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ÉCOLE SUPÉRIEURE
DES SCIENCES ET TECHNIQUES
DE L'INFORMATION
ET DE LA COMMUNICATION**



**UNIVERSITY OF YAOUNDE II
ADVANCED SCHOOL OF MASS
COMMUNICATION**



INTERNSHIP REPORT

**Participatory internship at Adinkra publishing house from
the 11th of July to the 1st of October 2022**

Submitted in partial fulfillment of the requirements for the degree of
Bachelor of arts (BA) in information and communication studies

By

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WARNING

The University of Yaoundé II does not intend to give any approval or disapproval to the opinions contained in this internship report. These opinions should be considered as specific to the author.

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We end by thanking all those who helped us in the realisation of this report, friends for their financial and material support.

LIST OF ABBREVIATIONS

ASMAC: Advanced School of Mass Communication

LLC: Limited Liability Company

Minac: Ministry of Arts and Culture

Sofavinc: société de fabrication de vin du Cameroun

Essec: École supérieure des sciences économiques et sociale

PDF: portable document format

UNESCO: United Nations Educational, Scientific and Cultural Organisation

D & L: Dinimber and Larimber

BAT: Bon à tirer

INTRODUCTION

In order to complete the training and to strengthen its learners, ASMAC provides academic internships to students in structures corresponding to their field of study. As a student in Publishing and Graphic Arts, we had the opportunity to observe the publishing profession in the first year and to immerse ourselves in the second year. In this third year, we had to put into practice the theoretical knowledge we had acquired during the previous years, while at the same time putting ourselves in the position of an operational and professional publisher. Thus, from the 12th of July to the 1st of October 2022, we did our internship at Adinkra publishing company. We chose this company not only because of our interest in children's books, but also because we wanted to integrate and learn within a team of professionals in this domain.

In order to better describe what the internship consisted of, this report will be based on some main points: a brief presentation of the enterprise, the presentation of the internship proper, skills acquired, the documented presentation of the tasks carried out during our stay in the company and a critical analysis of our host structure.

Chapter I: Presentation of Adinkra publishing house

I. Identity of the company

A. Name

Adinkra are visual symbols originally developed by the Ashanti people in West Africa, around the 17th century. They are the living expression of a philosophy and value system that emphasizes the common origins of African countries, our independence and solidarity. They represent concepts or objects that encapsulate evocative messages conveying traditional wisdom, aspects of life or the environment. Each symbol corresponds to a unique expression that can be a proverb, a historical fact, a human or animal attitude or quality, a plant, forms of animate or inanimate objects. Their meaning and motives belong to the realms of aesthetics, ethics, human relations and spiritual concepts.



It is from these symbols, and their meaning, that the director got inspired to name Adinkra publishing, a digital publishing company for children. Adinkra symbols were also used to constitute the visual identity of the company, as they can be found on several company documents, including books.

B. History and evolution

ADINKRA is a startup specialized in the digital publishing of African books for children. Starting from the observation that many African children around the world are losing their identity bearings, because they are exposed on a daily basis to heroes with whom they have difficulty identifying, it was in 2018 that Ms. Armelle Touko decided to realize her business creation project. It is to address this challenge that ADINKRA started creating contents in 2018. In 2019, with the help of a dozen illustrators and about twenty authors, the enterprise was able to publish more than a hundred digital books. It was three years later, in 2021, that the start-up (enterprise) was legalized and obtained the status of a Limited Liability Company.

Adinkra LLC has as founder Mrs. Armelle Touko (managing partner), and her 12-year-old daughter, Ms. Dima Lysandre Marie Gabrielle (co-founder). A social and cultural entrepreneur, Armelle Touko holds a Bachelor's degree in Publishing and Graphic Arts from ASMAC, and a Master of Business Administration (MBA) in Marketing Management from Essec. She has 17 years of professional experience in Publishing, Organization Communication, Marketing and Communication for Behavior Change. Dima Lysandre is a student and passionate about reading. She represents the charm asset of the project, because she is the child's look at the different products and services of Adinkra, and represents the main target of the project. She is driven by the desire to offer children of her age, the opportunity to have access to books with which they can be identified. An analysis of publishing in the domain of children's literature enabled Mrs Armelle Touko to note the weakness of the existing African offer. Yet the children's book market in the world is constantly growing and represents 24% of the global publishing market, just behind school books. Africa is virtually absent from this major sector at a time when the cultural offer is a key tool for education and development.

In 2020, Mrs. Armelle Touko, participated in the competition organised by Awepday in which she presented her project for the creation of a digital book subscription platform. She won the competition and came out with the first prize of the Senate president's award for excellence bearing a cheque of one million five hundred thousand CFA francs; it is with this money that she financed the project of setting up the interface and all the functionalities of the platform of subscription to African books. Since February 2022, the digital subscription platform is available to the general public and has already attracted several subscribers. This achievement was financed with €25,000 the fund of the enterprise. In addition, it has its own integrated reader, and allows families, wherever they are in the world, to experience unforgettable moments of reading with their children

However, the www.adinkra-jeunesse.com platform is a web platform, accessible for the moment only via an internet connection. It is equally a digital subscription platform for African children's books, implemented by ADINKRA with the ambition of becoming the first digital platform for African children's books in the world. The product is intended for children from the ages of 3 years and above. However, it is imperative, for their own safety and the serenity of parents, to limit children's access to the internet as much as possible. The company has therefore taken the initiative to develop an application to compliment the platform which will make it possible to:

- Limit children's access to the internet (ability to download books in the app and have them read by children offline);

- make books smoother and easier to read;
- allow better adaptability of content on different types of media. (tablet, smartphone);
- to avoid the difficulties of Internet flow specific to certain African countries (limitation of streaming). This application is under development and testing

The main consumption target for Adinkra products are children, young Africans and those of the African diaspora aged between 3 and 15; the age groups vary according to the collections; the marketing target; the purchasing power belongs in most cases to the parents, who are therefore the project's marketing target. Adinkra Publishing needs more contributors, they need more authors and young illustrators available, but they also need parents because they will not be able to build the human without them. So, stop imagining a world for your children. Let's build it together! A platform at the service of the African child. ADINKRA also does: The promotion of writing and reading through the Adinkra writing workshops, the 100 little writers' program (Programme 100 petits écrivains), the 100 Little readers program (Programme 100 petits lecteurs), and the Adinkra women's collective (Collectif Adinkra Femmes).

II. Geographical location and description

A. Geographical location

Adinkra publishing company is located in the center region of Cameroon, in the Mfoundi division - Yaoundé III sub division. The company's premise is located at Nsam, at the second floor of The Champion building opposite Sofavinc.



Location of Adinkra publishing company

Source: Google pro. 2022

B. Description

Adinkra publishing house is located on the second floor of The Champion building (salle de fête) opposite Sofavinc-Nsam. The apartment consists of two office rooms in which are several workstations including, a packing store and a toilet. The main room represents the workspace of the company's editorial assistant; Ms. Danielle Olivia Pigha P. and graphic designer; Mr. Didier Odoumou. It is occupied by two workstations: one shared by the editorial assistant and the graphic designer, and the one specially designed for interns. The director of the publishing house; Mrs. Armelle Touko, shares an office with the sales and digital marketing manager; Ms. Arielle Sape, which has two workstations.

As far as material resources is concerned, Adinkra has four computers (three desktops and one laptop), an inverter, four extension cords, a printer, an adapter, two filing cabinets and five tables with a number of chairs. The company also has two shelves: one that serves as decoration in the main room and on which some of the company's filing cabinets are arranged, and a second placed in the director's office, which serves as a mini library. Thus, there are works in paper version published by the house, but also other works from various publishers and different genres including novels, children's books, essays, textbooks, encyclopedias, catalogs, works of general culture, magazines, science books, communications etc. The enterprise uses Microsoft Office Word 2016 for the treatment of texts. It equally has software for treating of images, correction and mounting of books: Antidote is used in the proofreading and correction service, Adobe Illustrator, Photoshop and InDesign are used to edit books with its different contents.

The printed works published by the publishing house are stored in two places: in the packing store in boxes, and also in a cabinet in the director's office. It also contains all the paperwork of the company.

a. Fact sheet of Adinkra publishing house

Company name	Adinkra
Date of creation	2018
Director of the enterprise	Mrs. Armelle Touko
Head office	Nsam - The Champion's building opposite sofavinc
Field of activity	Book publishing for children

Logotype	
Legal form	Limited Liability company
Linguistic zone of the publisher	978
Telephone	6 938 222 233 / 693 229 034
Platform	www.adinkra-jeunesse.com
Email	editionsadinkra@gmail.com
Website	www.adinkra-jeunesse.cm
Facebook	Éditions Adinkra-jeunesse

b. Visual identity

Adinkra's visual identity has undergone several evolutions, so that its brand is much more in line with its market and its core target.

- Former logo



- Logo of the new graphic chart

This new logo has two (2) variations depending on the targets. This allows the company to make known directly to the public the product intended for them.

- Adinkra Jeunesse which targets children aged 3 and above opts for the blue and purple logo. The color blue expresses a sense of protection and harmony, and purple, curiosity, fascination and adaptation to change. This is the main logo



- For teenagers and adults, its the black and red logo



- For the Adinkra Women Collective



- Logo typography

It goes from the Arial Black font, to the Ubuntu mono and Comfortaa fonts, airier rounded and jovial, ideal to captivate the minds of children.

- Icons and form of the logo

As far as adinkra is concerned, it has moved from adinkra Nsaa (a symbol of excellence, genuineness, authenticity) to Adinkrahene (a symbol of authority, leadership and charisma), which represents the leader of all adinkra. The association of these two symbols is a commitment that reflects the determination to build the identity of African children through reading. For the logo, it therefore changes from a square shape to a more rounded shape. It now has an open book, which recalls not only the profession of publisher, but also illustrates the acquisition of knowledge.

c. Mission, objective, editorial line, products/services, type of contract

- **Mission**

The mission of Adinkra publishing house is to produce and disseminate inspiring and impactful content with African heroes and characters which convey African cultures, tell the story of Africa and allow children to discover and exploit their potentials. Adinkra is a great team that is committed to supporting the edification of the child, by involving parents and educators. Hence our motto "We build Human".

- **Objectives**

ADINKRA has as objective to:

- Produce and disseminate inspiring and impactful content that enables children to discover their potentials and exploit them;
- to make unlimited and inspiring content with African characters accessible and convey African cultures and tell the story of Africa;

- to involve and support schools, parents and educators in the awakening, promotion of reading and education of children;
- to federate a community of users who interact, grow and contribute to the development and improvement of the adinkra experience;
- awaken and educate children through collections that allow them to discover, learn and open up to their environment while having fun;
- to give a second life to the history of Africa, by passing it on to this younger generation;
- to create a strong and contributing community, which shares the values of the project and contributes to its development.

- **Editorial line**

Adinkra Publishing company works to enhance and promote African cultural values by specializing in the publication and distribution of African digital books for children. They bring together a large community of African authors and illustrators, who work in synergy to offer African children living in or out of the African continent a wide catalogue of digital books (static, interactive or audio). The company targets children from the age of 3 as consumers.

- **Products, services of the enterprise**

- **Products**

Adinkra publishing company produces both physical books that can be found at the enterprise and digital books that can be found on its subscription platform. These publications are distinguished from each other in bilingual collections (French and English).

- **Collections**

Illustrated books

1. Kings and queens of Africa (Collection rois et reines d’Afrique): It has as aim to present the African heroes who have impacted Africa so that young people can learn about what our kings and queens have done for Africa. This collection has the following titles:
 - *Njoya le sultan visionnaire/ Njoya the visionary sultan;*
 - *Sarraounia Mangou la souveraine magicienne/ Sarraounia Mangou the magical queen;*
 - *Nzinga reine d’Angola/ Nzinga queen of Angola;*
 - *Ndate Yalla Mboj, la dernière reine du Waalo.*

2. the 4 around Cameroon (Les 4 découvrent le Cameroun): In partnership with UNESCO, it is a collection that presents the different cultural ere of Cameroon. The comics in the collection allow a journey through Africa in miniature. They include:
 - *Chasse au trésor au pays des rois de l'eau/ Treasure hunt in the land of King of water;*
 - *Immersion chez les maitres des hauteurs majestueuses/ Immersion among the masters of majestic heights;*
 - *Sur la route du Sahel/ On the road to Sahe;*
 - *Périple au cœur de la forêt équatoriale/ Journey at the heart of the equatorial forest.*
3. Tales from Africa (Collection contes d'Afrique):
 - *Petit 'homme deviendra grand/ Littl 'man will grow up;*
 - *Les deux mangeurs de chauves-souris/ the two bat eaters;*
 - *Bebela et Minal/ Two best friends;*
 - *Celui qui convoitait ce qu'il avait déjà/ The one who wanted what he already had;*
 - *Comment sont apparus les moustiques/ how mosquitos came to be;*
 - *Ndam le baobab qui pleurait toutes les nuits/ Ndam the baobab that wept every nigh (available in audio version);*
 - *Le génie et le petit garçon/ The genius and the little boy;*
 - *Namadeu l'enfant de la forêt/ Namadeu the forest child (available in audio version);*
 - *Jei l'enfant désobéissant/the disobedient child (available in audio version);*
 - *Le message de la lune partie 1/ The message of the moon part 1;*
 - *Le message de la lune partie 2/ The message of the moon part 2;*
 - *La grande lune rouge/ the great red moon;*
 - *Amana le petit voleur/ Amana the little thief;*
 - *La princesse grenouille/ the princess frog ;*
4. Into the world of my dreams (Collection dans le monde de mes rêves):
 - *Têtu comme une mule/ The stubborn child;*
 - *Monsieur boîte de conserve/ Mister thin can;*
5. Leadership collection (Collection leadership): At the moment, this collection has only one book entitled:
 - *Sipa l'apprenti entrepreneur/ Sipa, the aspiring entrepreneur;*
6. Little green (Collection les petites pousses) ;
 - *La petite maman/ pretty little mum;*
 - *Foumi la fourmi a encore sommeil/ Foumi wants to sleep again;*
 - *Nouria et Dipita au village/ Nouria and Dipita in the village;*
 - *Dimoamoa/Dimoamoa;*

- *Des Simbi dans le jardin/ Simbi in the garden;*
- *Akiba découvre les tenues traditionnelles/ Akiba discovers traditional dresses;*
- *Nouria et Dipita deviennent amis/ Nouria and Dipita become friends;*
- *Mimi est perdue/ Mimi is lost;*
- *Kaby la calabasse des pourquoi maman attache-t-elle bébé sur son dos/ Kaby the calabash of answers why does mum strap baby on her back;*
- *La petite étoile qui refusait de briller/ the little star that wouldn't shine (available in audio version);*

7. Learning from our emotions (Collection comprendre les émotions): Understanding emotions is an awareness-raising collection that helps children to better master their feelings:

- *La surprise/ Surprise;*
- *La joie/ Joy;*
- *La peur/ Fear;*
- *La Tristesse/ Sadness;*
- *La colère/Anger;*

French audio tales (Les contes audios en français)

Adinkra also has physical books (*Livres physiques*)

- *L'Argent n'a pas d'oreilles et les autres contes/ Money has no ears and other tales;*
- *La violence n'est pas que physique/ violence is not only physical;*
- *Mon corps et moi/ My body and me;*
- *12 planches pour expliquer le coronavirus aux enfants ;*
- *Le petit garçon qui pleurait tout le temps will be available in the paper version as from the 8 Octobre 2022.*

- **Other products**

- Games and colouring; Educational cards.

- **Services**

Adinkra has several services that are implemented from year to year since its creation.

- **www.adinkra-jeunesse.com**

www.adinkra-jeunesse.com is a digital subscription platform for African children's books implemented by ADINKRA publishing. The company aims to make the platform within a few years, the first digital platform for African children's books in the world.

The aim is to get children to read and discover their culture, while providing a solution to the problems of identification and representation in entertainment content. www.adinkra-jeunesse.com makes unlimited and inspiring content with African characters accessible that convey African cultures and tell the story of Africa. Adinkra involves and accompanies schools, parents and educators in the

awakening, promotion of reading and education of children. It also brings together a community of users who interact, grow and contribute to the development and improvement of the adinkra experience.

In order to keep their commitment, the company has been working since 2018 on the creation of content with the help of a dozen illustrators and twenty authors. It has thus been able to publish more than a hundred illustrated digital books to be gradually uploaded online.

- **Adinkra for school**

Adinkra for school is a program set up by the enterprise, which aims to allow as many children as possible to access the content of the platform at a reduced cost. This program is done in collaboration with institutions. It aims to get as many subscriptions as possible for the platform. The process is very simple: it consists of allowing the company concerned to create an account per parent and to have at least 50 users subscribe to this account, at a price of only 5,000 francs per user per year. This initiative is part of the company's vision; which is to cultivate in the African child the love of reading by making books more accessible to the younger generation, since the Africa of tomorrow depends on the education we give to our children today. Adinkra works with schools (kindergarten, primary, secondary), media libraries, libraries and many other cultural institutions.

- **100 little writers (100 petits écrivains)**

The 100 Little Writers program is a continuous accompaniment of children aged 6 to 14 in writing and expression, over a minimum period of one year, through writing workshops and immersion in the world of books and creation. It is a one-year program that consists of 10 writing workshops, 04 site visits, meetings with actors in the book sector, cultural exchanges with other countries, the realization by learners of a collective project and an individual project, and personalized coaching. Children's literature, literary short stories, storytelling, novels, press articles, film scripts, these are among many others the themes discussed with teenagers during the writing workshops, organized as part of the 100 Little Writers Program. This initiative, which takes place simultaneously between Yaoundé and Douala, brings together the French Institute of Cameroon and Le Boukarou Lounge, a restaurant-cabaret located in the heart of the city, in the heart of the administrative center.

- **100 little readers (100 petits lecteurs)**

The 100 little readers program is a continuous accompaniment of children aged 4 to 12 which promotes book reading and expression among young children, for a minimum period of one year. It usually opens with a book-shopping session of African books in French and English. The 100 little

readers program gives children the opportunity to flourish during activities such as bulk reading, a picnic, storytelling, team building activities and games. This initiative of Mrs. Armelle Touko aims to promote the reading of children's books by parents and children, awaken toddlers, train future authors, and sell African books at affordable prices through book-shopping.

- **“Festival Noël en contes”**

It will take place in December, the period of children's favorite holidays. This festival offers toddlers the opportunity to have fun through fun and awakening activities that integrate African cultures. Games, arts, exhibitions, and workshops are planned for this purpose. The festival will welcome various types of participants including: publishing houses, bookstores, libraries, authors, agribusiness companies and service providers.

The organizing team is composed of: Mrs. Armelle Touko; promoter of the “Noël en contes” festival, Miss Arielle Sape; the coordinator and Mr. Daniel Najiber; the co-promoter of this festival.

• **Type of contracts**

Adinkra mainly works under a 'publishing account' contract for most of their projects. This is a contract whereby the author submits his or her manuscript to the publisher, who will produce it at his or her own expense, publish it and distribute it on its subscription platform, and at the end the publisher will pay him or her a percentage on the basis of a contract. Adinkra therefore takes care of the proofreading/correction, illustrations and editing of all the works distributed on its platform.

However, for projects that entails physical versions, editing is done on ‘half-rate contract’, the author and the publisher share the production costs. It may also happen that an author solicits the services of the house to bring his book to life. In this case the project is treated as a service and the author bears all costs.

III. Structure and functional organisation of the enterprise

A. Organisation of the enterprise

Adinkra has three internal departments: the editorial department, the artistic/technical department and the marketing/sales department. At the head, there is a director who coordinates all the activities of the company. The organizational chart below is a graphical representation of how the company operates.

ORGANISATIONAL CHART

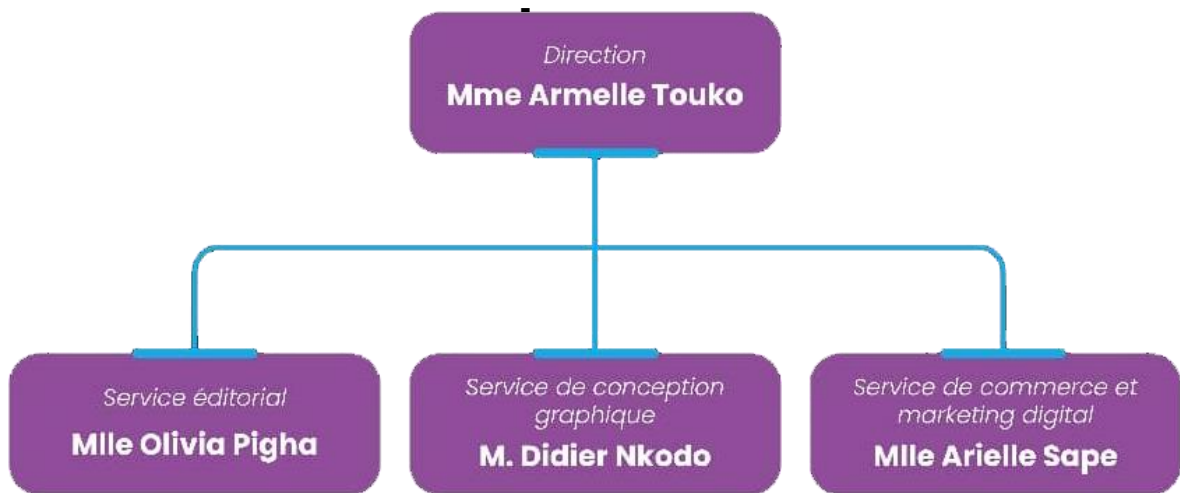


Figure 1:- Organisational chart of Adinkra publishing company

B. Functioning of the enterprise internally

Adinkra publishing has a limited and sufficient number of human resources. Each department has personnel who is responsible for carrying out all tasks within his or her unit. Apart from these department, the company equally has illustrators and a staff who promotes the works of the company on social networks.

a. The management of the enterprise

Mrs. Armelle Touko is the director of the publishing house. Her role is to ensure the proper functioning of the structure and also to take care of administrative affairs and represent the structure wherever need arises. She has moral, financial and legal responsibility for all the company's planned editorial projects. She also manages the company's staff and resources. She makes decisions in order to move the enterprise forward. She is distinguished by her versatility to intervene in all the services of the house including proofreading, issuing opinions related to the design of the book, and the commercial service. Therefore, she is responsible for human resources management. Finally, she also leads the workshops 100 little readers, 100 little writers and many other. She is equally the promoter of the event *Noël en contes*.

It is her signature that is affixed to all the company's contracts, be it contracts with authors, contracts with illustrators, or contracts with the company's various partners and collaborators. She is

also responsible for ensuring that the company pursues its vision, as she defines and ensures the implementation of the company's strategic and operational objectives.

b. The editorial department

The post of Editorial Assistant is held by Ms. Olivia Pigha. She assists Mrs. Armelle; the director, in monitoring the implementation of the editorial program. She equally supervises the proofreading-correcting and translation committee. She reads and evaluates the manuscripts according to the criteria of content and form and produces reading notes. At the end of the reading, she gives her opinion on the publication of the work and discusses it with the director. Ms Pigha also proofreads the manuscripts in French and English then translates them to English and French respectively.

In addition to all these tasks, the head of the editorial department acts as a publishing assistant. In this capacity, she receives manuscripts, registers them and ensures that the authors' information is recorded. She serves as a link between the authors and the director of the publishing house. Once the decision to publish a manuscript has been made, it is Ms. Pigha who prepares the publishing contract for the author and submits it to the director. Mrs Armelle Touko then discusses the various clauses with the author. She is also the one who keeps the house's mail and makes the legal deposit.

It should be noted that the director of the publishing house is very present in the editorial department, as she is not only a manager, but also an executive who has been trained in publishing techniques. She therefore accompanies Ms. Olivia Pigha in the tasks of proofreading and evaluating manuscripts. The tasks of this department require a good mastery of the French and English languages. Ms Pigha is bilingual, she proofreads very well in English and has good French language skills. In addition, she has participated in several seminars on publishing and its typographical rules.

c. Artistic and technical department

Mr. Didier Odoumou is mainly in charge of this department, which coordinates a panel of freelance illustrators and ensures the design and editing of the books. He researches editorial formulas to find the form and graphic aspect that best suits the content of the book and the target audience. He defines the technical characteristics of all the books (format, type of paper, font size, colours and all the elements that make up the style sheet) so that they correspond to the production budget.

Mr Didier Odoumou also designs the pre-mock-ups of the books (definition of the number of introductory pages, choice of title with the collaboration of the editorial assistant who orders the illustrations with which he works for the design of the cover, and the interior pages etc.). The head of the art and technical department also monitors the printing process. He checks that the books have

been printed correctly and that there are no printing defects; he also makes sure that the appearance of the book corresponds to the expected result. He designs the communication materials for the various events of the company; invitation tickets for journalists, roll-ups, banners for major events (the dedication ceremony for the book “L'argent n'a pas d'oreilles”, by the author Béatrice Mendo at the Tadeng Muna Foundation). This department requires creativity and techniques; skills that Mr. Odoumou continuously uses in the execution of the tasks related to his posts.

d. Marketing and sales department

Ms Arielle Sape is the head of this department. As head of the marketing and sales department, she is involved in the sale of Adinkra's books. Ms. Sape studies the profitability of each publishing product in two areas, which are defined by two questions: “What is the target audience for this book?” and “How can we reach the target audience for this book?” In addition, the head of the marketing and sales department proposes digital and commercial strategies to Mrs Armelle Touko so as to give visibility to their works. Assisted by a volunteer committee manager who also promotes Adinkra's publications via the Facebook page, Instagram and always reminds readers of new releases via daily posts. Ms. Sape is also constantly on the lookout for new partners for the enterprise (distributors, booksellers, etc.), which means that she is always on the move. To carry out these tasks, the head of the marketing and sales department must be a very good negotiator and must keep a cool head when dealing with the most difficult partners. She is at the disposal of the sales staff.

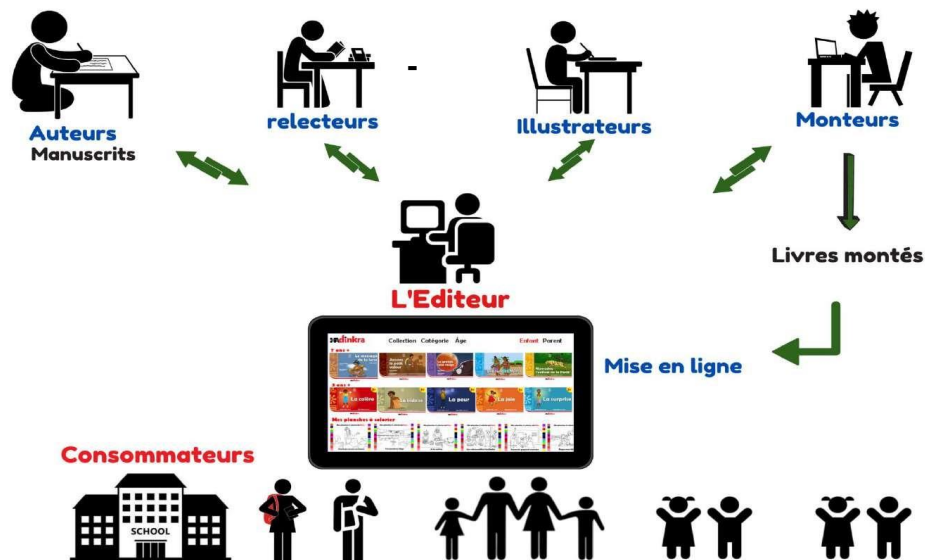
In addition to these tasks, she also acts as a stock manager and manages the company's cash register when necessary:

- Designing deposit slips for deliveries to bookshops;
- Designing delivery slips for deliveries to bookshops
- Checking the exact number of copies contained in the boxes during deliveries;

Apart from the above stated internal departments, Adinkra publishing works with freelancers as external collaborators of the publishing house;

Promotion on social media is the responsibility of a community manager; Mr, Jocelyn Menye. His mission is to create and animate internet users on behalf of the publishing house. He interacts and exchanges with Internet users on the services and activities of the company, promotes books and remains in close contact with his community. He communicates on Facebook and Instagram. Mr. Jocelyn Menye is assisted by Mrs. Armelle Touko and Ms. Arielle Sape. His role is to attract as many followers as possible, to transform them into customers of the company and if possible, into prospects.

Adinkra also has a bank of illustrators. Indeed, depending on the type of illustration desired, an illustrator is contacted for the work. The latter will receive from the editorial assistant the specifications for ordering illustrations. The company signs illustration contracts with these persons, who are paid for their work.



Summary diagram of Adinkra editorial process

C. Publication process

The stages of publication of works at Adinkra are similar to those of a classic publishing house, except for the stage of dissemination and promotion which differs depending on the project. We can therefore group the publication process as follows:

a. Reception and registration of manuscripts

Whether the manuscript has been ordered or not, it is important to register it in the publishing house's database. The manuscripts received and processed by Adinkra are in digital Word files, in accordance with the formatting of the house; Times New Roman font, size 12, line spacing 1.5. If the manuscript does not meet these requirements, the editorial assistant will format it before the proofreading step begins. Authors send their complete manuscripts through the address editionsadinkra@mail.com or by direct contact via the official pages of the publishing house and the community manager acknowledges receipt by e-mail with a message and forwards them to the editorial assistant for evaluation. When authors send in their manuscripts, they are registered using a form available and the author's details (identification details; surname, first name..., full address details;

place of residence, e-mail address... and biographical details such as previous publications) are recorded by Ms. Pigha in a manuscript registration form. After registering the manuscript, Ms Olivia Pigha gives the author a date on which the publication decision will be sent.

b. Sorting and evaluation

After receiving the manuscripts, they are sorted and evaluated. In order for a book to be published by Adinkra, it is important to evaluate a certain number of criteria while ensuring that the content matches with the editorial line. The "manuscript evaluation stage" therefore consists of assessing whether or not a manuscript can be published by the enterprise. The manuscript goes through a reading committee made up of resource persons who are responsible for conducting a careful reading and providing a reasoned report and an opinion on publication, all in a reading sheet that they must fill in. It helps to understand the author's thinking, to get an idea. This reading is done through a reading sheet on which the most significant elements of the manuscript are noted, the key words, and in which the story told in the manuscript is summarised.

After the reading of the text, the evaluation follows. The elements of manuscript evaluation are virtually the same. For a children's book, the first thing to be judged is the coherence with the publishing house's editorial line, the background elements, starting with a summary, then the theme of the book, the interest, the coherence of the story, etc. As far as the form is concerned, this concerns the author's style, the language register, the language adapted to the target audience and finally the decision to publish. If it is to be published, the editorial manager sends the author an approval for publication of his manuscript, mentioning the elements that could improve the content of his book or even the elements that should be removed, obviously providing arguments to justify this.

c. Signing of the contract

If the manuscript has received a favourable opinion, the editorial manager, under the supervision of the director, contacts the author and makes an appointment with him/her if possible. Otherwise, he/she schedules a video conference in order to negotiate and sign the publishing contract which will determine the beginning of the work. Among the clauses of the Adinkra publishing contract, we can mention the following object of the contract; the transfer of rights, the scope of the transfer, the author's guarantee, the author's commitments, the publisher's commitments, etc. The discussion of the clauses of the contract is usually done between the director and the author. By signing the contract, the author commits himself to assigning his economic rights to the publisher for the publication and distribution

of his book. After signing the contract, a work schedule is drawn up to determine the procedure to be followed and the duration of the work.

d. Proofreading and correction

After evaluating the manuscript, it is handed over to professionals for proofreading to ensure that the content of the book is not only coherent, but also that the information contained in it is true. A thorough reading is done in order to verify the truthfulness of the information, to identify and correct all grammatical, spelling, syntax, conjugation and typographical errors and to improve the author's style if necessary. This proofreading is done with the help of a word processing software (Microsoft Office Word) which offers the option of tracking changes (*suivi de modifications*). It is thus in follow-up that the manuscript is reread with the possibility of making comments to the author. This work is carried out by the publishing house's reading committee and by professionals in the field. And when it is a short story, the publishing house offers external proofreading services.

e. Translation

This is done by the editorial assistant who equally masters the French language as well as the English language. This translation can also be done by an external reading committee when there is a lot of work to do but also when the language level is specific to a preferred specific field.

f. Formatting

Here, the head of the editorial department does the formatting before sending it to the editor. This involves the font size, alignment and other elements of the text. At Adinkra, the text is set in Times New Roman, justified size 12, line spacing 1.5. And for dialogues, dashes are used.

g. Specifications for illustration orders

Generally, at Adinkra, the books are the subject of an illustrative cut. Here, after having read, corrected and approved the texts, a technical cutting and the choice of illustrations that will appear in the book is next on the list. Depending on the target, it is a matter of taking two lines or a block of text or a whole page and describing an illustration that matches the idea put forward in this fragment of text. This is done with the help of a tool called: illustration order specifications (*cahier de charges de commande d'illustration*). This is a very important step in the house as it specialises in children's literature and therefore images have a very important role. This work is done internally by the editorial manager. After that, depending on the style of images that has been decided upon beforehand, an illustrator from the bank of the company is contacted to create these images.

h. Layout

Once the images have been approved and the text has been cleared of any imperfections, the layout stage begins. This is where the text undergoes a transformation. It is aligned with the different graphic charts of the publishing house and the collection to which it belongs. It is also at this stage that the manuscript becomes a book since it involves several elements such as the font, its size, the format of the book etc. At this stage, the text and images are put together. After the layout, a proof is produced, which is the prototype of our book. Remarks and changes will therefore be made on this document (digital file) and integrated.

i. Final check

When the changes have been applied by the editor assisted by the editorial assistant, he sends the final file back to the director who in turn sends it to the author who gives the BAT if the manuscript is ok. However, even after the author has provided the BAT, the director will double-check and ensure that the manuscript is ready for print. This is her editorial responsibility, which is to produce a book of good quality in terms of content and form.

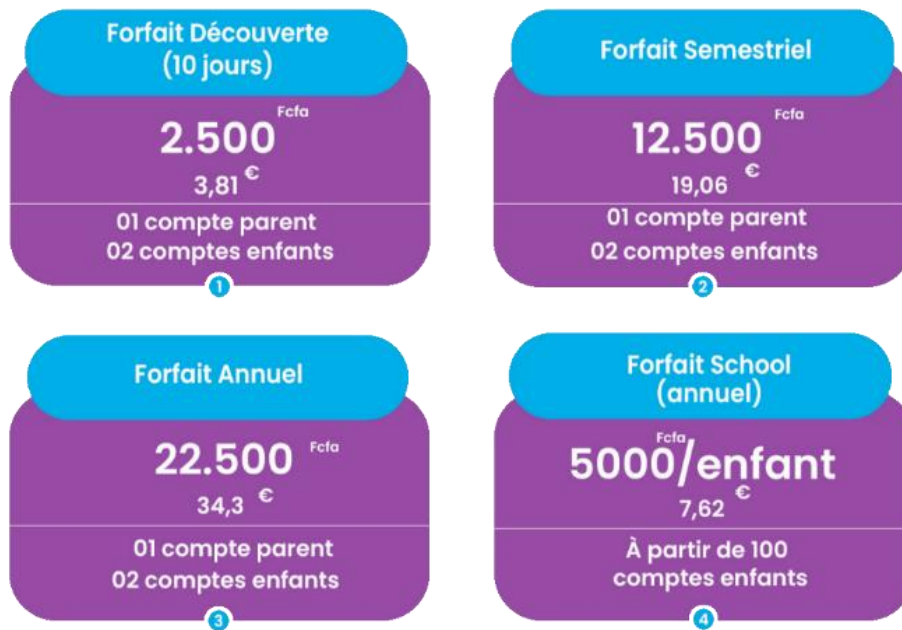
j. Promotion

For the digital version, the book is put online by the director of Adinkra publishing company. For the physical book, after it has left the printing press, invitation tickets are sent by e-mail and physically, to invite people to the launching of the book in question. A book signing ceremony is therefore organised, during which several media are invited to relay the information to readers. It should be remembered that the promotion of a book in Adinkra starts long before its publication. The community manager and Mrs Armelle Touko are in charge of the communication around the book with posters for the different social networks such as Facebook, Twitter, Instagram... but also tours in various media partner.

k. Distribution/online

The company now has its own e-commerce website for subscriptions to African children's books which allows anyone to purchase and pay at the same time. The existing means are: Orange money, Mtn mobile money, Express Union mobile money, PayPal (for foreigners). At Adinkra, the books are published on the www.adinkra-jeunesse.com platform where subscribers will be able to access the new publication. It publishes five (5) books each month on the platform, to the delight of the public. If the author opts for a print version, after the layout the release of a proof which is the prototype of the book.

A model will finally be sent to the printing house (Helio printing SARL-Douala). This is also the case for the works of the Adinkra femmes collective.



The subscription packages for the Adinkra platform

NB: How is the platform secured?

The platform is based on a dual encryption system. Indeed, when the PDF is introduced into it, it is automatically destroyed. The files are marked by the identifiers of the account owner and if the latter makes a capture of the platform his information is collected. It is also impossible to download books from the platform.

At Adinkra publishing company, books are partly stored in the warehouse located in a room in the office. This stock allows us to quickly satisfy instant orders.

D. Functioning of the enterprise externally

In this section, we will present the relationship that the company has with its external actors in the graphic chain, the problems that it encounters with them.

a. Authors

The company works with both local writers and foreign writers. Its mission is to help and train authors, the most obvious case being that of the author Béatrice Mendo who made her start at Adinkra company which received manuscripts produced by the author and transforms them into books. These

books are later made available to readers on its subscription platform. This collaboration is done through a contract that allows the enterprise to work easily with the authors. Of course, some authors are skeptical about certain ideas and want to take prerogatives that are not theirs, but the publisher is strict on the following aspects: choice of format, choice of font size, choice of illustrations etc.

b. Bookshops

Adinkra is a digital publishing house with its own subscription platform for African children's books, which is a digital bookseller. During our internship, we did not receive any information about any collaboration with a bookshop.

c. Printers

For the printing of its books, the Adinkra publishing house works with the Helio Printing house (SARL) located in Douala. After the editing work on the manuscript is done, the director sends the file to the printer if it is a half-rate contract. The printer must respect all the technical specifications provided by the publisher and meet the delivery deadline.

d. Distributors

Adinkra distributes worldwide via the internet through the monthly, half-yearly, quarterly and annual subscriptions available on the platform.

Chapter II: Course of internship

In this chapter, we will describe our participation in Adinkra publishing company in two parts; reception and orientation in the different departments of the company, and the different tasks performed throughout the internship.

I. Welcome and orientation

A. Welcome

Our internship was to begin on Monday the 11th of July 2022, but we instead began on Tuesday 12th of July 2022 since the staff was not available in the office. It is during a coordination meeting organised for the reception of the interns, on Tuesday 12th July at 9:00am that we were welcomed at Adinkra publishing house by its Director; Mrs. Armelle Touko and its personnel. During this brief meeting the interns introduced themselves, likewise the personnel of the enterprise. This done, we were then given a brief presentation of the enterprise, its activities, how it functions and how we are to go about our activities throughout our stay at the enterprise. Still in the course of this encounter, we were asked to say our aspirations as we came to do our internship in the enterprise. Amongst the aspirations of the interns, some are: to get to work concretely in the publishing house and know how it functions in the editorial line up to the publication of books and the selling of its products. We were given a brief presentation of the enterprise and its daily activities in general. Our supervisor made a list on which we will sign every day we came to work. This list is to help them when evaluating our punctuality to work. Still during this welcome meeting, we spoke about our end of formation project to the Director, the aim of this was to enable a better and proper follow up of our different projects. During this meeting, we were equally made to know about two projects that the enterprise is about to begin. These projects are:

- Website (showcase site): to sell the image of the enterprise, promotion of its authors, illustrators and other products and services; Card-index (a game of true or false).

NB: For these projects, we were divided into two groups to work on them.

We the interns later had a brief meeting with Ms Danielle Olivia Pigha Penanjo our internship supervisor on how we will function with the assigned tasks. During this meeting, we were also informed that work begins at 8:30am and closes at 5pm with an hour break between 12midday and 2pm. In a program made up by the internship supervisor, we made rounds in the different departments of the enterprise so as to participate in the activities carried out there. That said, we had the following activities to carry out each week:

- Each intern had a week in each department;
- a general meeting of all the personnel of the enterprise with the interns inclusive on Monday mornings;
- an editorial follow-up of the projects of the interns weekly on Fridays.

B. Orientation

In order to make us participate in all the activities of the enterprise, Ms Danielle Olivia Pigha Penanjo our internship supervisor developed a program schedule equivalent to our three-months internship. This schedule enabled us to work in the different departments of the company which are; the editorial department, the graphic design department, the sales and digital marketing department. Below are the different tasks we carried out in these different departments during our three-months internship.

II. Tasks performed in the different departments

Since we were on a participation internship, we were assigned to all the company's departments. These services are key services in the production of a book. From time to time, we gave a hand to the other trainees with regard to the realisation of their end of formation projects.

A. Principal tasks

a. Editorial service

Assigned to this service under the supervision of Ms Danielle Olivia Pigha Penanjo, we carried out several tasks relating to the processing of manuscripts for editorial projects in particular;

- **Proofreading and correction of texts**

In this department, we had to reread some books that had already been mounted and ready for printing, among are; “Foumi the ant wants to sleep”, “Dimoamoa”, “Modèle de leadership Africain”, “A trip to the village with Nouria and Dipita”, “Two bat eaters”. The work consisted of unearthing all the typos contained in each text that was submitted to us in the French and English languages. Thus, we paid attention on the different tenses that were used in the text, the spelling of words, the proper use of punctuation, the respect of typographical rules, the space between words and paragraphs, etc. by making sure that each text retains its consistency. We also had the possibility of proposing other words in place of those used in the text when they did not correspond to the language register of the target of the work. The texts that we reread and corrected during our stay in this service were the

following: “Dimoamoa”, “A trip to the village with Nouria and Dipita”, “Foumi the ant wants to sleep”, “Two bat eaters”, “Modèle de leadership africain”, “littl’man will grow up”

b. Writing of synopsis

We equally wrote synopsis for; “Dimoamoa” and “A trip to the village with Nouria and Dipita”. The synopsis for these books is to consist of at least 2 sentences and 3 at most. This is to accompany the cover page of the books on the platform. This synopsis will excite in parents the desire to download the book and get what is in its content. These synopses were later translated to the English language since they were done in the French language. These translations were done with the help of the DeepL and Google translate software while not forgetting to always refer to the original text.

c. Educative sheet

Here, we had to formulate questions for the readers of the book to answer after they must have read through the book. This is to ease their comprehension of the story. These questions were formed depending on the age group of the children the book is destined to. This sheet was done in both English and French languages. We brought up an educative sheet on the story “les deux mangeurs de chauves-souris”. It is equally important to note that, an educative sheet is elaborated after reading through the story.

d. At the graphic design service

Under the supervision of Mr. Didier Odoumou, the graphic designer of the enterprise, a brief presentation of the activities carried out in this department, we learned about the functions of a graphic designer in a publishing house. We learned that a graphic designer is responsible for the design, materialisation and realisation of graphic contents in a publishing house; according to the information at his disposal by the graphic chart of the enterprise. Our being in this service allowed us to do practical exercises;

- a simple poster that promotes the Adinkra platform (poster that will be used on digital interfaces).
- proposing a new collection, its name, logo and a cover page for this collection;
- As managers of our various publishing company, we were asked to design a poster with the profile of a job seeker (a graphic designer) and the task to be performed in our respective publishing houses (Plume publishing.)

Still at this service, we did other creative graphics that will be posted on the chapter of documented tasks.

e. At the sales and digital marketing service

Sales and digital marketing personnel on the other hand, is in charge of branding the publishing house. He or she accompanies the sales representative in selling the products and helps him or her to reach all the targets present at an event. This department is mainly to manage the market force of the enterprise. Since the enterprise is organizing an event: “Festival Noël en Contes” that will take place from the 22nd to the 24th December 2022, there was need to put in place certain dispositions so as to ensure the smooth running of this event. It is under the supervision of Ms Arielle Sape that we conceived a communication plan for the upcoming event of the enterprise (“Festival Noël en Contes”). Still for this upcoming event, we prospected potential sales men for the event. These sales men are to render services to the enterprise by either selling ice cream, pancakes, popcorn or other items to the participants of the event exclusively. A certain percentage is to be shared with Adinkra based on their agreement after the event. So, a prospection was done and those who agreed gave their contacts to the enterprise.

B. Secondary tasks

In addition to the daily tasks assigned to us in the different departments, we also had other tasks to perform. For these projects, we were divided into two groups to work on them; Website (showcase site): to showcase and sell the image of the enterprise, promotion of its authors, illustrators and other products and services of the enterprise; Card-index (a game of true or false).

a. A showcase site

A showcase site is as the name suggests, a website acting as a showcase of your business, but this time around, on the internet. It allows the enterprise to highlight their products, services, realisations, reservation system and much more. It is therefore essential to optimize their enterprise by touching more their target and also getting to touch new target. With this, Adinkra will be present, visible on the web thereby strengthening their brand image and reputation with its internet users and potential customers. This was the aim of the showcase site that we worked on during our stay at the enterprise. The advantages of a showcase site are: to enhance the company's brand image; increase visibility on the web and take advantage of internet traffic to promote your brand; to expand your customer base and reach new prospects without being geographically limited; transform visitors into customers

A sketch of what will be used to build the website was done and we put content where necessary. We started with the home page which contain the following; logo, welcome, products, services,

programs, authors and illustrators of the company. When one clicks on each button it takes you to the content of what you have clicked. It also contains the collection of the house with different titles including educative sheets and games. We had to propose rubric for the website of Adinkra publishing company. They are; company name and logo, home, about us, our products, our team. Note should be taken that, our work was to design a sketch (Marquette) that the web designer will use to create the website.

b. Card index

We began by sketching the format and dimensions of the cards. Here we chose the format which would not be a problem to the format and dimensions of the carton to be put inside. The size of the carton too depends on the number of cards that were to enter inside. We designed a carton that will take 100 cards. This also depended on the types of paper that will be used for the cards. As far as this other task was concerned, it was all about forming questions and answers that will be answered in the family setting in the form of a creative and educative game. It is a true or false game with explanations to justify the response to each question. To enable this, the game was structured into five (05) rubrics of twenty (20) questions each making a total of one hundred (100) questions for the game. We the interns had to propose thirty (30) questions per rubric and twenty (20) will be selected to be used. That is to say, the game will contain one hundred (100) cards. The rubrics are: African countries; sports; animal; African icons; African history.

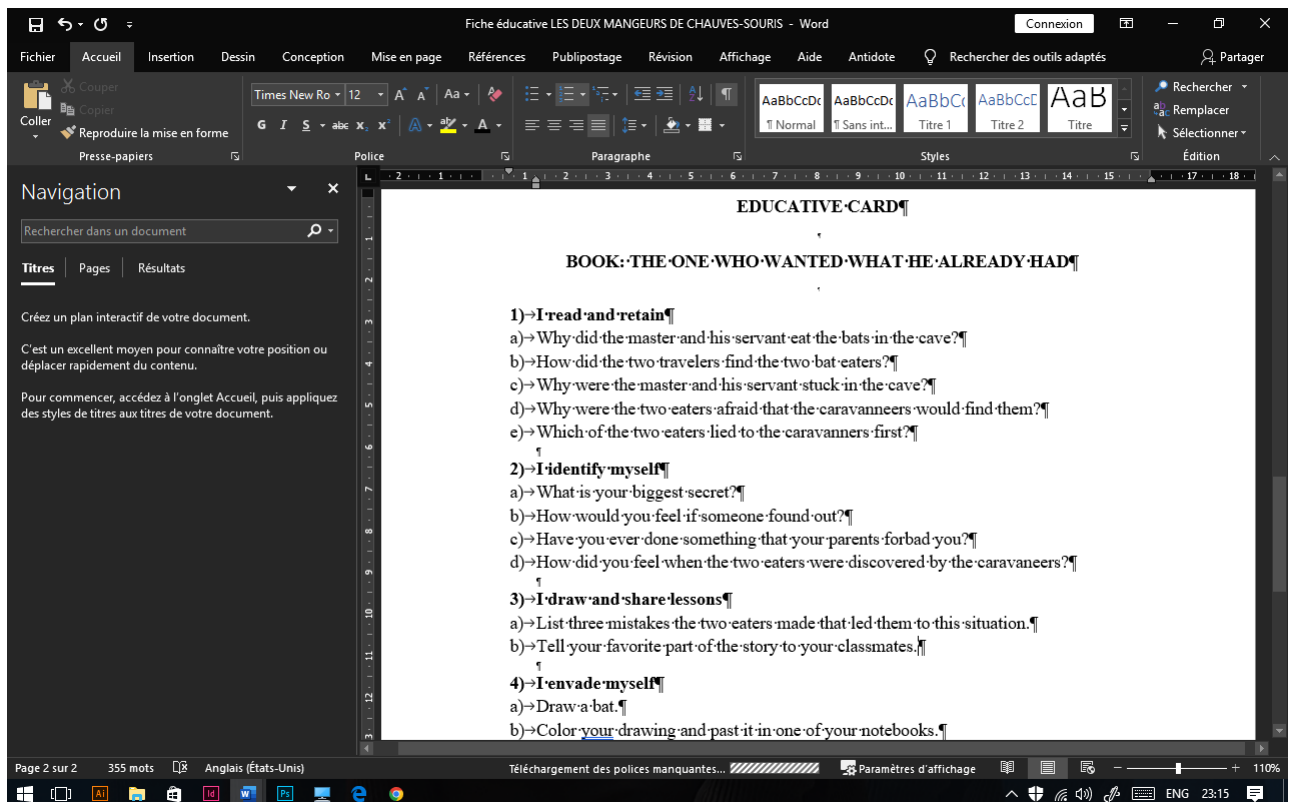
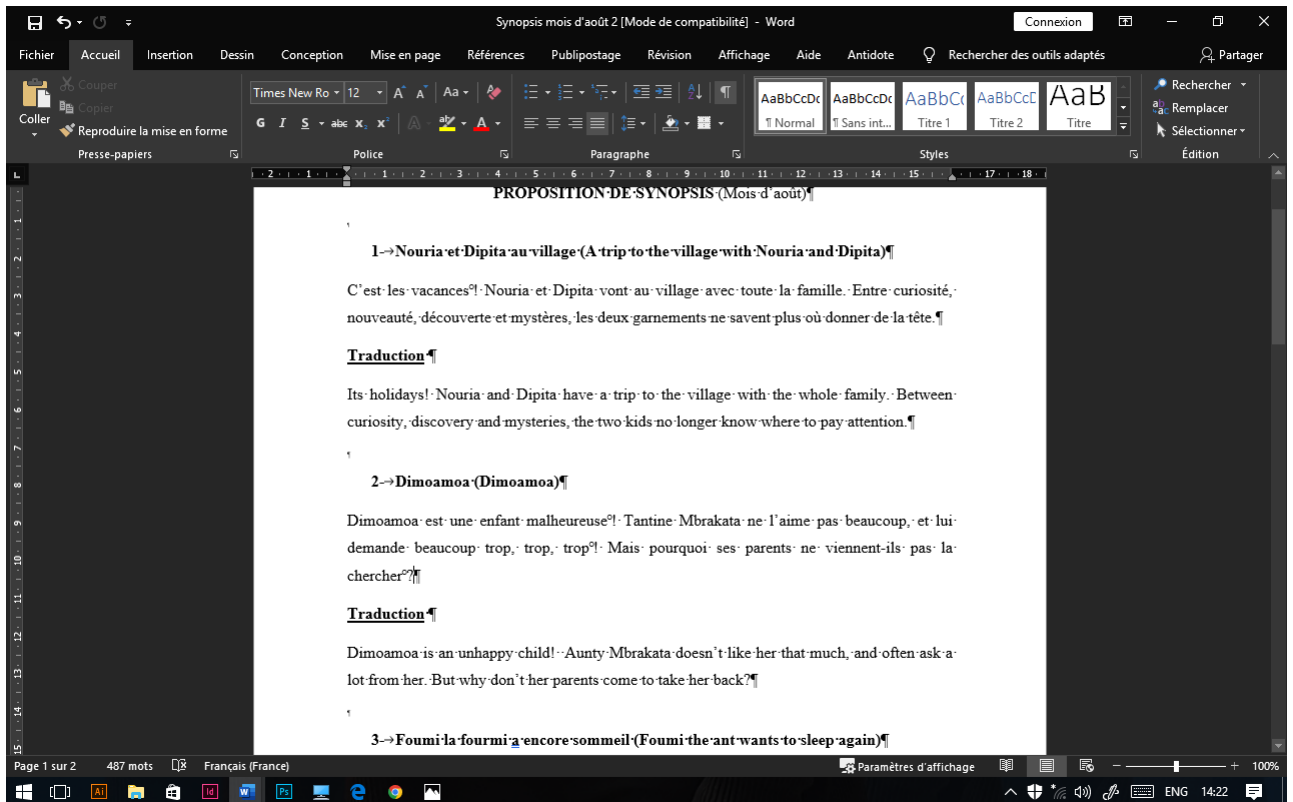
C. Others

- We equally worked on our technical file and wrote our internship report in our spare time;
- we helped our fellow mates to proofread their work and manuscripts while giving suggestions that could be beneficial to them;
- made several turns to meet with our academic supervisor who was closely following the progress of our end-of-training project;
- design the cover and book of our end of year project;
- send to D and L bookshop for the Director to sign a document that concerns the upcoming event “Festival Noël en Contes”;
- a “decharge” at MINAC for the manifestation of “Festival Noël en Contes”;
- brainstorming on questions to be used for the application Adinkra is putting in place that will enable African children to be able to use the contents of the platform offline. This was done with the assistance of our internship supervisor, Ms. Danielle Olivia Pigha.

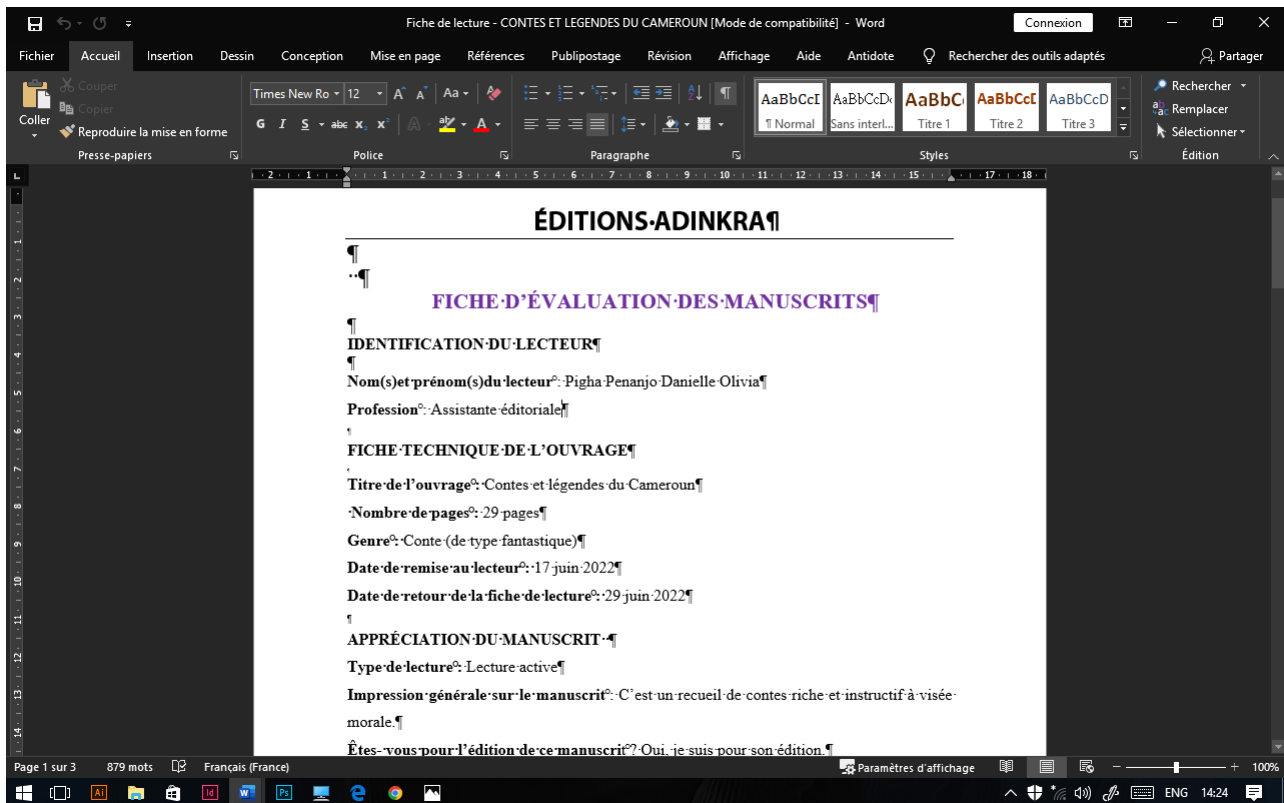
Chapter III:

Documented images of tasks performed

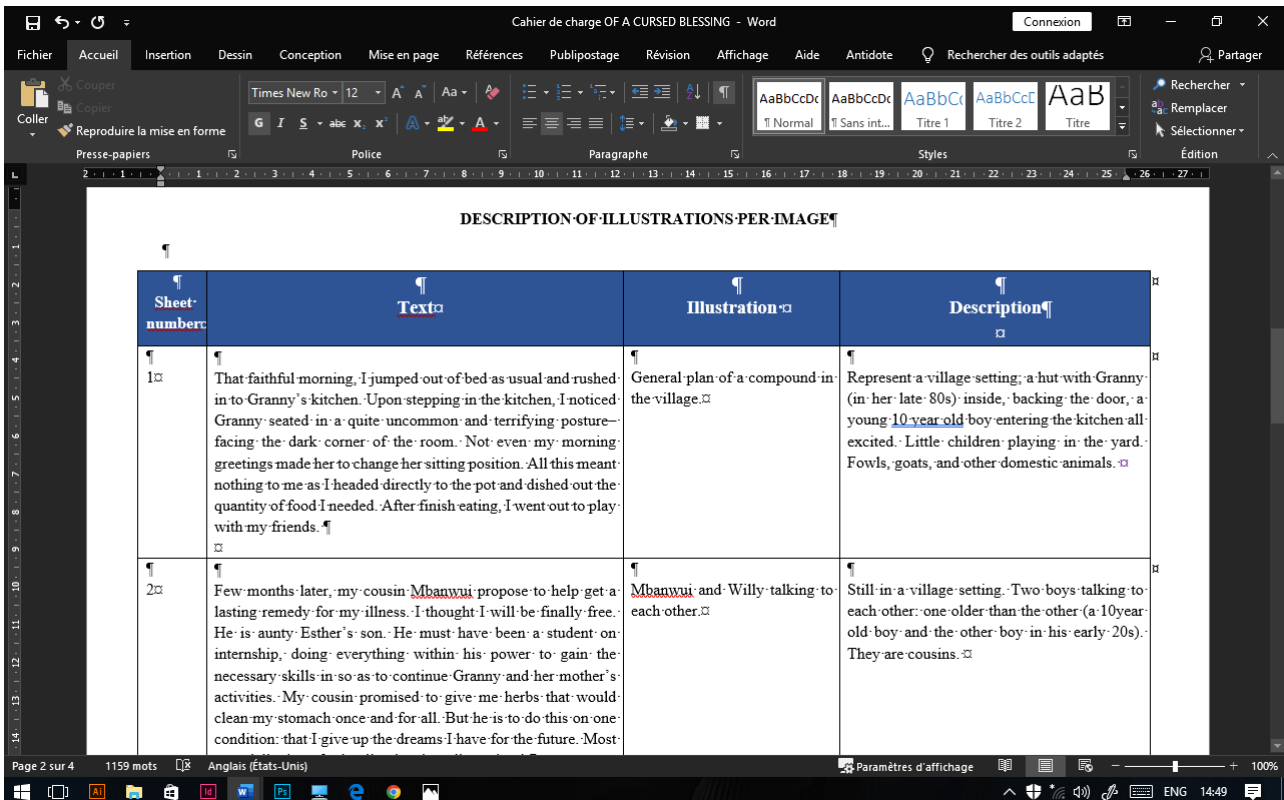
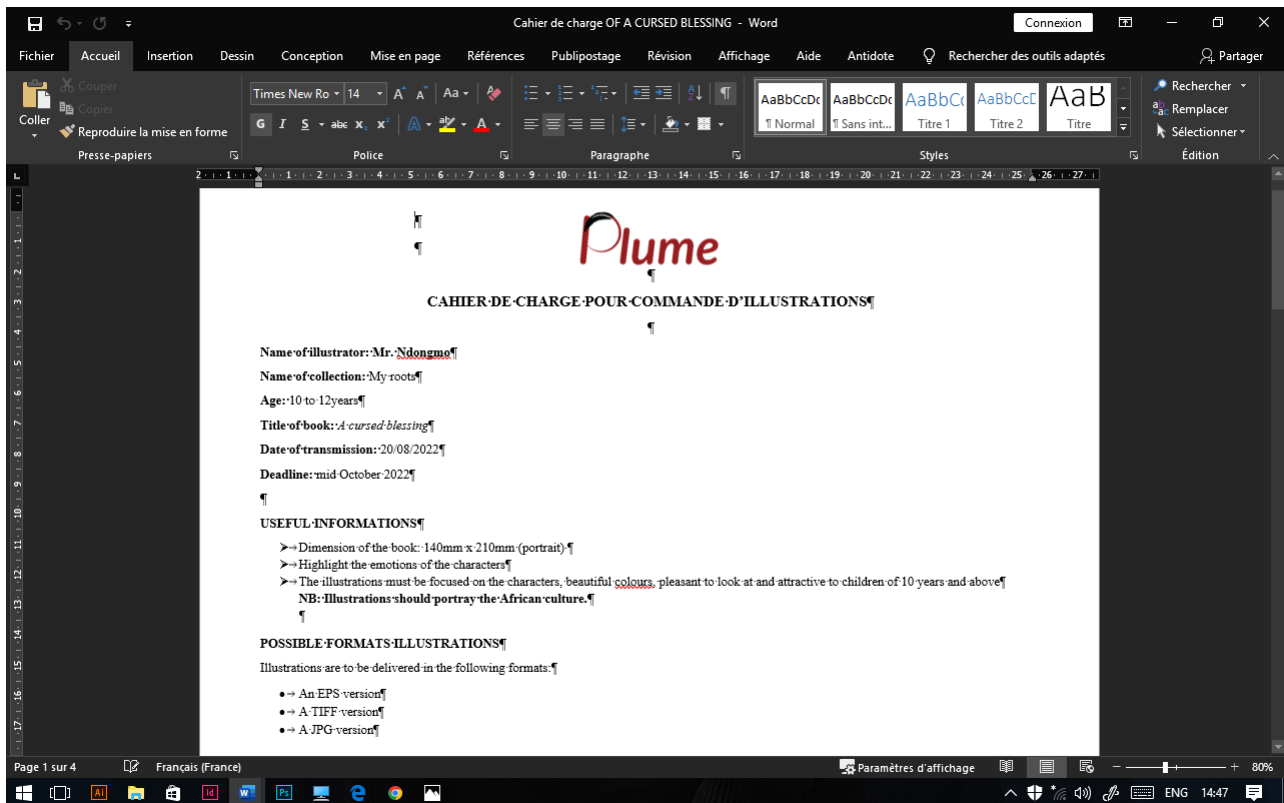
A. At the editorial department



Example of proposed synopsis and educative card

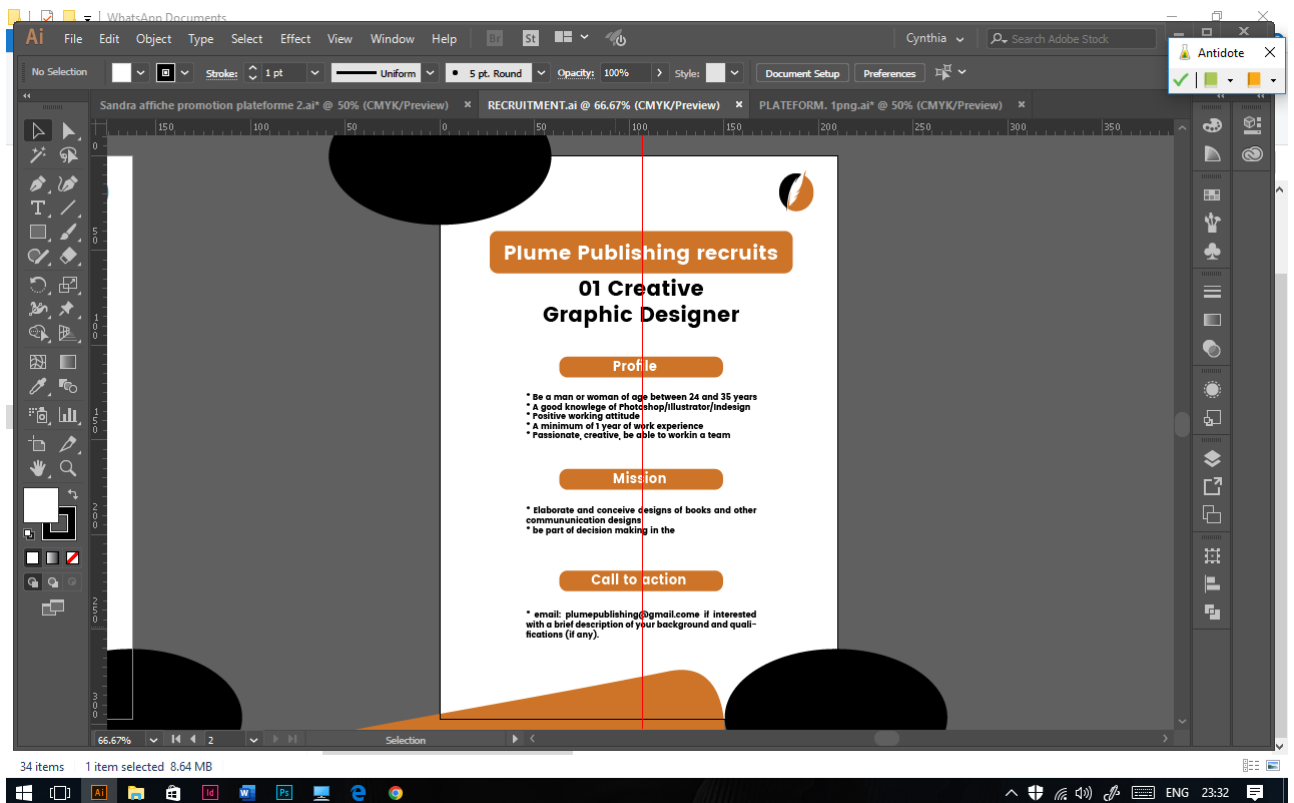
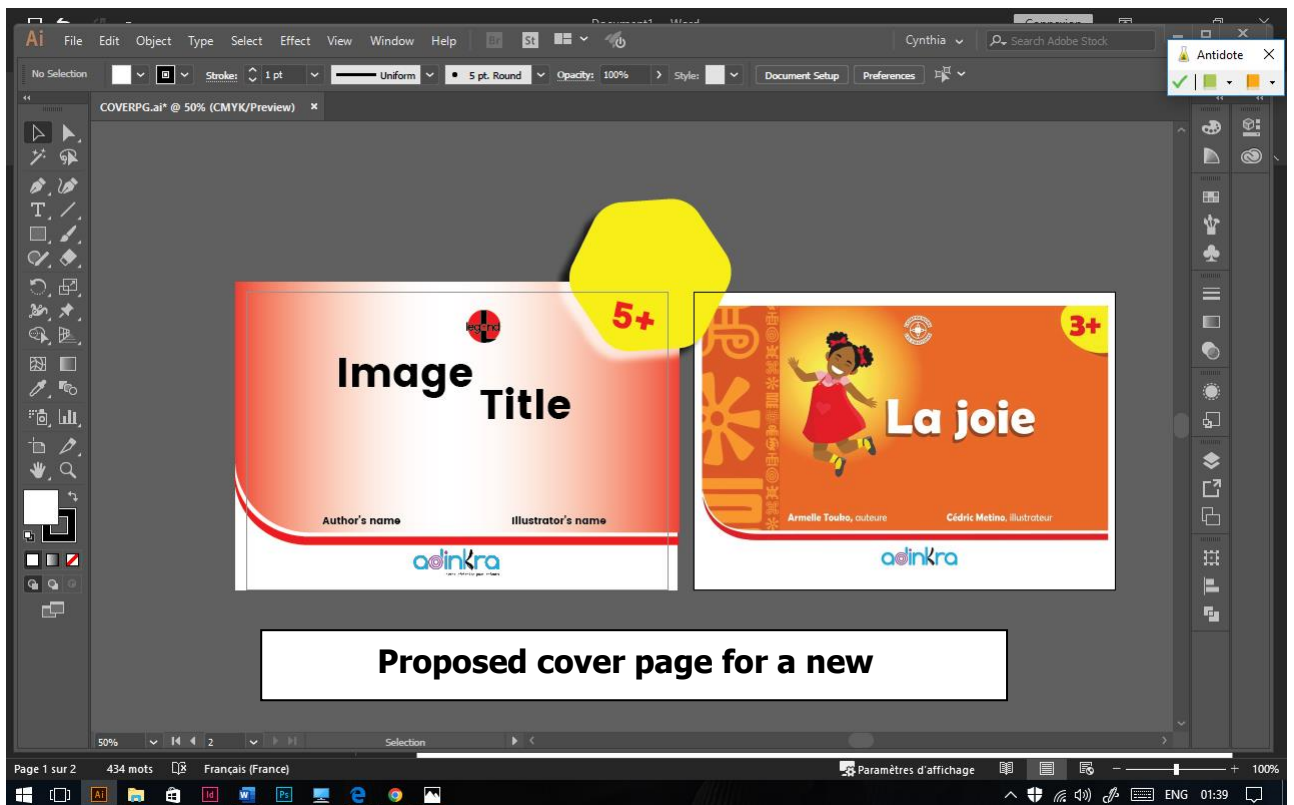


Evaluation form of manuscript



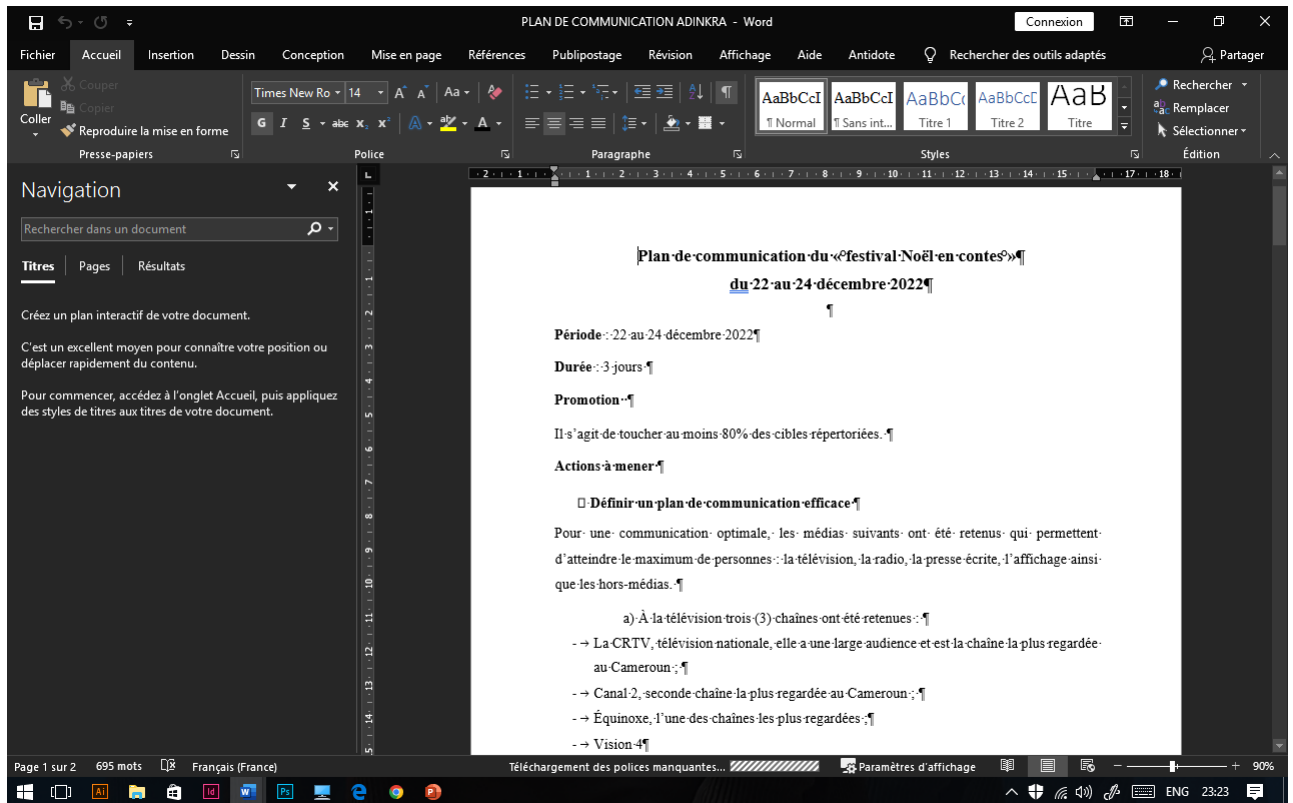
Example of illustrative cut-out done at the editorial department

B. At the graphic design department



Example of a flyer to recruit a graphic designer in Plume publishing

C. At the sales and digital marketing department



Communication plan for "Festival Noël en contes"

MEDIA PLAN FOR THE FESTIVAL NOEL EN CONTES [Mode de compatibilité] - Word

Navigation

Rechercher dans un document

Titres | Pages | Résultats

Créez un plan interactif de votre document.

C'est un excellent moyen pour connaître votre position ou déplacer rapidement du contenu.

Pour commencer, accédez à l'onglet Accueil, puis appliquez des styles de titres aux titres de votre document.

PLAN MEDIA DU "FESTIVAL NOEL EN CONTES" DU 22 AU 24 DECEMBRE 2022

Designation	Passages	Prix unitaires (FCFA)	Prix totaux (FCFA)
Cameroon Tribune	02 communiqués	20.000	40.000
Presse écrite	Le jour	02 communiqués	20.000
Radio	Nkul ongola	Judi (16h10) ou samedi 18h00	20.000
Television	CRTV	Les matinées de la 8h00-9h00	20.000
	Canal 2	Canal matin 7h00-9h00	20.000
	Equinoxe TV	Publi-reportage 20h30	50.000
Hors media	Affiches A1	50	500
	Banderoles de 3m x 0,6m recto-verso	2	40.000
Total:			

Page 1 sur 1 87 mots Français (France)

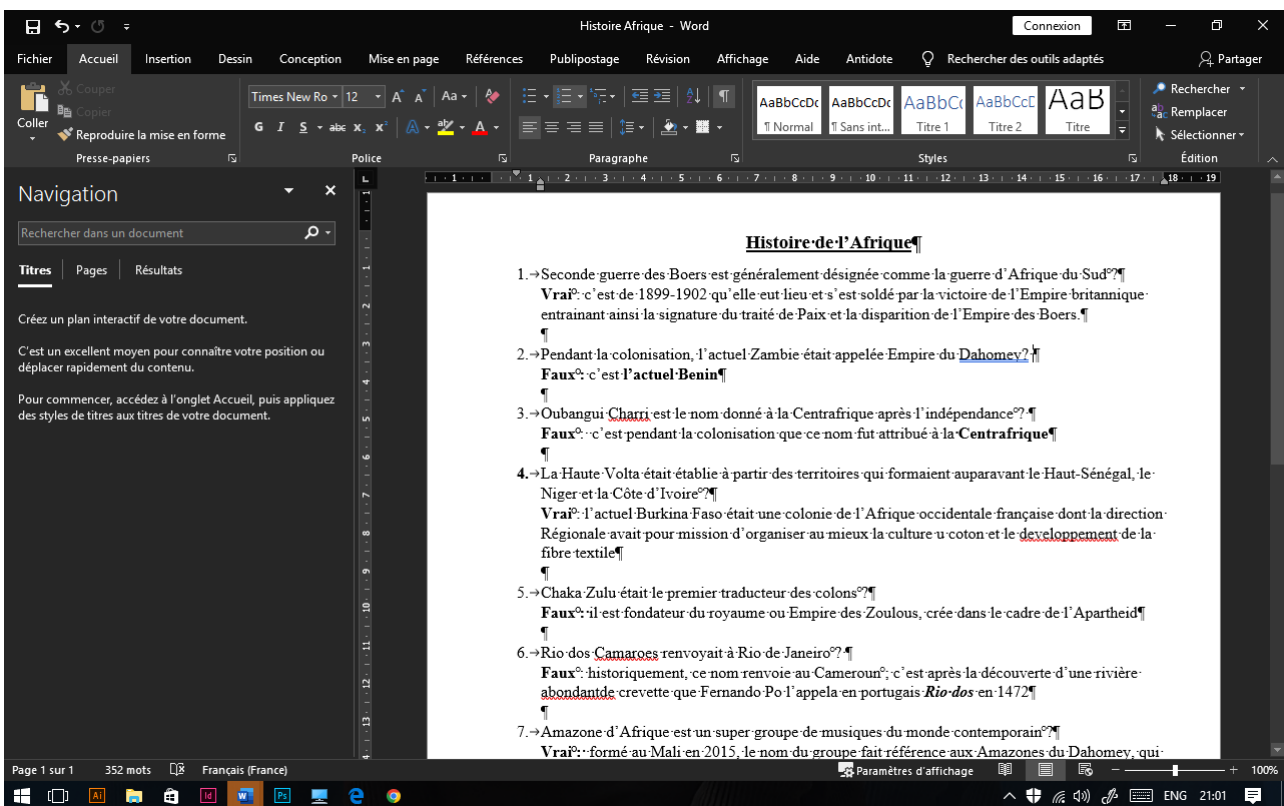
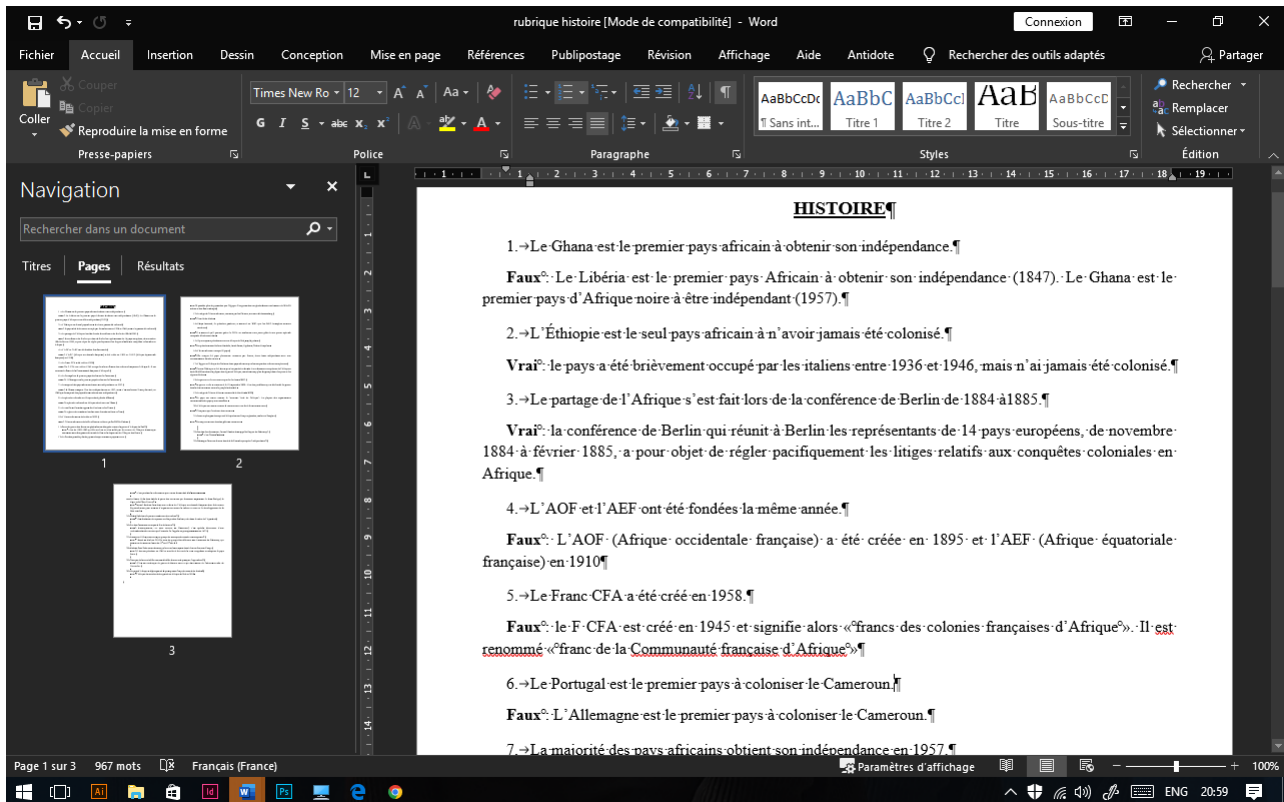


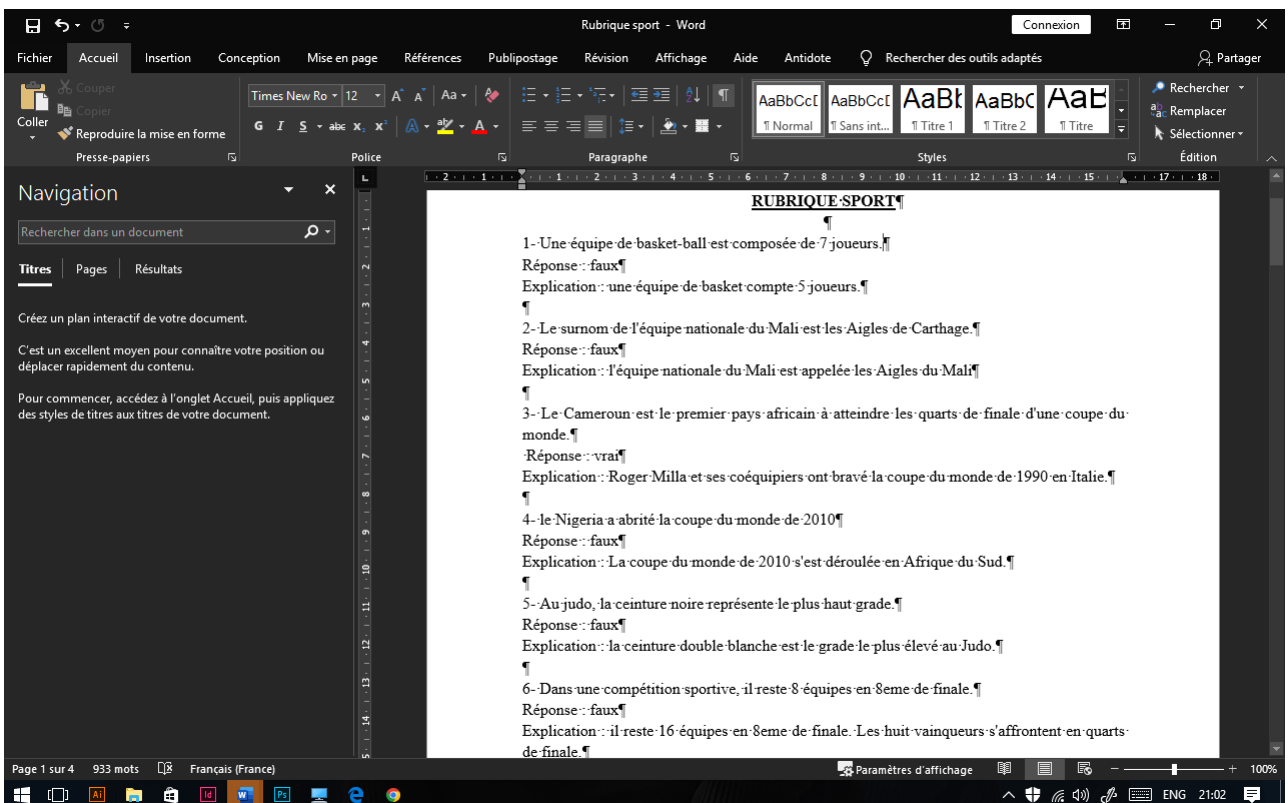
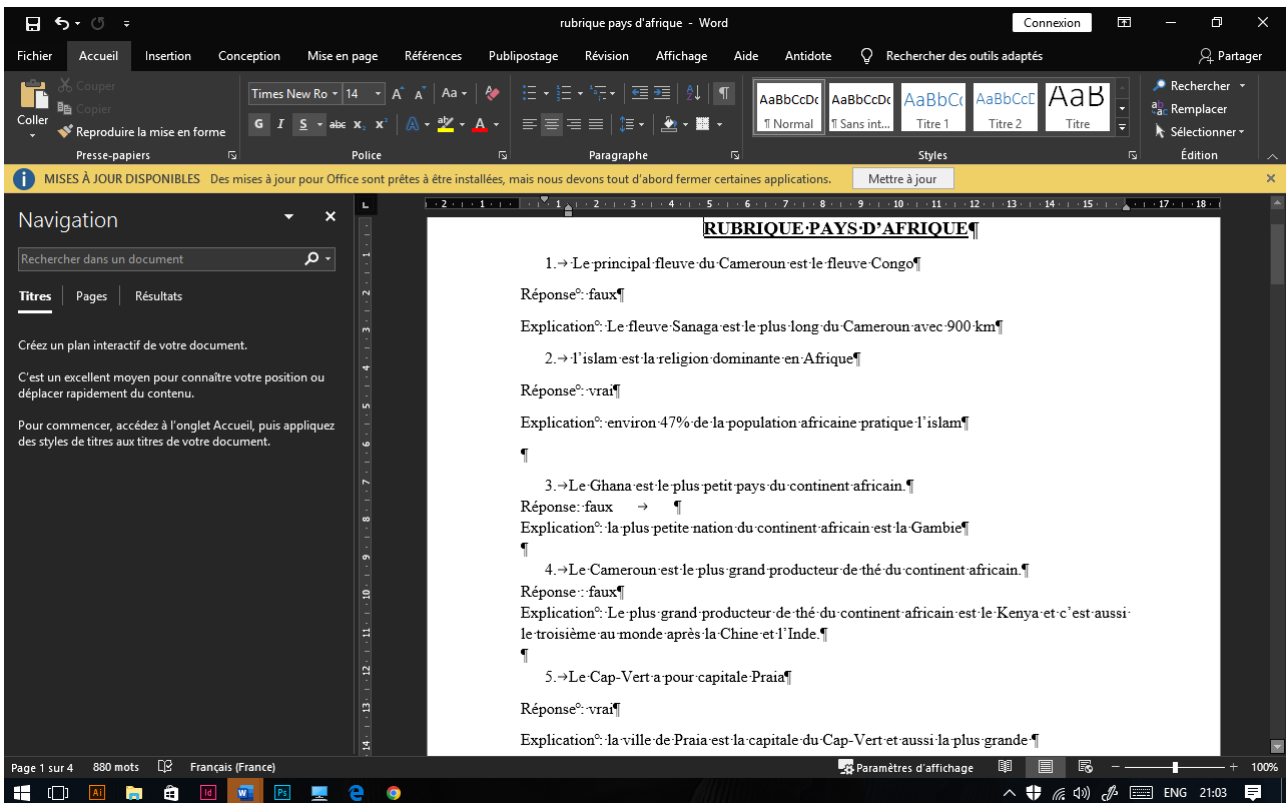
Media plan for "Festival Noël en contes"

Proposed budget for "Festival Noël en contes"

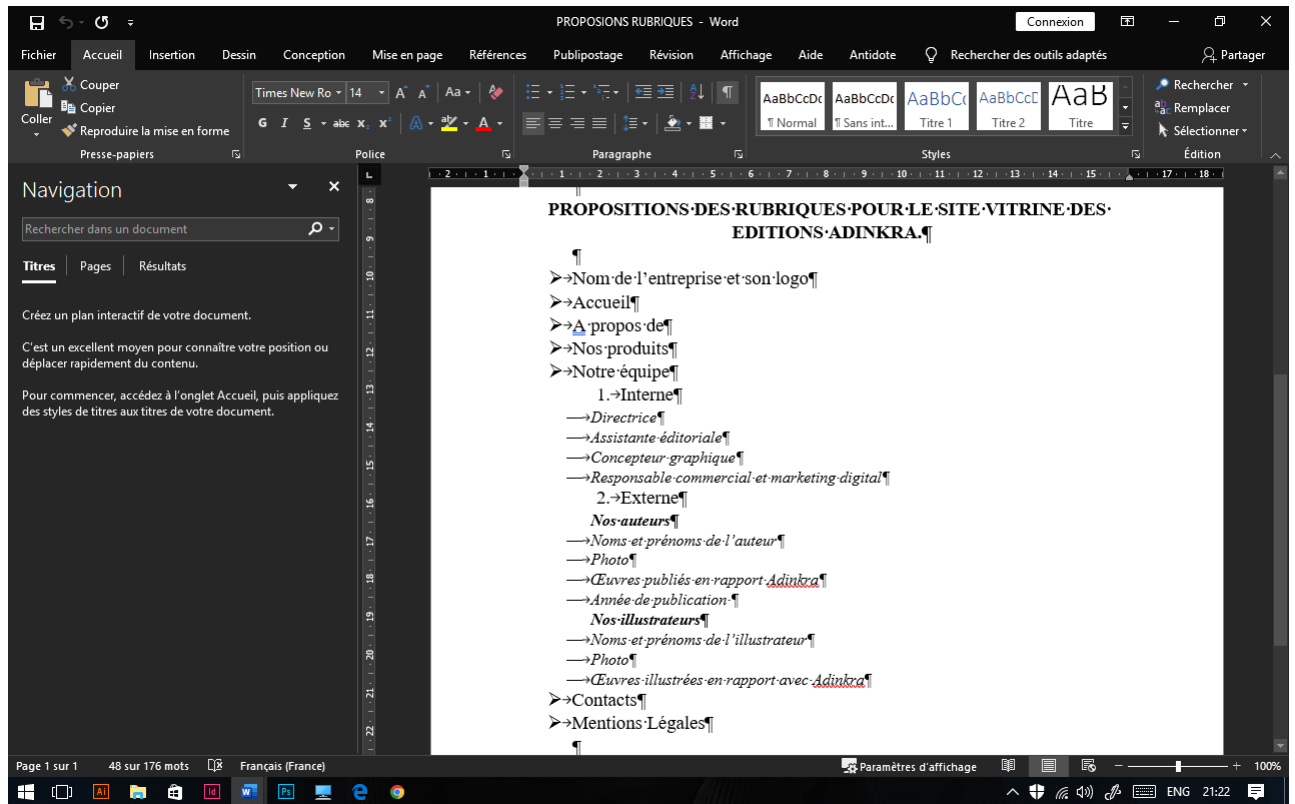
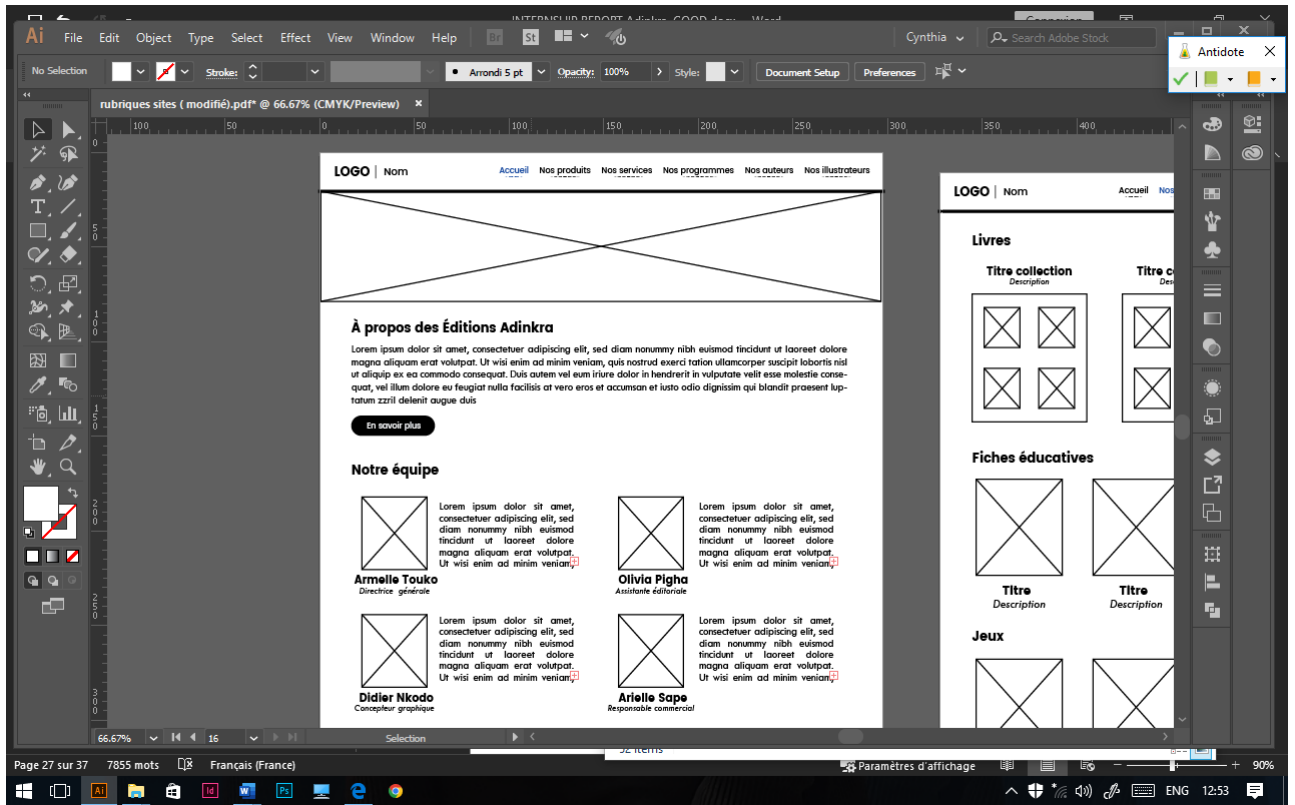
BUDGET DE LA CAMPAGNE DE COMMUNICATION					
MEDIA	DESIGNATION	UNITE	QUANTITE	PRIX UNITAIRE	TOTAL
MEDIAS					
CRTV	Crawl	Journée	1	75,000	75,000
Canal 2	Crawl	Journée	1	40,000	40,000
Equinoxe	Crawl	Journée	1	60,000	60,000
Vision 4	Crawl	Journée	1	60,000	60,000
Radio Nkul Ongola			2	35,000	70,000
Cameroun Tribune	Bandeau horizontal	Numéro	1	91,700	91,700
Internet (Booster les pages Facebook et Instagram)			5	15,000	75,000
Affichage	Banderoles	Pièce	5	125,819	629,095
	T-shirts	Pièce	100	3,500	350,000
TOTAL 1					1,450,795
HORS MEDIA					
Street Marketing	Flyers	Exemplaire	1500	50	75,000
Marketing Direct	Emailing				0
	Newsletters				0
TOTAL 2					75,000
TOTAL 1+2					1,525,795

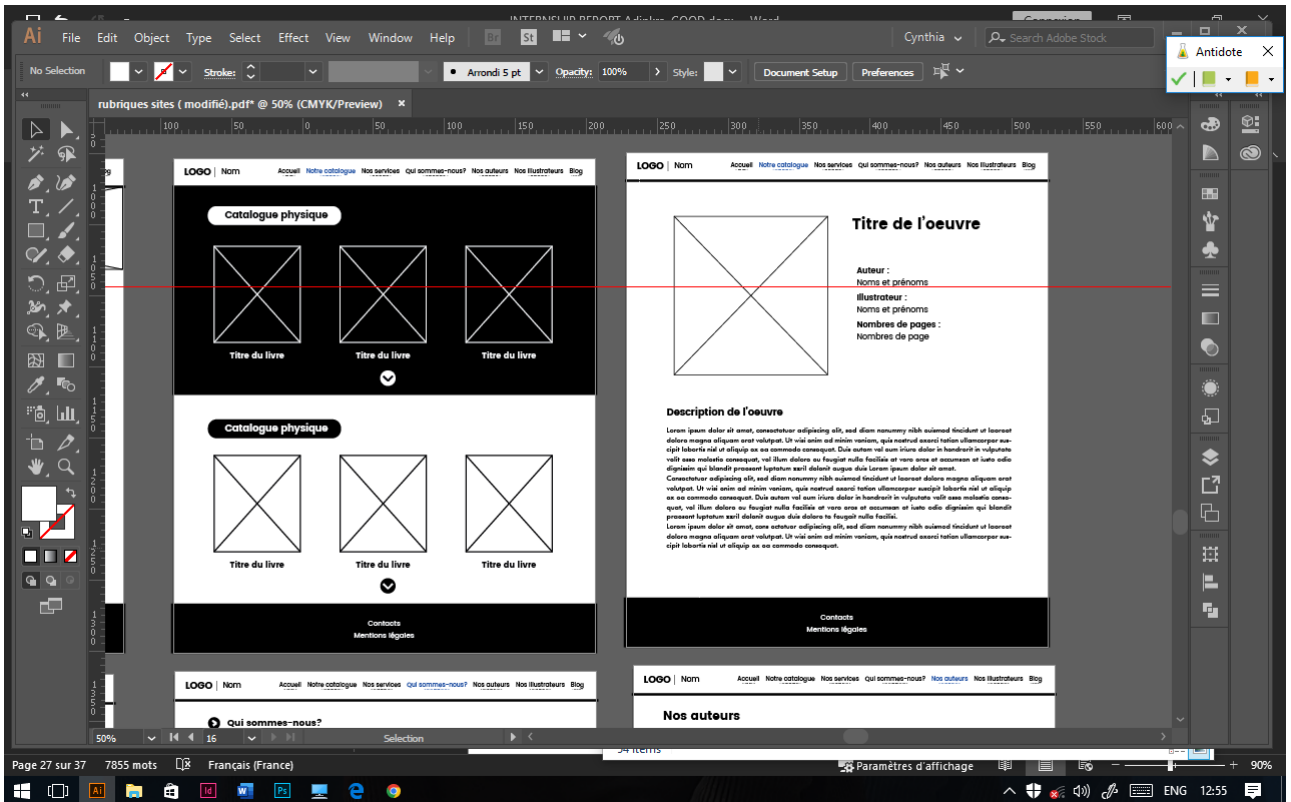
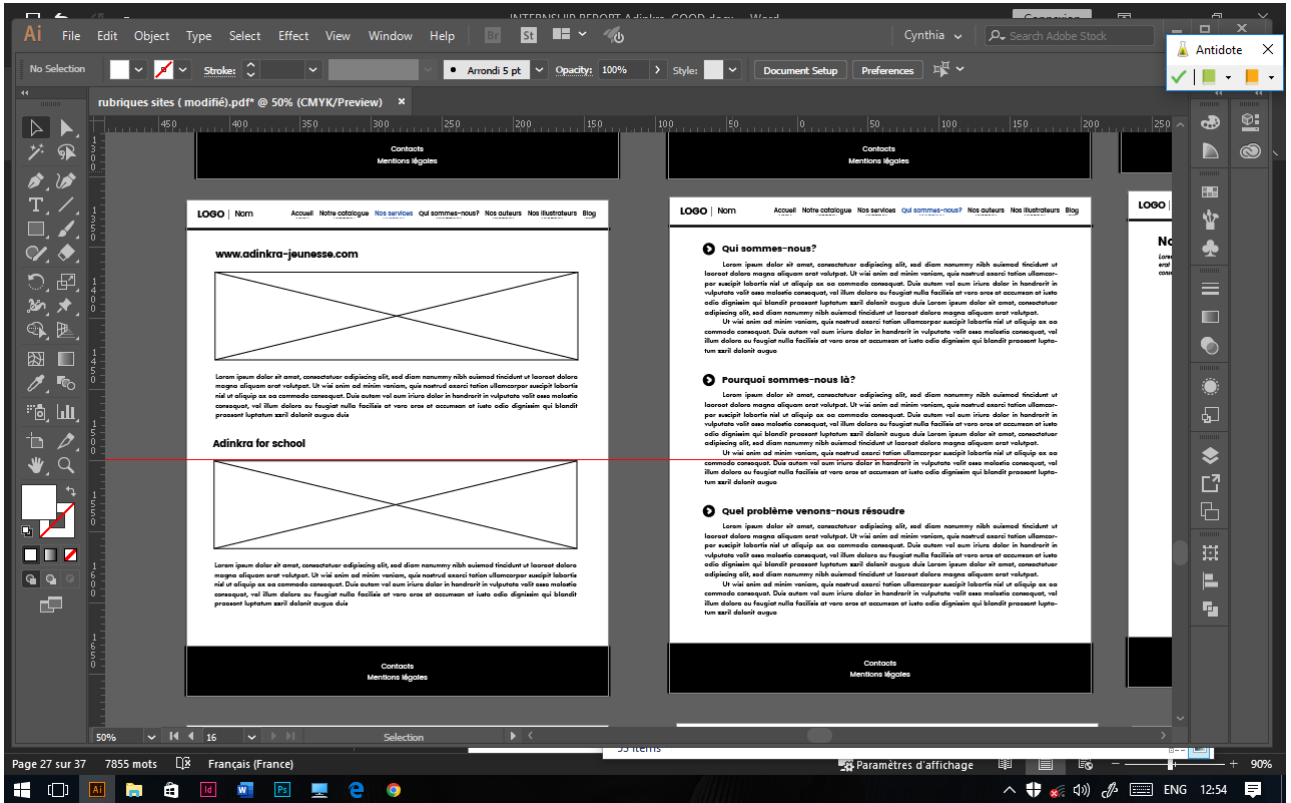
D. Game of cards





E. Showcase website





Chapter IV: Evaluation of internship

I. Professional achievements

This participation internship has been of great benefit to us both at the academic level and professionally:

A. Academic level

This internship allowed us to:

- apply the theory of the editorial activities that we have learned since we entered in ASMAC;
- putting in practice the theory part of certain courses, notably those of production follow-up, manuscript evaluation techniques, conception and realisation of editorial product;
- to acquire the editorial skills that will enable us to carry out effectively and efficiently all the tasks that may be entrusted to us in the publishing house;
- bringing up a communication plan for upcoming events in a publishing enterprise;
- strengthen our knowledge of word processing and page layout software.

B. Professional level

By putting ourselves in the position of a department manager, we were able to master certain values that govern team work in the field, especially; punctuality, assiduity, collaboration, mutual aid, patience, courtesy, respect for the hierarchy and the professional framework, maintenance of hygiene and sharing of skills and know-how. All this contributed to our appropriation of:

- the realities on the field of the publisher's job;
- the problems they face in the Cameroonian context;
- the complexities of the exchanges between publisher-author, publisher-translator, publisher-illustrator;
- the main functions of the marketing and sales manager, graphic design manager for a children's book publishing house;
- the main tasks of a publishing manager in the evaluation and formatting of books in the context of children's books;
- use of word processing and image software;
- correction of text with the use of tracking changes "suivi de modifications" in Microsoft Word and the integration of these corrections into a text after proofreading in Microsoft Word;

II. Difficulties encountered

We had a pleasant internship at the Adinkra publishing company. However, we encountered some difficulties that hindered the achievement of certain tasks among which are;

- the difficulty of the company was first of all in terms of the location of the publishing house- Adinkra which is far away from the center of the city, making it difficult to be located;
- we also found difficulties in translating using exact words without changing the mind of the author. Also had difficulties at the level of translating titles of the stories because they seemed a bit complicated;
- No internet connection so as to facilitate research for the personnel of the company and interns;
- it wasn't easy writing synopsis that was assigned to us without rather doing a summary of the book;
- electricity failure which delayed and disrupted our work;
- there were some days we delayed outside because the company opened late;
- noise pollution by a sport/ceremony hall beside the enterprise;
- bad odour from the packing store that made us uncomfortable.

III. Remarks and suggestions

A. Remarks

The following aspects particularly marked our stay at Adinkra publishing:

- the qualification, professionalism, team spirit and dynamism of the permanent staff;
- the bilingualism of the company's publications (English and French languages);
- the involvement of the entire team in decision-making;
- originality of their illustrations;
- the good supervision of interns and the regular follow-up of end-of-course projects.
- the love of the job they do on a daily basis;
- good atmosphere and mutual respect between the personnel and interns;
- the presence of the company online;
- the lack of sufficient human resource;

B. Suggestions

Perfection is not of this world, and no matter how much a human work is appreciated, it remains and always will remain imperfect. This is why any evaluation of a human work always requires a reconsideration; the idea being to make it perfectible. In view of all the difficulties encountered throughout our internship, we proposed solutions to improve the services and the smooth running of the publishing house:

- As mentioned above, Adinkra is located in the Mfoundi Division, Nsam opposite Sofavinc. If it is true that it is still in the city center of Yaoundé, the fact remains that this location is quite far from the university areas of Yaoundé I and II. This remoteness from the university environment makes it difficult for students, whose income remain relatively low, to frequent the company;
- The company should provide internet connection in its premise so as to enable its personnel and interns to be able to do research;
- To give interns the opportunity to constantly go out into the field to experience the realities of selling products in the various outlets of the structure;

CONCLUSION

At the end of our three months internship at Adinkra publishing, we are satisfied that it was fruitful and we have acquired new professional skills. It was beneficial for both the company and for us the interns. During these three months, we had the opportunity to carry out concrete works in the field of children's books; such as the evaluation and processing of manuscripts, translation of texts, cover pages and book models, the commissioning of illustrations, amongst others. We were pleased to realise that we contributed effectively and efficiently to the functioning of the enterprise. As far as we are concerned, we have deepened our knowledge of proofreading and editing. Through the personnel of the company, we got a glimpse of the job we want to do. At the end of this internship, we made some remarks and suggestions, some of which were received with great attention. We think that these suggestions would be of considerable help for a better functioning and they could constitute a tool for improving performance of the services of Adinkra.

SOURCES

- Pitch dek Adinkra;
- Facebook-éditions Adinkra;
- Prix ifc-Adinkra;
- Fiatope adinkra ;
- Deepl google translation app 2022 ;
- www.adinkra-jeunesse.com.

ANNEXES

- Monthly programming of interns for three (03) months.
- Certificate of completion of internship at Adinkra publishing house.

I. Internship program

PROGRAMMATION MENSUELLE ET ROTATIVE DES STAGIAIRES

Périodes	Service éditorial	Service de montage et conception graphique	Service marketing et commercial	Suivi des projets de fin de formation
Du 11 au 15 juillet 2022	Toutes les stagiaires	/	/	Orientation, traitement des contenus et relecture-correction
Du 18 au 22 juillet 2022	ANALANG France TAMFU Meliva	WAMBA Cynthia Sandra EGBE	ABA'A AKOAS Céline	
Du 25 au 29 juillet 2022	ABA'A AKOAS Céline WAMBA Cynthia	TAMFU Meliva ANALANG France	Sandra EGBE	
Du 1 ^{er} au 05 août 2022	Sandra EGBE ANALANG France	ABA'A AKOAS Céline WAMBA Cynthia	TAMFU Meliva	
Du 08 au 12 août 2022	ABA'A AKOAS Céline WAMBA Cynthia	Sandra EGBE TAMFU Meliva	ANALANG France	Mise en page et montage des livres
Du 15 au 19 août 2022	Sandra EGBE TAMFU Meliva	ABA'A AKOAS Céline ANALANG France	WAMBA Cynthia	
Du 22 au 26 août 2022	ANALANG France WAMBA Cynthia	TAMFU Meliva Sandra EGBE	ABA'A AKOAS Céline	
Du 29 au 03 septembre 2022	ABA'A AKOAS Céline TAMFU Meliva	ANALANG France WAMBA Cynthia	Sandra EGBE	
Du 06 au 10 septembre 2022	ANALANG France WAMBA Cynthia	ABA'A AKOAS Céline Sandra EGBE	TAMFU Meliva	Finalisation et vérification des projets
Du 13 au 18 septembre 2022	Sandra EGBE ABA'A AKOAS Céline	TAMFU Meliva WAMBA Cynthia	ANALANG France	
Du 21 au 25 septembre 2022	TAMFU Meliva Sandra EGBE	ANALANG France ABA'A AKOAS Céline	WAMBA Cynthia	
Du 28 au 1 ^{er} Octobre 2022	Toutes les stagiaires	/	/	

II. Internship completion certificate at Adinkra publishing house