



Daffodil
International
University

Internship Report

On

An Analysis of employee relations, and engagement techniques of Taiba traders & Manufacturing Company

Submitted To

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Submission Date

LETTER OF TRANSMITTAL

Md. Alamgir Hossan
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Subject: Submission of Internship Report On An Analysis of employee relations, and engagement techniques of Taiba traders & Manufacturing Company.

Dear Sir,

With due respect and immense gratification, I am submitting my internship report which is a partial requirement of my BBA program. The report is largely based on **An Analysis of employee relations and engagement techniques of Taiba traders & Manufacturing Company.**

It is really an enormous prospect for me to gather all the inevitable information and grasp the subject matter in an appropriate and authentic source to make this report viable. I have found the study is quite attention-grabbing, beneficial & insightful. It will be a great achievement for me if you kindly go through the report to ascertain the fruitfulness of it. I hope you will consider the mistakes that may take place in the report in spite of my best.

Sincerely Yours,



.....

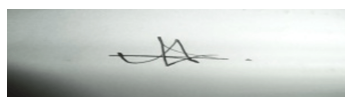
Rifat Ahamed Siam
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Certificate of Supervisor

This is to ratify that Rifat Ahamed Siam, ID: 211-11-6652 a student of the Department of Business Administration of Daffodil International University has completed his internship report titled **An Analysis of employee relations and engagement techniques of Taiba Traders & Manufacturing Company**. under my supervision and direction.

His internship placement was at the Office HR Department, Taiba traders & Manufacturing Company, in Rajbari Sadar, Highway, Rajbari. I am pleased to state that he has gone through all the necessary and required steps to accomplish the report and the report contains all the data, information, analysis and findings from authentic sources. As a result, the report seems to have completed on a successful note.

I wish him every success in life.



.....
Md. Alamgir Hossan
Assistant Professor
Department of Business Administration
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Daffodil International University

Student's Declaration

I, Rifat Ahamed Siam, hereby announce that the following internship report titled **An Analysis of employee relations and engagement techniques of Taiba traders & Manufacturing Company.** is solely prepared by me right after the completion of my internship at the HR Department Office, Taiba traders & Manufacturing Company, in Rajbari Sadar, Highway. Under the supervision of **Md Alamgir Hossan, Assistant Professor, Department of Business Administration, Daffodil International University.**

I ensure that the report has been prepared in consideration of the fulfilment of my academic requirement and not for any other intention although the concerned parties may find it useful for the improvement of HR policies.



.....

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ACKNOWLEDGEMENT

First of all, I wish to express my gratitude to the Almighty ALLAH and my parents for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time.

I am deeply indebted to my Faculty Advisor Md. Alamgir Hossan, Assistant Professor, Daffodil International University for his whole-hearted supervision during my organizational attachment period. I am also grateful to Uttam Dey, HR & Compliance Manager as my organizational supervisor. Really, it wouldn't be possible to prepare this report up to this mark without their guidance.

This has been an incredible period of time for me to work on this report titled **An Analysis of employee relations and engagement techniques of Taiba traders & Manufacturing Company**.

My gratitude goes to the entire Business Administration Department, of Daffodil International University for arranging an Internship Program that facilitates the integration of theoretical knowledge with a real life situation. Moreover, I would also like to express my gratitude to my Taiba traders & Manufacturing Company. Fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things.

Executive Summary

Employee relations and engagement all comes down to how a person feels about his work environment and co-workers. By obtaining a satisfied workforce can a company truly move forward is this emerging market filled with competitors. The words employee engagement and relations refer to the whole workforces connection to the employer that builds strong bonds between both parties. Maintaining these relations are the core of employee engagement. This report is based on the internship program, which a mandatory requirement for the Bachelor of Business Administration at Daffodil International University. The internship report is fabricated as “Analysis of employee relations and engagement techniques of Taiba traders & Manufacturing Company”. The report elaborates the employee relations and engagement techniques at Taiba traders & Manufacturing Company. The report is divided into five chapters. The first chapter explains the reports introductory part which includes the introduction, Literature review, Background, Study Scope, Conceptual framework, Reports origin, Study objectives, methodology, limitations of the study of Taiba Traders & Manufacturing Company. The second chapter Company Profile consists of Overview, Mission & Vision, company details, total manpower, Products and services, organogram, future plans. The third chapter contains theoretical issues of employee relations & engagement techniques. Chapter four consists of an analysis, swot analysis and findings of Taiba Traders & Manufacturing Company. Chapter five provide the recommendations and conclusion. The paper contains several interesting results about the determinants of employee relations and engagement techniques. To reach anticipated goals of a organization the only mechanism is the employees of that organization itself. So getting mind blowing results require stable employee relations and dignified employee engagement.

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(03) List of Abbreviations

Serial No.	Topic	Elaborations
1	HR	Human Resource
2	HRM	Human Resource Management
3	BBA	Bachelor of Business Administration
4	SWOT	Strengths, Weakness, Opportunities, Threats
5	TT&MC	Taiba Traders & Manufacturing Company

Chapter : 01

Introduction

1.1 Introduction

The success of any multinational or corporation is often dependent on the employees of the firm. Therefore, In order to gain a market advantage in any circumstances the need for proper employee engagement and maintaining friendly relations among employees is crucial. It benefits the company as well as the employees. The company gets dedicated and hardworking employees on the other hand the employees gain benefits and respect on behalf of the company. To keep employees satisfied and dedicated every company has to develop some benefits that are distinct them from other firms, this increases the chances attracting talent.

This report provides an overview of my internship experience at Taiba Traders & Manufacturing Company, where I worked within the Human Resources department. Taiba Traders is a leading, independently owned company specializing in the manufacture of detergents and ancillary cleaning products for industries such as Janitorial, Sanitary , Medical, and Leisure such as Detergent powder, Liquid hand sanitizer, Glass and Floor cleaner etc. .They also manufacture household products such as packet rice, Soya bean oil , Mustard oil etc. Throughout my internship, I focused on analyzing the company's employee relations and engagement practices, observing how these practices impact employee satisfaction, productivity, and overall workplace morale. My role involved assisting in various HR activities, gathering data through employee feedback, and exploring engagement strategies implemented by the organization. The insights gained during my internship offered me a practical understanding of how effective employee relations and engagement strategies contribute to a positive organizational culture, directly impacting both employee retention and organizational performance. Without the presence of proper employee relations policies and engagement techniques, no organization can hope to exist or move forward as a unified force. So, in order to gain organizational goals and move forward to newer heights the development of employee relations and engagement techniques are a must for any organization out there. This report outlines my findings and offers recommendations for further enhancing the company's employee relations and engagement initiatives. This report is the result of my three-month job at Taiba Traders Manufacturing Company in Rajbari. The customer base of our company is growing rapidly since we are the first company to produce both sanitary and daily household products at our district Rajbari, with

delivery services within anywhere in the city by thirty minutes. Since we are only three years and half old as a company, it was very challenging and worthwhile working for them. It was a tremendous experience to work there as their HR intern. Since our company is relatively new compared with the already existing domestic as well as international companies, we are trying our level best to reach out to our possible consumers and already existing ones. Due to these factors in play our internship was much harder and also very knowledgeable.

1.2 Literature Review

Employee relations and engagement have been extensively studied in the field of Human Resource Management (HRM), as they play a crucial role in enhancing organizational performance and employee satisfaction. This literature review explores key concepts, theories, and previous research findings relevant to the analysis conducted during my internship at Taiba Traders Manufacturing Company. Employee relations refer to the relationship between employers and employees, encompassing communication, conflict resolution, and the overall work environment. According to Kahn (1990), positive employee relations contribute to psychological safety, allowing employees to express their thoughts and concerns openly. This fosters trust and collaboration, which are vital for a productive workplace. Gomez-Mejia et al. (2016) emphasize that effective employee relations strategies can reduce workplace conflicts and enhance job satisfaction. Organizations that prioritize transparent communication and fair treatment are more likely to experience lower turnover rates and higher levels of employee engagement. Employee engagement is defined as the level of commitment and involvement an employee has towards their organization and its values. Saks (2006) identifies three key dimensions of engagement: emotional, cognitive, and physical. Engaged employees are not only motivated but also actively contribute to their organization's success. Research by Gallup (2020) highlights the importance of employee engagement, noting that organizations with highly engaged employees outperform their competitors in productivity, profitability, and customer satisfaction. Engaged employees are more likely to go above and beyond in their roles, demonstrating greater initiative and creativity.

Various techniques have been proposed to enhance employee engagement. Maslach and Leiter (2016) suggest that recognition programs, professional development opportunities, and work-life balance initiatives significantly impact engagement levels. These practices help employees feel valued and invested in their roles, fostering a sense of belonging and loyalty to the organization. Bakker and Demerouti (2008) introduced the Job Demands-Resources (JD-R) model, which highlights the balance between job demands and resources as a critical factor in employee engagement. Providing employees with the necessary resources—such as training, support, and recognition—can mitigate job-related stressors, leading to higher engagement and well-being. Despite the benefits of effective employee relations and engagement strategies, challenges persist. Truss et al. (2013) note that factors such as organizational culture, leadership styles, and external economic pressures can hinder the implementation of these practices. Additionally, the rapid changes in the workplace, including remote work and technological advancements, pose new challenges for maintaining employee engagement and positive relations. Gallup's State of the Global Workforce Report 2023 has concluded that 23% of employees are only engaged at work, conclusively the highest ever recorded. This indicates the need to incorporate employee engagement solutions into the organization to drive growth. Apparently, an employee engagement survey by Gallup has revealed that an engaged employee can show improvement of productivity by 14%, a 10% increase in customer ratings and increase in profitability by 23%. Lastly, an improvement in organizational participation by 13%. In addition, according to the employee engagement statistics, 71% of executive managers regard employee engagement as a critical factor for a company's success. However, building a successful employee engagement program requires building the foundation with the best books. Some leaders have already discovered such tactics in books. Therefore, this article aims to deliver the must-read titles on employee engagement with reviews from business founders and managers who have picked them for this list.

1.3 Background

This internship report is based on my experience at Taiba Traders Manufacturing Limited, where I worked in the Human Resources department. Taiba Traders is an established, independently owned company specializing in the production of high-quality detergents and ancillary cleaning products. These products serve key sectors including the Janitorial, Catering, Medical, and Leisure industries, where consistent product quality and reliability are essential. As the company continues to expand its operations and workforce, the need for a strong foundation in employee relations and effective engagement techniques has become increasingly important. Recognizing that a motivated and engaged workforce directly impacts productivity, retention, and customer satisfaction, Taiba Traders prioritizes its human resource practices to foster a supportive workplace. The focus of my internship was to analyze the company's existing employee relations policies and engagement techniques, examining their impact on workplace culture and employee satisfaction. By observing these practices firsthand, I gained valuable insights into how they are implemented to strengthen relationships, increase motivation, and create a positive work environment. This background research provided a foundation for understanding the role of employee relations and engagement in the context of a manufacturing company, guiding my analysis and recommendations for potential enhancements.

1.4 Study Scope

The scope of this internship report is centered on analyzing employee relations and engagement practices within Taiba Traders Manufacturing Limited's Human Resources department. The research focuses on the following areas:

Employee Relations Practices: This includes an examination of existing policies, communication methods, conflict resolution strategies, and the general approach to maintaining positive relations between employees and management.

Employee Engagement Techniques: The study reviews engagement initiatives, such as recognition programs, training and development opportunities, team-building events, and feedback mechanisms aimed at enhancing employee satisfaction and motivation.

Impact on Organizational Performance: The analysis also explores how effective employee relations and engagement contribute to overall productivity, workforce morale, and retention within the organization.

1.5 Report's Origin

This report was prepared as part of the requirements of my internship with Taiba Traders Manufacturing Limited. The focus of this report—analyzing employee relations and engagement techniques—was determined in alignment with the Human Resources department's objectives to continually improve employee satisfaction and performance. Given the company's growth and its dedication to high standards, this focus area was identified as essential to support Taiba Traders' operational goals and long-term workforce retention. Through this report, I aim to document the findings and experiences from my internship period, providing insights into the company's existing employee engagement practices and offering recommendations for enhancing these initiatives. The report serves to fulfill academic requirements while contributing to the understanding of HR practices within a manufacturing setting.

1.6 Study Objectives

Broad Objective:

The objective of this study is to analyze the employee relations and engagement practices at Taiba Traders Manufacturing Limited. This analysis focuses on understanding how current HR strategies contribute to employee satisfaction, productivity, and workplace morale.

Specific objectives:

1. To understand about employee relations and engagement practices at Taiba Traders Manufacturing Company.
2. To analyze employee relations and engagement practices at Taiba Traders Manufacturing Company.
3. To provide some recommendations based on findings.

1.7 Significance of Study

The study on employee relations and engagement practices at Taiba Traders Manufacturing Limited holds significant value for both the company and the broader field of Human Resources. For Taiba Traders, the insights gained from this analysis offer a clearer understanding of how existing HR practices influence employee satisfaction, productivity, and retention—factors crucial for maintaining a competitive, motivated workforce in the manufacturing industry.

Enhancing Organizational Culture: By evaluating the impact of engagement strategies, this study provides the company with data-driven recommendations to enhance its workplace culture. A positive culture not only boosts morale but also leads to greater productivity and improved employee retention rates.

Guiding HR Strategy Development: The findings support Taiba Traders' Human Resources team by identifying strengths and areas for improvement in employee relations and engagement. This will aid HR in refining strategies and introducing initiatives that align with the company's growth goals.

Contributing to Employee Well-being: Fostering employee engagement and positive relations contributes to the overall well-being of employees. When employees feel recognized and valued, they are more likely to experience job satisfaction and maintain a healthy work-life balance.

Building HR Knowledge in the Manufacturing Sector: This study also provides valuable insights into the role of HR practices within a manufacturing context, highlighting the importance of engagement and relations even in sectors where operational efficiency is paramount.

1.8 Methodology of the Study

A healthy work place is not limited to only neatness and clean environment. It also includes being respectful to every employee, no matter the post or position. In order to create such environment in a workplace, engagement among coworkers and maintaining friendly relations is crucial. This study employed a qualitative research design, focusing on the collection and analysis of non-numerical data to gain insights into employee relations and engagement practices. The qualitative approach allowed for a deeper understanding of the subjective experiences and perspectives of employees and management. The study results section shows the

use of ----- questions designed to receive valid answers from all representatives, who were asked to rate their level of agreement with each statement using Likert scale technique with five options: neutral, strongly disagree, agree, disagree, and strongly disagree.

Population

The people on whom this study was conducted were all employees at Taiba Traders & Manufacturing Company, specially those who were part of the HR Department. This includes employees who have a real-life work experience, people who were part of internal meetings, employee policy development etc. People who work at Taiba Traders & Manufacturing Company were in the target demography, and available number of people were chosen at random from a group of 34.

Sampling Technique:

For this study, a simple random sampling technique was used to select the participants. Simple random sampling is a probability sampling method where every individual in the population has an equal chance of being selected for the sample. This method ensures that the selection process is unbiased and that each member of population has the same probability of being included in the study.

Sample Size:

The sample is made up of 20 people chosen at random from a company of 34 people. The researcher has to draw conclusions about the whole workforce of the company based on these 20 people. The goal of this study is to wrap current employees of Taiba Traders & Manufacturing Company. There were about 34 employees at the branch office as a whole. 20 people were precisely chosen from the office.

Data Analysis Tools:

There is a full summary of Taiba Traders & Manufacturing Company and employee relations and engagement techniques made from both first-hand and second-hand sources. Analysis of both words and numbers were used to conduct this study. When

standardizing numeric questions, scaling up was completed. Computer apps like Microsoft Excel, Microsoft Word and Keynote were used for conducting the study.

Data collection Sources-

a) Primary Data

The internship report has been created using primary data obtained through direct interaction, it includes engaging in discussion with

- Questionnaire survey
- Practical work experience
- Observation
- Employees
- HR personnel Discussion

b) Secondary Data

Data have been collected from published materials, like:

- Books
- Journal
- Annual Report
- Articles

1.9 Report Prepare & Procedural Time

The preparation of this report was structured around my internship timeline at Taiba Traders Manufacturing Limited. Below is a summary of the key activities and the procedural time involved in each phase of the report preparation:

Internship Duration

Start Date: 1st August 2024

End Date: 31 October 2024

Total Duration: 3 months

1.10 Limitations of the Study

While this study provides valuable insights into employee relations and engagement techniques at Taiba Traders Manufacturing Company, several limitations must be acknowledged:

- The feedback collected through interviews and surveys was limited to a small group of employees and HR personnel. This may not represent the entire workforce's perspectives and experiences, potentially skewing the findings.
- Time Constraints: The duration of the internship was relatively short, restricting the ability to conduct extensive longitudinal studies or repeated assessments of employee engagement and relations over time. The findings reflect a snapshot of practices during this specific period.
- Subjectivity of Data: The qualitative nature of the data collected through interviews and observations may introduce bias based on personal perceptions and experiences. While efforts were made to ensure objectivity, individual interpretations of employee relations and engagement can vary significantly.
- Limited Access to Documentation: Some internal documents or reports that could have provided further context to employee engagement practices were not accessible during the internship. This limited the depth of the analysis concerning historical trends or past initiatives.
- External Influences: The study was conducted in a dynamic environment influenced by external factors such as market conditions and industry trends. These external variables could impact employee morale and engagement, but were not directly addressed in this research.
- Focus on Human Resources: While the study concentrated on HR practices, it did not consider how other departments or organizational changes might affect employee relations and engagement. A more holistic approach might have provided a broader understanding of the factors influencing these areas.

Chapter : 02

Organizational Overview

2.1 Overview of Taiba Traders & Manufacturing Company

Taiba Traders Manufacturing Company is an independently owned company that specializes in the manufacturing of detergents and ancillary cleaning products. The company was founded on January 23rd, 2021. Established with commitment to quality and innovation, the company serves various sectors, including Janitorial, Catering, Medical, and Leisure industries. The company is fully licensed on every product they make. They have license for producing synthetic detergent powder, liquid dish wash, extracting mustard oil, liquid hand wash, liquid toilet cleaner, dishwashing bar. They have certification from BSTI on all products which are manufactured. The company also possesses the environmental No Objection Letter received from the Rajbari Municipal office. With a robust production facility and a dedicated team, Taiba Traders aims to meet the diverse needs of its clients by providing effective cleaning solutions that adhere to industry standards.

2.2 Company Mission and Vision

Taiba Traders is driven by a mission to deliver high-quality cleaning products that promote hygiene and safety in workplaces and public spaces. The company's vision is to become a leading manufacturer in the cleaning products industry, recognized for its commitment to quality, sustainability, and customer satisfaction. By continuously improving its product offerings and operational processes, Taiba Traders strives to exceed customer expectations and foster long-term relationships.

2.3 Company Details

	Details of Winter Dress Limited
Total Floor Space	76,570 sft. (Total two floors)
Production Space	55,000 sft.
Storage/Inspection area	11,500 sft.
Nos. of Production Line	3 Liquid mixers, 3 Detergent mixers, 2 Plastic printers, 2 Paper printers, 2 Spices mixer & 2 Packaging machines, 3 Solvent Extractor, 2 Oil Refiners, 2 Oil filling & packaging machine.

Main Products	Detergent Powder, liquid Hand Wash, liquid Tiles Cleaner, liquid Dish Wash, Glass Cleaner, Toilet Cleaner, liquid Floor Cleaner, Soya Bean Oil, Chili Powder, Garam Masala Powder, Turmeric Powder, Coriander Powder, Cumin Powder.
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2.4 Total Manpower

Placement	No.
Total Manpower (Factory)	62
Total Staff (Factory & Office)	162
Total Non-production workers	11
Total Production Staff	51
Male	37
Female	14

2.5 Product and Services

They offering clean, simple and impartial hygiene solutions to save you money, Taiba current product range is expanding rapidly. We now sell more than 50+ different cleaning products, detergents and ancillary products.

They incorporate our current standard stock items and customer requested formulations, all formulated by our in-house laboratory chemist and testing facilities.

- Bleach & Disinfectants
- Hand Soaps & Body Washes
- Hard Surface Cleaners & Floor Care
- Toilet & Washroom
- Vehicle Cleaning
- Glass Cleaning spray
- Dish wash
- Soya Bean Oil
- Chili Powder

- Garam Masala Powder
- Turmeric Powder
- Coriander Powder
- Cumin Powder.



Pic 1: Liquid Hand Wash



Pic 2: Glass Cleaner Spray



Pic 3: Liquid Tiles cleaner



Pic 4: Floor liquid detergent



Pic 5 : All Cleaning Products



Pic 6 : Chilly Powder

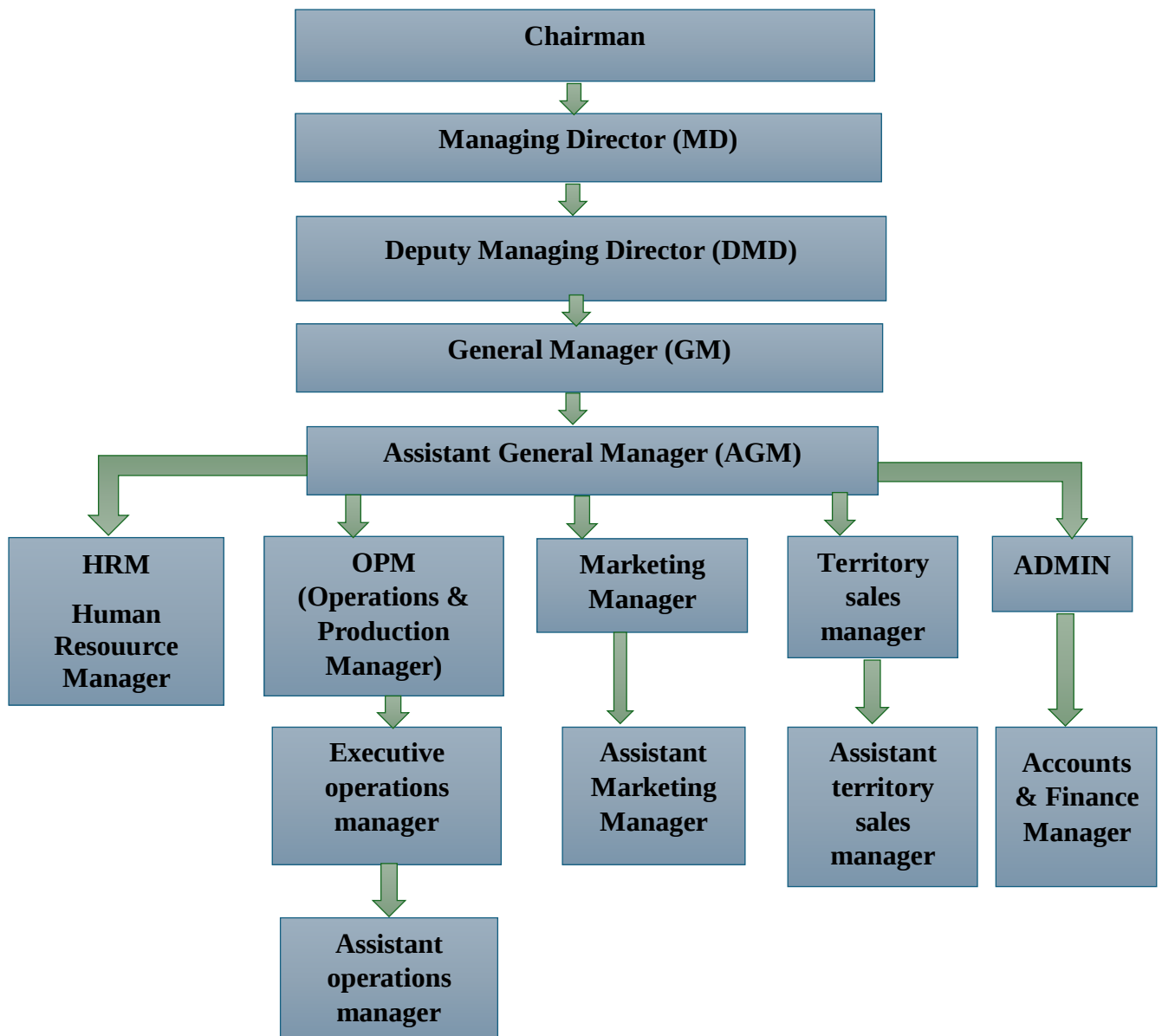


Pic 7 : Turmeric Powder



Pic 8 : Pure Mustard Oil

2.6 Organogram



2.7 Future of Taiba Traders

The future of Taiba Traders Manufacturing Limited appears promising, with several key opportunities for growth and innovation in the cleaning products industry. As the company aims to expand its presence and impact, it remains focused on enhancing product quality, meeting evolving customer demands, and fostering a culture of employee engagement.

As the company grows, maintaining a strong, motivated workforce will be essential to its success. Taiba Traders can continue to enhance their employee relations and engagement strategies by:

- Expanding training and skill development initiatives will not only benefit employees but also support innovation and operational excellence within the company.
- By fostering a supportive and collaborative workplace environment, the company can attract and retain top talent, which is vital to its long-term growth and productivity.

Chapter : 03

Employee Relation and Engagement Techniques of TT&MC

3.1 Overview of Employee Relation and Engagement techniques

In today's environment, human resources are an organization's most asset and the source of its competitive advantage. Human resource management is extremely difficult, and organizations must practice good HRM in order to manage them effectively. People are one of the most essential components in allowing businesses to be flexible and adapt. It is important to remember that people, not the firm, are the adaptive mechanism that determines how the firm will respond to the competitive environment. HRM can assist organizations in improving organizational behavior in areas such as employee engagement, competency, and flexibility, resulting in enhanced employee performance. The difficulty for organizations is to establish an environment in which employees understand and support the company's direction, strategy, and goals. Human resource management is a relatively new concept in our country's industry. However, as a dynamic sector, telecom operators were constantly proactive in initiating various HR initiatives to build a pool of potential personnel. Taiba Bangladesh Ltd is not an exception. Taiba is the sixth mobile phone carrier to enter the Bangladesh market. HR practices of Warid were very firm so employee dissatisfaction was pretty high, but Taiba brought so many changes in this perspective and put a lot of emphasis on HR practices.

3.2 Employee Engagement

Taiba is a pleasant place to work since we don't just work here, but also enjoy a lively atmosphere full of activities and gatherings one after the other," says one of the employees who has been here for the past two and a half years. Taiba hosts several activities and celebrates traditional occasions with its workers. The Company believes in a positive work atmosphere. The HR department has a team dedicated to developing creative engagement initiatives. To increase staff excitement, they host a variety of internal activities.

3.2.1 Sport Events:

Sports can provide employees with a break from their repetitive work routine. Taiba views sports as a useful way to foster team spirit and leadership skills. They have their own recognized football and cricket teams.

They also hold intra and inter-team tournaments for all other indoor games on a regular basis.

3.2.2 Day out Activity:

Taiba organizes Day Out activities for its employees to help them escape the everyday grind of their jobs. The HR staff not only organizes an annual picnic and a day out for the teams, but they also plan the Family Day, taking into account the employees' family values.

3.2.3 Traditional Occasions

Taiba respects Bengali culture. The organization celebrates Pohela Boishakh, Pohela Falgun, and Pitha Utshob. Employees enthusiastically participate in HR-organized events. In special days when the employees are assembled, the employees will maintain certain dress code and try to enjoy to the fullest.

3.2.4 Award Ceremonies

Taiba thinks that effective employee motivation leads to increased organizational productivity. That is why they have various awards ceremonies throughout the year. For instance, the Long-Term Service award is a desirable reward for employees. This award is given to every employee who has completed five years of service at Taiba. Other important recognitions.

3.2.5 Training & Development

Taiba aims to develop their employees as a prospective workforce. To achieve this goal, Taiba organizes various training programs for its staff. There are online sessions where employees can analyze themselves while at their own workstation. The interface for an e-learning session is known as Smart Learn+. An employee can select the required training from a menu and register for the training. Classroom sessions provide training for both functional and behavioral development.

3.3 Motivational Theory

3.3.1 Maslow's Hierarchy of Needs

This theory suggests that employees are motivated by a hierarchy of needs, starting from basic physiological needs up to self-actualization. Taiba traders being a manufacturing company has need for this kind of motivation towards the workers. If they are able to fulfil the needs of employees then the results would skyrocket. Here are the needs.

- **Physiological Needs:** Ensuring fair wages, a comfortable work environment and necessary breaks.
- **Safety Needs:** Providing job security, safety protocols and a secure working environment.
- **Social Needs:** Fostering teamwork and positive social relationships among workers.
- **Esteem Needs:** Recognize employees achievements and offer opportunities for career advancement.
- **Self-Actualization:** Encourage personal growth, skill development and involvement in decision making processes.

3.3.2 Equity Theory

Equity theory suggests that employees are motivated when they perceive fairness in the workplace, especially in terms of their input and output. Taiba traders is fully in line with this theory and believes in paying employees equally for equal work or role. Few implications are available.

- Equal pay for equal work.
- Fairness in distribution of tasks and rewards.
- Transparent communication about promotions and rewards.

3.4 Employee Relation Practices

Taiba Traders Manufacturing Limited places a high value on employee relations, recognizing that a positive work environment is fundamental to both employee satisfaction and business success. The company implements various practices to build strong relationships with employees, foster loyalty, and enhance workplace morale. The employee relation practices at Taiba Traders Manufacturing Limited foster a

collaborative and supportive work environment, where employees feel valued and engaged. By focusing on transparent communication, recognition, career development, and a balanced work-life approach, Taiba Traders strengthens its relationship with employees, resulting in a more motivated and dedicated workforce.

To build employees relation Taiba Traders follows:

- Transparent Communication
- Employee Feedback Mechanisms
- Recognition and Reward Programs
- Career Development and Training Opportunities
- Work-Life Balance Support
- Work-Life Balance Support
- Conflict Resolution and Grievance Handling

Transparent Communication

When companies practice transparency, employees get a straightforward message regarding all aspects of how the company operates — its policies or practices on various issues related to work, goals for the entire organization, what decisions are behind meeting these goals etc. It builds trust by informing employees of updates and facilitating two-way conversations. Open lines of communication — regular meetings or newsletters — answer questions, address concerns directly and ensure everyone is on the same page with respect to organization objectives.

Employee Feedback Mechanisms

These are the means by which employees express their views as well as issues or concerns. Surveys, suggestion boxes, and one-on-ones are tools that give employees the power to speak up. To act upon the feedback shows that a company has not only care for its employees but also value their inputs and hence improves engagement and morale.

Recognizing & Reward Programs

These are programs that recognize employee successes and contributions. These rewards could be in form of money (bonuses) or other than money (for instance, certificate or shout-out from the two). Routine appreciation ensures better performance, and makes employees feel valued as loyalty and productivity are encouraged.

Career Development and Training Opportunities

To put in other words, the company invests in your professional growth — training and workshops and mentorship. Long term goals — Because your employees never lose sight of their future objectives, your short-term employee engagement ideas have to focus on career progression paths and skill development initiatives and make them feel that you are all there for them. This is advantageous not just for the employees but also boosts organizational competency.

Work-Life Balance Support

The company supports its employees in balancing work and personal life effectively. In addition, flexible schedules, leave policies, and wellness programs help reduce stress and avert burnout. Supporting personal needs tends to increase happiness and productivity within the workforce.

Conflict Resolution and Grievance Handling

A systematic approach to resolving disputes and grievances keeps the workplace harmonious. Employees are able to speak up about problems without repercussions, and fair processes exist for resolving disputes quickly. This fosters a culture of respect and teamwork within the workplace.

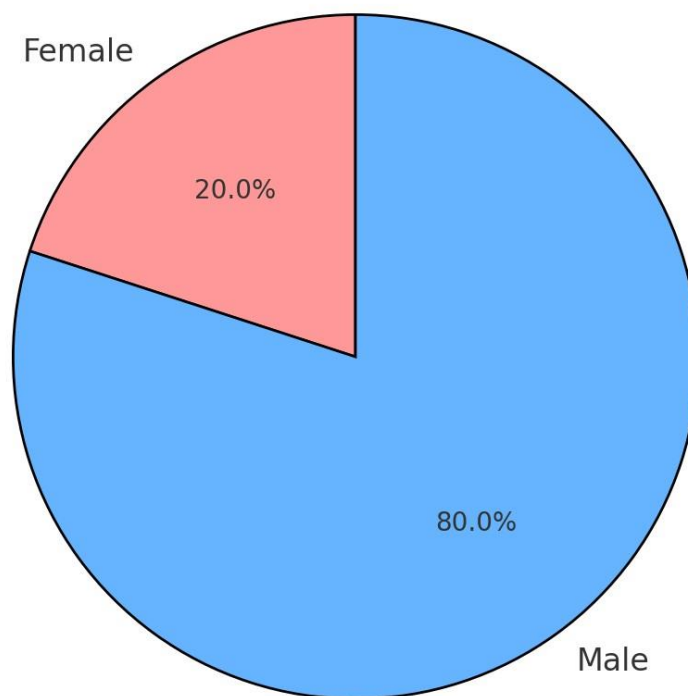
Chapter : 04

Analysis and Findings

4.1 Analysis

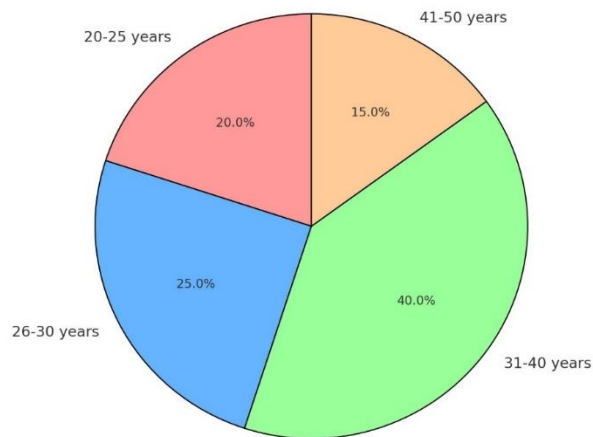
Below, I have shown my sample size as 20. Collected data was analyzed using Microsoft Excel, The findings section requires 10 questions, each question has five options and the answers are shown in a graphical presentation. The data for each question was used for analyzing the employee relations and engagement techniques of Taiba Traders & Manufacturing Company. Level of employee relations and engagement is measured through strongly agree to strongly disagree with percentage. The findings from each questions are given below with analysis.

1. Gender



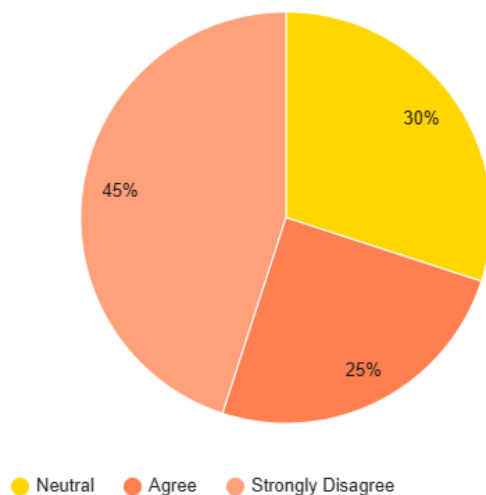
Explanation: Red and blue hues are used to make gender pie chart. Red means female, blue means male. The gender pie chart shows that Male 80% and Female 20%.

2. Age



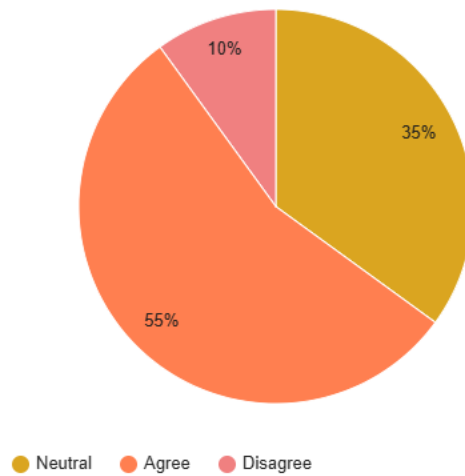
Explanation: This pie chart shows 4 age divisions. This chart shows 20% of people are from the age of 20-25, 25% of people are from the age of 26-30, 40% of the people are from the age of 31-40, 15% of the people are from the age of 40-50.

3. I feel that my contributions to the team are are recognized and appreciated by my supervisors’.



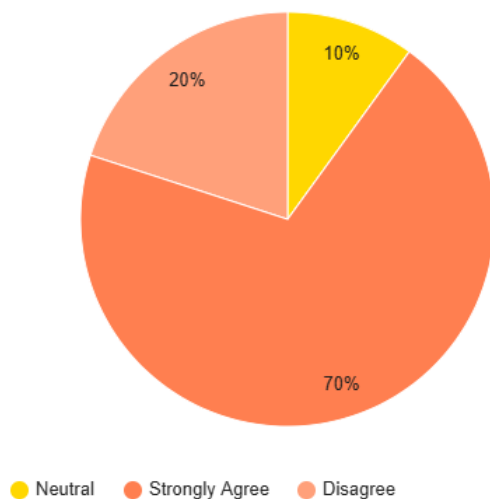
This chart was constructed on the basis of the options given to participants, they are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. In this chart it shows that: 0% of 100% Strongly agree, 25% of 100% Agree, 30% of 100% Neutral, 0% of 100% Disagree, 45% of 100% Strongly Disagree.

4. In my workplace the communication between employees and Management in clear and effective.



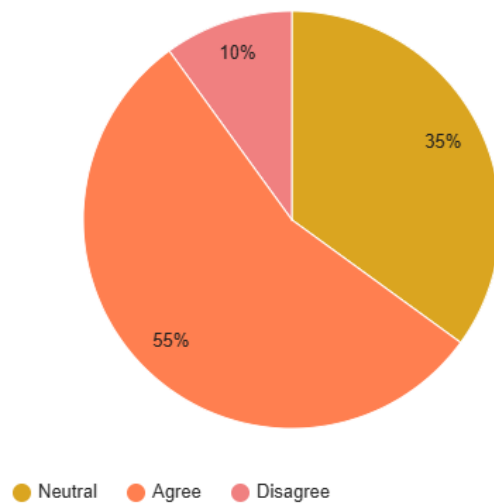
This chart was constructed on the basis of the options given to participants, they are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. In this chart it shows that: 0% of 100% Strongly agree, 55% of 100% Agree, 35% of 100% Neutral, 10% of 100% Disagree, 0% of 100% Strongly Disagree.

5. I feel a sense of belonging and connection between my colleagues & team.



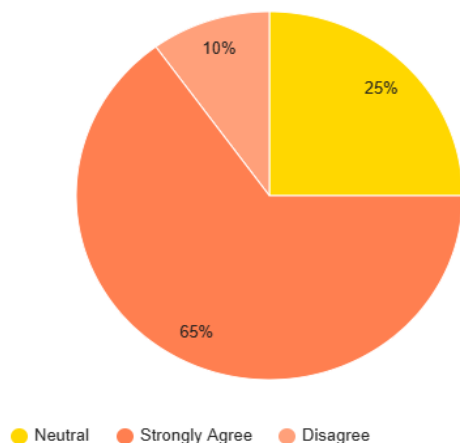
This chart was constructed on the basis of the options given to participants, they are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. In this chart it shows that: 70% of 100% Strongly agree, 25% of 100% Agree, 10% of 100% Neutral, 20% of 100% Disagree, 0% of 100% Strongly Disagree.

6. My workplace provides me with opportunities for self-improvement and growth.



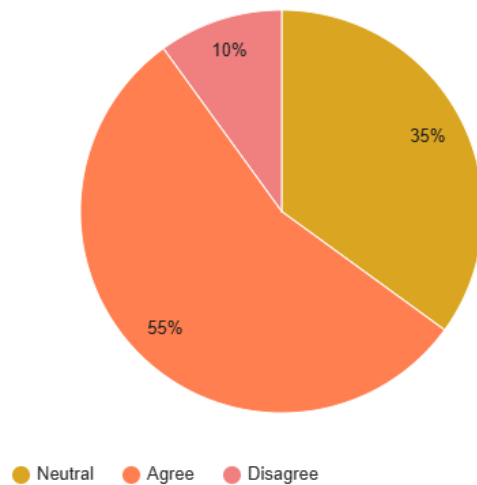
This chart was constructed on the basis of the options given to participants, they are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. In this chart it shows that: 0% of 100% Strongly agree, 55% of 100% Agree, 35% of 100% Neutral, 10% of 100% Disagree, 0% of 100% Strongly Disagree.

7. Management listens to employee feedbacks and takes appropriate action Based on it.



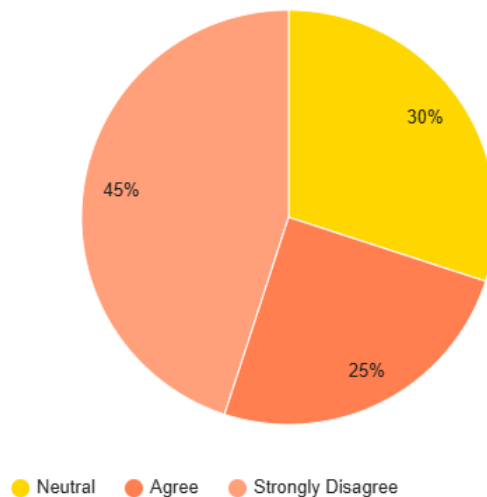
This chart was constructed on the basis of the options given to participants, they are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. In this chart it shows that: 65% of 100% Strongly agree, 0% of 100% Agree, 25% of 100% Neutral, 10% of 100% Disagree, 0% of 100% Strongly Disagree.

8. I am encouraged to share new ideas or suggestions to improve our work environment.



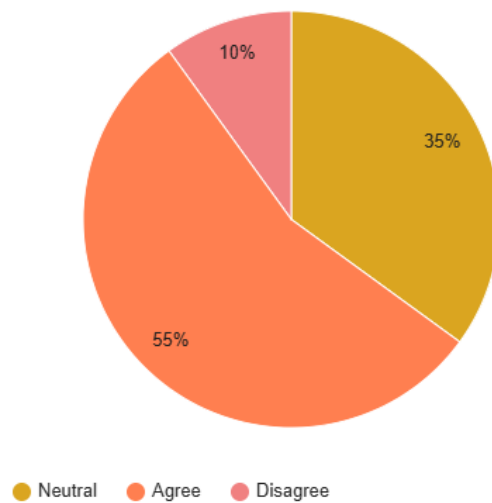
This chart was constructed on the basis of the options given to participants, they are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. In this chart it shows that: % of 100% Strongly agree, 55% of 100% Agree, 35% of 100% Neutral, 10% of 100% Disagree, 0% of 100% Strongly Disagree.

9. Our organization takes proactive steps to ensure employee well-being.



This chart was constructed on the basis of the options given to participants, they are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. In this chart it shows that: 0% of 100% Strongly agree, 25% of 100% Agree, 30% of 100% Neutral, 0% of 100% Disagree, 45% of 100% Strongly Disagree.

10. I believe that my companies leadership is committed to maintaining positive employee relations.



This chart was constructed on the basis of the options given to participants, they are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree. In this chart it shows that: 0% of 100% Strongly agree, 55% of 100% Agree, 35% of 100% Neutral, 10% of 100% Disagree, 0% of 100% Strongly Disagree.

Background

The study involved employees of the in Taiba Traders & Manufacturing Company primarily focusing on Human Resource Department. 10 questions were sent out to 20 employees chosen at a random from the company. The response rate was 100%.

4.2 SWOT Analysis of Taiba Traders & Manufacturing Company

4.2.1 Strengths

The strength of a company is its substantial position which it upholds in the market. It can be the expertise, skills, capacity, resources and employees that makes it different from its competitors. Here are the strengths:

- Welcoming and warm environment.
- The staff are very highly qualified.
- Senior Management consists of people with exceptional experience.
- Fully licensed for all products production and certified for quality control.

- There are a total of 5 dealerships given within Rajbari and a total of 9 dealership given all across the country.
- Delivery job options for housewives who are widowed.

4.2.2 Weaknesses

A companies weakness shows in the areas that they are lacking or are far behind from the competition. Here are the weaknesses:

- Taiba Traders is behind its competitors because its age is only 3 years.
- Getting a equal ground on the market is very challenging.
- Finding well established employees is also a problem.
- Its still developing its long-term plans.
- Sometimes the upper-management do not take decisions that are very professional.
- Information Technology is not very utilized by the company.

4.2.3 Opportunities

In this competitive market the one who understands the long-term outcome shines the brightest, because the ones who jump at the chance to evolve or grow as company are the ones who create a successful organization. Here are some opportunities:

- The company should give out Buy one get one offers to its consumers, since the market consist of mostly indian cleaning products. So, it is a very good opportunity for the domestic market to shine.
- If investors are properly educated about the product and market then most likely the numbers of dealerships and investors might increase. Since there is no company in the whole region who have such production capacity and a market that can be seized.
- Since there are no company within Rajbari who are in this business there is a wide spectrum that can be utilized.
- If management is more proactive then it holds a possibility to internally grow. Because of few management decisions the company faced losses so improving the decision making process will certainly make a difference.

4.2.4 Threats

- Few dealers lack professionalism.
- Improper behavior of Govt. officials.
- Continuous increase of competition.
- Increasing rivals in the market.
- Inefficient supplier of raw materials.

4.3 Findings

1.Recognition and Appreciation: Employees are made to feel appreciated and recognized for the work they do, which is indicative of good supervisory relations. Maintaining the stability between both the management and the employees is crucial for the organization.

2.Communication: Communication from employee to management levels is clear and forthcoming, transparency and trust exist. The management is very reliable because they hear and take actions no matter the position. In ethical sense the company does whatever it can to maintain a good relation with the employees. Employees of all manner are subjected to rules and regulations for engaging one-another.

3.Encouragement to Share Ideas: The company encourages employees to be open About any ideas that anyone would like to share. The company very much believes that people of every generation is important for the growth of the company. Times change and so do peoples perception of doing things. So ideas from people of this generation and as well as the older generation is important.

4.Sense of Belonging: Good relationships between colleagues demonstrates a healthy work environment. If every employee behaves like family and comes forward in times of shortcomings and stands tall when a problem arises then the work ethics as well as work culture will improve substantially.

5.Opportunities for Growth: The company has vast opportunities for personal and professional growth. But in the end the growth of a company solely relies in the hands of its employees. The more satisfied the workforce the more will be the success rate of the company. The management may control most of the firm but the real heros who are behind the success of a company are people of lower-management who operate and maintain day to day work. Therefore, enhancing employees satisfaction levels is a must.

6. Listens to Feedback: The management listens to any complains made by the employees. This system was put in place so that there may be no misuse of authority. The Deputy Managing Director himself listens to any problems or need for improvement from the staff and takes action upon it. Therefore the employees get assurance and job security from the company.

7. Motivation and Engagement: Every department head tries their best to motivate employees and get expected results. Our Marketing Manager goes to the field himself to observe the market situation, lacking of marketing officers, need for improvement. The head of other departments are also desiccated to their tasks. They gradually engage with lower level employees to understand our shortcomings.

8. Teamwork and Collaboration: Collaboration, teamwork, and shared goals characterize the work culture in a organization. Without the collaboration of all departments the company cannot imagine to exist let alone function in the real world. So to succeed as a company in the market the teamwork has to be nothing short of outstanding.

9. Employee Well-being: The organization actively supports employees well-being, enabling them to balance work and life effectively. The firm provides financial and physical aid to any employee who are in need of it. The HR Manager was provided a house paid by the company due to his lack of information is our region. With a probable cause anyone can take a paid leave. The salary of every office employee is of the same category as long as the positions are same. Equal health benefits and cooking facilities are available.

4.4 Summary of my Findings and Analysis

Taiba Trader should give opportunities to every employees to talk and share their opinion so that companies can find many ideas or information if they pick good ones which is appreciation for the employees and which can be more productive for the organization as well. Taiba can provide the facilities by which employees can do their best at the work which can be better for the organization. If anyone is doing their job well the company should recognize that person and if anyone couldn't do their best the company can train them. Such as

- On the job training
- Off the job training
- Job instruction training
- Personal problems hearing
- Guidance from all department

Chapter:05

Recommendation and Conclusion

5.1 Recommendations

1. **Enhance Employee Feedback Mechanisms :** There already exists a feedback option for employees so that they can freely share the problem they are facing. Due to lack of position some may fret and not say with utmost honesty, so developing employee feedbacks in a anonymous way may solve problems of most lower and mid level employees.
2. **Invest in Training & Development :** Expanding the training to both on-the-job and off-the-job training opportunities provided by the senior employees who have grasp of the position and responsibilities. It will prepare employees for advanced roles, increase retention and foster innovation.
3. **Strengthen Recognition Programs :** The recognition program exemplifies the extraordinary efforts given by selected few who worked harder than the most to achieve the benefits given for that position like,monthly awards, spot bonus etc.Implementing such a program will surely boost morale and motivate the employees to surpass one another on an individual level as well as organizational level.
4. **Promote Work-Life Balance :** To promote work-life balance there needs to be some sort of wellness programs, additional leaves and most importantly flexible working hours. Due to a sudden rise of a problem the employees will be easily able to work off the time that they were on a leave. This will makeup for the missing hours and salary will remain intact.
5. **Optimize Recruitment Processes :** To optimize this process the HR department needs to make new policies for recruitment like, application standard, eligibility to apply, skills that are needed for the role, improve onboarding experience, provide competitive packages. This will build a competent workforce and strengthen the company's competitive edge.
6. **Leverage Technology in HR Processes :** The company should implement advanced HR analytics tools to track performance, predict employee needs and automate few regular routine tasks.
7. **Develop Long-Term Plans :** Since the company is relatively new compared to the existing competition , it formulate clear long-term strategies for HR and overall business growth and planning that involves employees.

- 8. Foster Teamwork and Collaboration :** The company needs to organize team-building activities that will impact on growing teams. Cross-department collaborations also play a major role in larger problems that are not limited to one department.
- 9. Enhance Leadership Involvement :** The management should be more active in employee engagement initiatives and maintain a collaborative interaction in order to promote a collaborative and friendly work culture.

5.2 Conclusion

My internship experience at Taiba Traders has been invaluable in developing my professional skills, expanding my knowledge of human resource practices, and understanding the importance of employee engagement and relations within an organization. Throughout my time here, I had the opportunity to engage with key HR functions, from recruitment and onboarding to employee engagement initiatives. This hands-on exposure provided insights into how a strong HR framework supports both individual and organizational success.

Working on employee engagement analysis and participating in the recruitment process enhanced my analytical and communication skills, while the data management tasks allowed me to gain practical experience with tools like Excel. These experiences not only strengthened my technical abilities but also gave me a comprehensive understanding of the critical role HR plays in shaping organizational culture.

In summary, my time at Taiba Traders has solidified my interest in a career in human resources, equipping me with the skills and insights necessary to contribute meaningfully in future HR roles. I am grateful for the supportive environment, guidance from mentors, and the learning opportunities provided by Taiba Traders. This internship has set a strong foundation for my professional journey, and I look forward to applying these learnings in my future endeavors.

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Appendix

5.4 Questionnaire

Name

1. Gender.
 - a. Male
 - b. Female

2. Age.
 - a. 20-25
 - b. 26-30
 - c. 31-40
 - d. 41-50

3. I feel that my contributions to the team are are recognized and appreciated by my supervisors'.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

4. In my workplace the communication between employees and Management in clear and effective.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

5. I feel a sense of belonging and connection between my colleagues & team.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

6. My workplace provides me with opportunities for self-improvement and growth.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

7. Management listens to employee feedbacks and takes appropriate action based on it.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

8. I am encouraged to share new ideas or suggestions to improve our work environment.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

9. Our organization takes proactive steps to ensure employee well-being.
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
10. I believe that my companies leadership is committed to maintaining positive employee relations.
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

An Analysis of employee relations, and engagement techniques of Taiba traders & Manufacturing Company

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