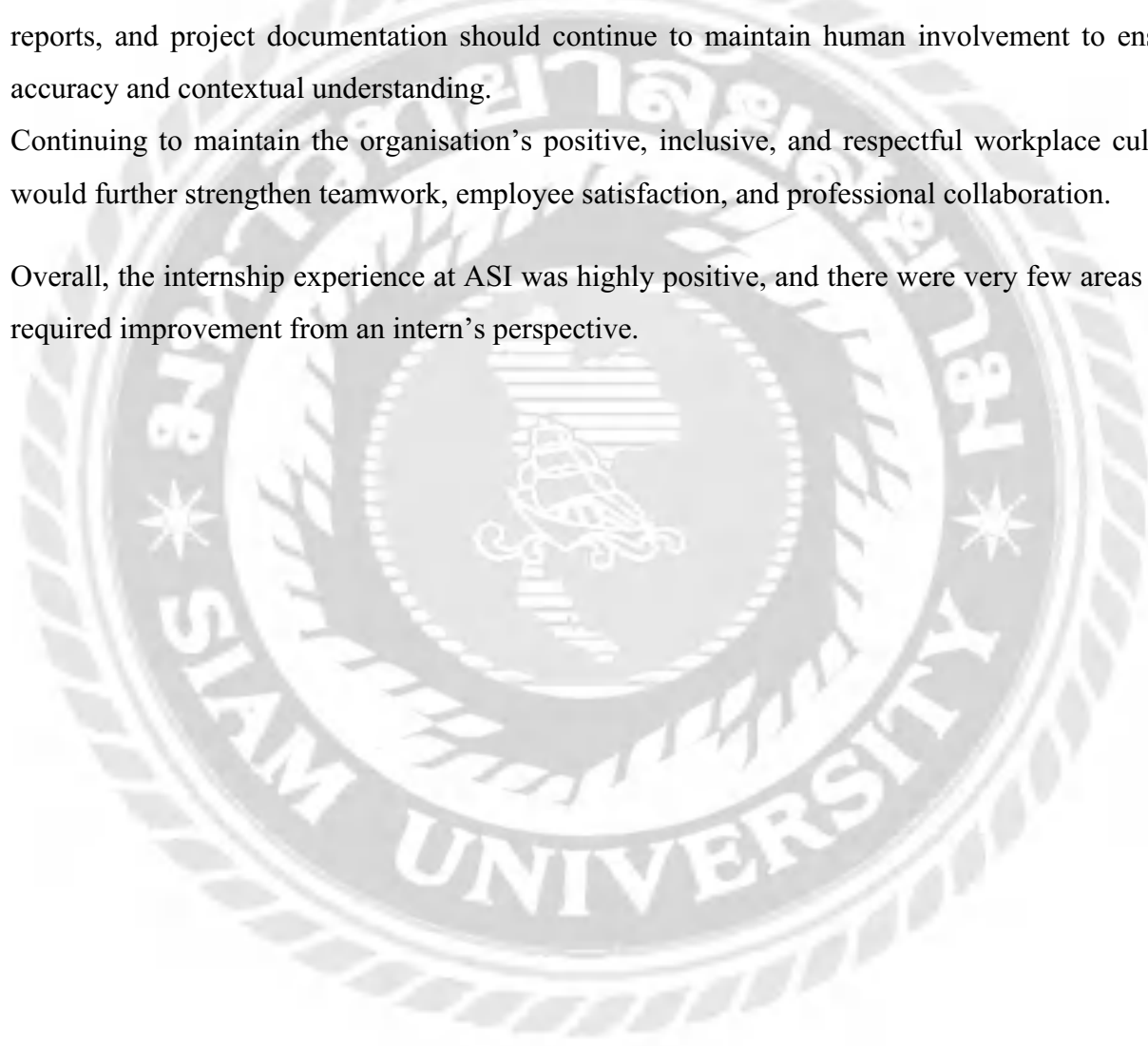
4.4 Recommendations for the Company

Based on my overall experience during the Co-Op studies at Adam Smith International (ASI), only a few recommendations can be suggested, as the organisation already maintains a highly professional, organised, and supportive working environment that meets international standards.

- Developing a shared communication and formatting guideline for reports, presentations, and official documents could help maintain greater consistency across different teams and reduce time spent on revisions.

- Providing short internal training or orientation sessions on organisational formatting standards and communication practices may help employees become more familiar with the required document structures and branding styles.
- Introducing a shared design platform or workspace, such as Canva for Teams or similar collaborative tools, could improve coordination and efficiency while preparing visual communication materials.
- The organisation could explore the use of Artificial Intelligence (AI) tools for basic design support, visual structuring, or data interpretation tasks to improve efficiency. However, analytical writing, reports, and project documentation should continue to maintain human involvement to ensure accuracy and contextual understanding.
- Continuing to maintain the organisation's positive, inclusive, and respectful workplace culture would further strengthen teamwork, employee satisfaction, and professional collaboration.

Overall, the internship experience at ASI was highly positive, and there were very few areas that required improvement from an intern's perspective.



References

Adam Smith International. *Adam Smith International: Home page.* Retrieved May 19, 2026, from <https://adamsmithinternational.com/>

Foreign, Commonwealth & Development Office. *About us.* GOV.UK. Retrieved May 20, 2026, from <https://www.gov.uk/government/organisations/foreign-commonwealth-development-office/about>

Investopedia. *SWOT: What is it, how it works, and how to perform an analysis.* Retrieved May 20, 2026, from <https://www.investopedia.com/terms/s/swot.asp>

The Rising Nepal. (2024, August 30). *Samartha: Enhancing gender and human development outcomes through systems strengthening.* <https://risingnepaldaily.com/news/48238>



Appendices

My Daily Internship Work Log

Week 1

Day	Date	Task Assigned
Monday	02/02/2026	Internship orientation, introduction to office workflow, and understanding ASI document standards
Tuesday	03/02/2026	Reviewed previous organisational reports and observed formatting and documentation procedures
Wednesday	04/02/2026	Designed infographics using Canva for report
Thursday	05/02/2026	Researched design references and prepared presentation structure for the health team's presentation
Friday	06/02/2026	Designed Health Team's Presentation using Canva

Week 2

Day	Date	Task Assigned
Monday	09/02/2026	Designed Presentation for Meeting with BEK
Tuesday	10/02/2026	Observed professional meeting procedures and prepared notes from the BEK meeting
Wednesday	11/02/2026	Designed report infographics and formatted CV for ADB according to organisational standards
Thursday	12/02/2026	Began Scholarship Information Brief Design in Nepali using Canva
Friday	13/02/2026	Continued Scholarship Information Brief Design and created additional report infographics

Week 3

Day	Date	Task Assigned
Monday	16/02/2026	Formatting of final report documents using MS Word
Tuesday	17/02/2026	Continued formatting of final report and attended team lunch meeting
Wednesday	18/02/2026	Edited and reviewed formatted documents based on organisational standards
Thursday	19/02/2026	Assisted in proofreading and checking report formatting consistency
Friday	20/02/2026	Prepared content outline and planning for brochure development

Week 4

Day	Date	Task Assigned
Monday	23/02/2026	Drafted brochure content and summarised project information
Tuesday	24/02/2026	Continued brochure content writing and editing
Wednesday	25/02/2026	Drafted success story content and completed Public Financial Management (PFM) learning brief
Thursday	26/02/2026	Designed a 3-page success story document using Canva
Friday	27/02/2026	Designed an editable template, attended the template discussion meeting, and created Samartha infographics

Week 5

Day	Date	Task Assigned
Monday	02/03/2026	Finalised template completion after revisions and feedback incorporation
Tuesday	03/03/2026	Organised project documents and updated design files
Wednesday	04/03/2026	Prepared materials and references for brochure drafting
Thursday	05/03/2026	Election Holiday
Friday	06/03/2026	Election Holiday

Week 6

Day	Date	Task Assigned
Monday	09/03/2026	Conducted design research and layout planning for brochure
Tuesday	10/03/2026	Completed designing brochure and created flipbook version
Wednesday	11/03/2026	Designed Samartha Implementation Strategy presentation
Thursday	12/03/2026	Updated presentation slides and reviewed presentation flow
Friday	13/03/2026	Formatted four official documents using MS Word

Week 7

Day	Date	Task Assigned
Monday	16/03/2026	Designed a presentation for Y2 planning
Tuesday	17/03/2026	Reviewed presentation feedback and made revisions
Wednesday	18/03/2026	Designed presentation for Brie

Thursday	19/03/2026	Designed presentation for Samartha (BEK)
Friday	20/03/2026	Drafted Email Guide document and edited PDF documents

Week 8

Day	Date	Task Assigned
Monday	23/03/2026	Drafted learning brief template
Tuesday	24/03/2026	Completed learning brief design
Wednesday	25/03/2026	Completed PFM learning brief and drafted success story content
Thursday	26/03/2026	Designed Learning Brief in English and Nepali
Friday	27/03/2026	Reviewed and edited designed documents before submission

Week 9

Day	Date	Task Assigned
Monday	30/03/2026	Organised files and prepared formatting tasks for April submissions
Tuesday	31/03/2026	Reviewed pending formatting documents and updated the task tracker
Wednesday	01/04/2026	Prepared reports and document files for formatting work
Thursday	02/04/2026	Began formatting organisational documents using MS Word
Friday	03/04/2026	Continued formatting of official documents

Week 10

Day	Date	Task Assigned
Monday	06/04/2026	Continued formatting documents and reviewed formatting consistency
Tuesday	07/04/2026	Designed infographics using Canva
Wednesday	08/04/2026	Created ASI OS Guideline Presentation
Thursday	09/04/2026	Designed Samartha New Model presentation
Friday	10/04/2026	Conducted final formatting and quality checking of documents

Week 11

Day	Date	Task Assigned
Monday	13/04/2026	Designed presentation and converted LG documents into friendly language
Tuesday	14/04/2026	Nepali New Year
Wednesday	15/04/2026	Created AI-assisted infographics and prepared learning brief references
Thursday	16/04/2026	Edited Learning Brief and designed Market Hydropower Refurbishment presentation
Friday	17/04/2026	Attended Samartha team meeting and designed GEDSI learning brief

Week 12

Day	Date	Task Assigned
------------	-------------	----------------------

Monday	20/04/2026	Attended Samartha team meeting and coordinated ongoing design tasks
Tuesday	21/04/2026	Designed learning briefs and flowchart infographics
Wednesday	22/04/2026	Designed Education Tool Kit and edited infographics using Canva
Thursday	23/04/2026	Designed 5-pager guideline learning briefs
Friday	24/04/2026	Edited Cluster Learning Brief documents

Week 13

Day	Date	Task Assigned
Monday	27/04/2026	Designed Education Tool Kit in Nepali
Tuesday	28/04/2026	Designed dissemination documents for local governments and officials
Wednesday	29/04/2026	Attended PEA meeting and GIZ project discussion
Thursday	30/04/2026	Finalised document design and formatting submissions
Friday	01/05/2026	Buddha Jayanti & Labor's Day

Week 14

Day	Date	Task Assigned
Monday	04/05/2026	Conducted research on companies for GIZ project and tracked daily news updates
Tuesday	05/05/2026	Continued sectoral research and prepared research summaries

Wednesday	06/05/2026	Daily news tracking and documentation of important updates
Thursday	07/05/2026	Assisted in recruitment process through CV shortlisting
Friday	08/05/2026	Reviewed shortlisted candidates and updated recruitment records

Week 15

Day	Date	Task Assigned
Monday	11/05/2026	Conducted research work and tracked sector-related news updates
Tuesday	12/05/2026	Assisted in recruitment coordination and candidate review
Wednesday	13/05/2026	Designed digital banner for organisational event
Thursday	14/05/2026	Coordinated with hotels for retreat booking arrangements
Friday	15/05/2026	Planned itinerary and logistical arrangements for retreat

Week 16

Day	Date	Task Assigned
Monday	18/05/2026	Prepared retreat documentation and coordinated post-event follow-up
Tuesday	19/05/2026	Continued daily news tracking and research activities
Wednesday	20/05/2026	Organised project files, reports and archived completed documents

Note: *Week 16 activities are currently ongoing as the internship period has not yet been completed at the time of report submission.*

Internship Photo Highlights



Fig. 15: Workspace and Desk Setup During the Internship



Fig. 16: Women's Day Celebration at ASI

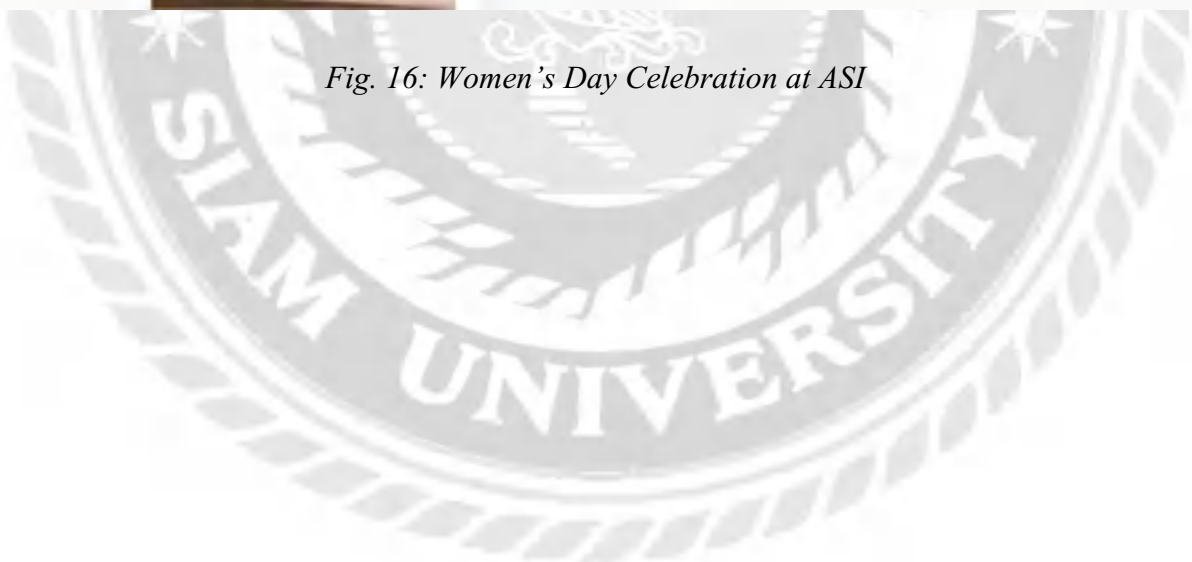




Fig. 17: Office Retreat and Team Bonding Activities





Fig. 18: Experience Sharing and Internship Appreciation Session

