



**Daffodil**  
*International*  
**University**

**Internship Report**  
**On**  
**Human Resource Management Practices of**  
**SINGER BANGLADESH**

**Submitted To**

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## ***Letter of Transmittal***

Date:

To,

**Khadiza Rahman Tanchi, PhD**

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

**Subject: Submission of internship report on "Human resource management practices of SINGER BANGLADESH"**

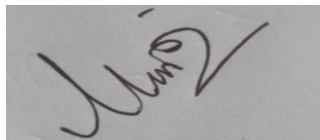
Dear Sir,

With all due respect, let me say how much I appreciate your assistance with my internship report. I've had the opportunity to research the HRM sector's practices for human resources management thanks to this work. As required by the BBA program, I have turned in my internship report. I have the wonderful opportunity to work under your active supervision and achievement. The "Human resource management practices of SINGER BANGLADESH" served as the foundation for this research. This paper has provided me with detailed exposure to both academic and empirical sources. I have worked for the SINGER BANGLADESH for three months now. My three months of employment at SINGER BANGLADESH have been excellent and valuable.

I would be much grateful if you could provide your insightful evaluation on my internship report as well as mine. It will give me great pleasure if you consider this report to be an obvious point of view on the subject of useful and instructional information.

Sincerely yours

*Mazarul Islam Mehedi*



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## Certificate of Approval

*The Human Resource Management Major requirements for the Bachelor of Business Administration (BBA) program are partially satisfied by the "Human resource management practices of SINGER BANGLADESH." ID: 181-11-572 for Mazarul Islam Mehedi. After receipt, the report could be submitted for evaluation to the Internship Defense Committee. Any advice or view expressed here is solely that of the report's author. None of these suggestions or ideas are refuted or shown to be inadequate by the university.*

### Internship Supervisor



.....  
**Khadiza Rahman Tanchi, PhD**

Associate Professor

Department of Business Administration

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## **Acknowledgement**

I want to start by sincerely thanking the Almighty Allah for his unending mercy, which made it possible for me to finish my report. I want to thank my supervisor and teacher for everything. For supervision, moral support, invaluable guidance, and direction during the preparation of this report, we are grateful to Associate Professor Khadiza Rahman Tanchi, PhD, from the Department of Business Administration. I also express my warm grateful and thanks to MD. Ohiduzzaman (Manager of Branch). Suman Parvez (Manager of Commercial & Finance). Thank you for a friendly meeting with the Accounts Department and other staff members of SINGER BANGLADESH jaleswar, aricha road savar Dhaka branch. I greatly appreciate the pertinent information you provided, which has been helpful to me during the entire report preparation process. I could not do an effective investigation at all if I did not have such strong support and estimation. I owe a great deal to all of my friends, whose inspiration and vital support have greatly contributed to the success of this report. Lastly, I owe a debt of gratitude to my parents' additional family member for their unwavering encouragement and support during my academic career.

## **Executive Summary**

Based on industry limited by Singer Bangladesh. As someone who is new to the electronic industry, this study on the HRM practices of SINGER BANGLADESH has improved my understanding of the field. They were all useful for my occupation, though. Corporate business performance is highly competitive worldwide, and competitiveness is based on performance. Banking is a fantastic industry enterprise. The apparel business is a service-oriented sector that uses human resources to provide services to a variety of clients in a variety of ways. Thus, human resources with education and skill can impact the industry. As a result, they need develop their human resources, including employee training, in order to effectively modernize banking operations. The hiring, development, training, and selection of employees are crucial processes. The economy of the nation may be greatly impacted by this activity. Consequently, SINGER BANGLADESH employees should have access to facilities for training and development in order to improve their expertise and productivity. With the right training and development facilities and an adequate HR department, SINGER BANGLADESH may become the best in Bangladesh and become more organized.

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# **Chapter-1**

## **Introduction**

## **1.1 Introduction:**

Singer Bangladesh Limited is a well-known home appliances and consumer goods company based in Bangladesh. Established in 1905, it is a subsidiary of the global Singer brand, which has a long history in the manufacturing of sewing machines and home appliances.

In Bangladesh, Singer is recognized for its wide range of products, including sewing machines, refrigerators, air conditioners, and various kitchen appliances. The company has built a strong reputation for quality and reliability, often emphasizing customer service and innovation.

Singer Bangladesh operates a network of showrooms and service centers across the country, making it accessible to a broad customer base. The brand is synonymous with household goods in Bangladesh and plays a significant role in the local economy. Its marketing strategies often highlight the blend of tradition and modernity, appealing to both urban and rural consumers.

## **1.2 Objective of the report:**

Broad Objective:

The main objective of this study is to explore the HRM practices at SINGER BANGLADESH.

Specific Objectives:

- 1.To identify the HR practices of SINGER BANGLADESH, including their recruitment and selection process, training and development, and performance management system.
2. To identify the issues with their HR practices and suggest possible solutions.

## **1.3 Methodology of the study:**

Secondary data sources were used to create this report. Annual report of secondary data source, manual and brochures of various publications of Singer Bangladesh Industry Limited. Identifying implementation, supervision, surveillance and rehabilitation practices - interviews with existing staff and existing files were extensive and investigated in real cases.

## **1.4 Scope of the study:**

Scope refers to the field of study or investigation. This report's purview has been expanded to include SINGER BANGLADESH's HRM practices.

## **1.5 Limitations:**

Among the report's limitations are the following:

- 1.The Buying House is unable to disclose certain crucial information due to privacy concerns.
2. The correctness of secondary data is dependent upon the source's accuracy.
3. It was not possible to cross-check.
4. The merchandiser's personal inclination when gathering personal information
5. Not every employee in the office was questioned.

6. A lack of sufficient, actual information about contemporary HRM practices.

# **Chapter-2**

## **Organizational Overview**

## **2.1 About the company:**

The presence of SINGER in Bangladesh dates back to the British colonial era when the country was a part of the Indian subcontinent. The first operation of Singer began in 1905. Later, in 1920, two shops were set up in Dhaka and Chittagong.

After the partition of the sub-continent in 1947, two separate states emerged. Bangladesh became a part of Pakistan and formed its eastern wing. SINGER in East Pakistan operated as a branch of SINGER Pakistan and the products used to come from Western Pakistan. At the initial stage, marketing operation was carried out through only 10 shops, which increased to 43 by the late 1960s. After the emergence of Bangladesh on December 16, 1971, the East Pakistan Branch Office was elevated to a country Office and the Sewing Machines were made available from different Singer overseas sources. The number of shops was squeezed to only 23 because of low volume of business.

A change in the investment policy in 1979 created new business opportunities and SINGER registered as an operating company, with 80% of the share held by Singer Sewing Machine Company (SSMC), USA, and 20% by local shareholders. In 1983 the company was listed with Dhaka Stock Exchange (DSE) and offered 20% of its total capitalization- 2,565 ordinary shares of Taka 100 each. In 2001, it was also listed with the Chittagong Stock Exchange (CSE).

## **2.2 Vision statement:**

Ready-made clothing for clothing manufacturing. Customers must produce and supply high-quality goods.

## **2.3 Mission Statement:**

Regardless of the circumstances, we will keep working to ensure the excellence and high caliber of every action.

## **2.4 Objectives of SINGER BANGLADESH:**

To provide high-quality sewing machines and home appliances that meet international standard. To maintain a leading position in the sewing machine market in Bangladesh and expand its footprint in the region. To ensure the welfare and development of employees through training, fair practices, and a safe working environment. These objectives align with SINGER's overall mission to enhance the quality of life for its customers while promoting economic growth in Bangladesh.

## **2.5 Production Capacity:**

By utilizing the most recent advancements in manufacturing technology, the Group consistently achieves and maintains global standards. Their emphasis is on efficient workforce mixed with cutting edge facilities. The brance is dedicated to producing high-quality products in the maximum number. The monthly production capacity of the Group: No. of Employee : 7000(Female 70% & Male 30%)

Production Line : 25

Work Space : 3, 08,00 square feet

Machine : 200 No.

## **2.5 Organization:**

In its corporate head office and production facilities, SINGER BANGLADESH hires roughly 300 supervisory managers and 3500 trained personnel. Professionals with expertise in marketing, production, collecting, finance, shipping, human resources, administration, and information systems oversee the Corporate Head Office. In addition to trained laborers, the production crew includes roughly one hundred female workers. The worldwide manufacturing and export of the world's limited produced industry is restricted to the requirement to compete in order to maintain a healthy coordination of the national and international recruiting of management personnel. A competitive compensation plan that incorporates performance bonuses inspires workers to reach their highest levels of output.

## **2.6 Head of the HR:**

He observed every other action taken by the HR division. He has plans for hiring, training, pay scales, staff moves, and other things. The data manager was also informed by the HR head.

## **2.7 Manager:**

The CEO should take note of the gaps in the professional lives of all staff members. The manager makes an effort to update data and teach the train how to operate. These are a few of the manager's responsibilities:

1. Carry out the adaption plan
2. Keep the left framework in place
3. Adhere to the entry and exit process timetable. **Senior Executive Trainer:**

Training in labor, securities, and executive management. The assignment is provided below:

1. Make training strategies and provide employees with training.
2. Enforcement and upkeep of labor laws
3. Putting the training method into action

## **2.8 Senior Executive Compensation and Benefits:**

1. The following is a list of their actions.
2. Determine pay and perks.
3. Labor wages and bonuses
4. Determine the employee's late system and the delay system.

# **Chapter-3**

## **Theoretical Background**

### **3.1 Human Resources Management:**

A strategic approach to managing individuals inside an organization to maximize their performance and help the organization achieve its objectives is known as human resources management, or HRM. Over time, the position of HRM has changed dramatically, encompassing a wide range of duties and obligations. With an emphasis on managing and optimizing an organization's workforce, human resources management, or HRM, is an essential function inside businesses. Ensuring that the organization has the right people in the proper roles with the right knowledge, skills, and abilities to accomplish its goals is the main objective of HRM. The function of HRM has changed with time, and in contemporary businesses, HR specialists are frequently viewed as strategic partners who boost the company's competitiveness and overall performance. They are essential in developing a positive work environment, drawing and keeping talent, and coordinating HR initiatives with the goals of the company.

### **3.2 Recruitment and Selection:**

Finding, luring, and selecting the best applicants to occupy open positions inside a company are the essential steps in the recruitment and selection procedures of human resource management. These procedures are necessary to guarantee that the company has a workforce that is qualified and skilled enough to accomplish its aims and objectives. In human resource management, recruitment and selection play a crucial role in identifying and selecting qualified applicants for open positions in a company. Ensuring that the organization has the proper people with the right abilities and traits to accomplish its goals and objectives is made possible through these activities.

### **3.3 Work-Life Balance:**

The equilibrium a person seeks between their personal and professional obligations is referred to as work-life balance. Having a good work-life balance is crucial for long-term performance, job happiness, and general well-being.

### **3.4 Training and Development:**

An organization's attempts to improve the skills, knowledge, and talents of its staff must include training and development. These initiatives seek to enhance worker performance, boost output, and advance corporate objectives.

Training: Is centered on imparting the precise abilities or information required to carry out a given job or task. It is frequently task-oriented and short-term.

Development is a more comprehensive approach that aims to prepare a person for future responsibilities. It is an ongoing, protracted procedure.

### **3.5 Compensation:**

In human resource management (HRM), compensation refers to the entire benefits that employees receive—both monetary and non-monetary—for their labor and contributions to the company. It is essential for drawing in, keeping, and inspiring new hires. Usually, the benefits package consists of a mix of bonuses, extra incentives, and salaries or earnings.

### **3.6 Importance of HRM:**

The general performance and smooth operation of a company are greatly dependent upon Human Resource Management (HRM). Attracting and employing the best personnel for the company is the responsibility of HRM. HRM is centered on providing chances and training programs for employees' ongoing professional growth. In order to promote employee engagement and a healthy work environment, HRM is essential. HRM sets up performance management tools to monitor work, set goals, and give workers feedback. The corporate culture is shaped in large part by HRM, which also promotes a welcoming and happy work environment. HRM is responsible for managing employee relations, resolving disputes, and maintaining a positive and supportive work environment.

### **3.7 The Objective of Human Resource Management:**

By achieving the purpose objectives, managers and HR departments are able to meet their objectives. The goals are to assess every action in relation to the standards. The following lists the four HR goals:

1. **Organizational Objectives:** The contribution of human resources management to organizational performance already exists. The manager will still be in charge of employee performance even if a formal HR department is established to support the managers. HR divisions are on hand to support managers in meeting organizational goals. HR management is merely a tool to assist managers with their human resources issues; it is not a goal in and of itself.

2. **Mythical Objective:**

Maintain the department's contribution at the right level for the needs of the company. Resources are harmed if human resources management is less advanced than the organization claims.

3. **Social purpose:** The detrimental effects of such demands in organizations are mitigated by society's ethics and socially responsible demands and challenges. Organizations may fail if resources are not used morally and for the good of society.

4. **Individual Goals:**

Assist staff members in achieving their own objectives, if not those that will increase their value to the company. Employees' personal goals must be met in order to retain, retain, and transmit the workforce.

### **3.8 Personnel management VS Human resource management:**

The management of personnel management (PM) and human resources differs from each other in certain significant aspects, but there are also some key differences. These include human anxiety and the need to identify effective methods for selecting, training, evaluating,

developing, and rewarding employees. HRM). Traditional staff management remains strict, keeping pace with the presence of directors, their ardent activism, and their pro-business slant. The Prime Minister's bureaucratic control over the responsiveness of the response—such as his control over staffing levels and manpower—is frequently emphasized. According to others, the prime minister has stood for a highly polarizing system.

Conversely, HRM is a well-defined problem that involves identifying and resolving issues, as well as solidly constructing collaborative organizational processes in a more integrated manner to address business challenges. Human resources management has demonstrated the importance of top management in setting the direction for change and advancement.

A rising number of staff managers will recognize that HR managers are only able to provide for the system's employees. The main challenges in shifting the role of conventional administrative staff to fully functional HRM systems were noted by Beer (1997). He lacks the interpersonal and analytical abilities that the majority of HR professionals require.

According to HRM, strategic concerns and pressing goals are examples of human resources that support the accomplishment of organizational objectives. Quick response and adaptation are emphasized by an understanding of the significance of HRM flexibility and changes in organizational contexts. One way to characterize the Prime Minister's organization is as a collection of initiatives pertaining to many facets of an employee's relationship. These are concerns that human resource management addresses as well, but it also emphasizes how crucial business requirements are. The second point of departure is that, where the Prime Minister and collectivism apply, HRM is strongly tied to individual flexibility and congruency clasp between individuals and corporate goals.

**3.9 Factors Affecting Recruitment:** There are numerous factors that could influence recruitment. These elements can be divided into two major categories:

Internal: The rationale within this company. Here is a list of these causes:

1. Images of the company. A bad reputation won't draw many people to submit their inventions. For instance, the majority of recent graduates had favorable opinions about Dhaka University.

2. The desirability of the job or its image. It will be hard for the applicant to hire a wide and qualified pool if it is dishonorable to fill the position.

3. Expand prospects and the size of the organization. Greater size and probability translate into a larger likelihood of advancement.

Promotions from within the organization are subject to internal organizational policies that favor internal candidates. In general, these policies will guarantee that every post is filled in the range specified.

1. Trade union requirements.

2. Budgetary planning

External factors: There is little to no control over them by these organizations. Below are a few of these:

Gender ratio, age group, and educational attainment are the demographic causes.

## **Chapter-4**

### **Human Resource Practices at SINGER BANGLADESH**

#### **4.1 The recruitment and selection process of SINGER BANGLADESH:**

The recruitment and selection process of SINGER BANGLADESH or any other organization typically involves several key steps. Here's an overview of the process:

1. Identifying Job Vacancies:

- The process begins with identifying the need for new employees. This could be due to expansion, turnover, or the creation of new roles.

2. Job Analysis and Description:

- A job analysis is conducted to determine the skills, qualifications, and responsibilities required for the position. A detailed job description is then created, including the job title, duties, and requirements.

3. Posting the Job:

- The job vacancy is advertised through various channels, such as the company's website, job boards, social media, and local newspapers. In Bangladesh, job portals and classified ads are common.

4. Application Collection:

- Interested candidates submit their applications and resumes through the designated channels. These are often collected electronically or in physical format.

5. Resume Screening:

- HR or recruiting staff analysis the restart & supplication, shortlist applicant any person minimum amendment & experience.

6. Initial Screening:

- Initial interviews or assessments may be conducted to further narrow down the candidate pool.

7. Interviews:

- Candidates who pass the initial screening are invited for interviews. This could include a phone interview, video interview, or face-to-face interview, depending on the circumstances.

- Candidates may be required to complete assessments or tests to evaluate their skills and suitability for the position. This is particularly important in technical or specialized roles within the Electric industry.
9. Reference and Background Checks:
    - After the interviews, reference checks and background checks are performed to verify the candidates' claims and ensure they meet the company's ethical and legal standards.
  10. Final Interviews:
    - Shortlisted candidates may have final interviews with senior management or decision-makers within the organization.
  11. Selection and Offer: The company selects the candidate who best fits the job requirements and makes a formal job offer. This offer includes details such as compensation, benefits, and other terms of employment.
  12. Onboarding: Once the candidate accepts the offer, they go through an onboarding process to complete necessary paperwork and training.
  13. Probation Period: Some companies have a probationary period during which the new employee's performance is closely monitored before full-time employment is confirmed.
  14. Training and Development: Employees may undergo training and orientation to familiarize themselves with the company's policies, procedures, and culture.
  15. Ongoing Evaluation: Performance evaluations are conducted regularly to assess employees' performance and potential for growth within the company.

It's important to note that the specifics of the recruitment and selection process can vary from one Electric company to another in Bangladesh, depending on their size, industry segment, and specific requirements. Additionally, legal and cultural factors may influence the process in the context of Bangladesh.

## **4.2 The training and development process of SINGER BANGLADESH:**

Training and development are crucial processes in the Electric industry, as they help improve employee skills and knowledge, enhance productivity, and maintain quality standards. Here's a general overview of how to identify and implement a training and development process in the Bangladesh Electric industry:

1. **Assess Training Needs:**Begin by conducting a thorough assessment of your Electric company's training needs. Identify the areas where employees require training, such as technical skills, safety procedures, quality control, or management skills.
2. **Set Objectives:**Define clear objectives for the training and development process. What do you want to achieve? These objectives should be aligned with the overall goals of your Electric business.
3. **Design Training Programs:**Develop training programs that cater to the identified needs. These programs can include on-the-job training, workshops, seminars, and online courses. Ensure that the training materials and methods are suitable for your employees.
4. **Select Training Methods:**Choose the appropriate training methods based on the type of skills or knowledge you need to impart. This may involve the training, external trainers, e-learning,amalagamation of these.
5. **Implement Training:**Roll out the training programs as planned. Make sure that all relevant employees participate and provide them with necessary resources and support.
6. **Monitor Progress:**Continuously monitor and evaluate the progress of employees during and after training. Use feedback, assessments, and key performance indicators (KPIs) to measure the effectiveness of the training.
7. **Provide Feedback and Coaching:**Give employees constructive feedback and coaching to help them apply what they've learned in their day-to-day tasks. Encourage a culture of continuous learning.
8. **Assess the Impact:**After some time, assess the impact of the training and development

enhanced employee satisfaction? Use metrics to measure the return on investment (ROI).

9. **Adjust and Improve:**Based on your assessment, make adjustments and improvements to the training and development process. It should be an ongoing, dynamic system that adapts to changing needs and industry trends.

Remember that a successful training and development process is a continuous cycle that evolves with the needs of your Electric business and employees. It helps create a skilled and adaptable workforce that can contribute to the growth and success of your company.

#### **4.3 The performance management system of SINGER BANGLADESH:**

A performance management system is a process that helps organizations align their employees' performance with the company's goals and objectives. This process often includes the following components:

1. **Performance Planning:** Establishing a performance plan that outlines the expectations, responsibilities, and key performance indicators (KPIs) for each employee or team.
2. **Performance Monitoring:**Regularly tracking and monitoring employee performance. This can involve periodic reviews, assessments, and feedback.
3. **Performance Appraisals:** Conducting formal performance appraisals, typically on an annual or semi-annual basis, to assess an employee's overall performance, strengths, weaknesses, and areas for development.
4. **Recognition and Rewards:** Recognizing and rewarding outstanding performance, often through salary increases, bonuses, promotions, or other incentives.
5. **Development and Training:** Identifying areas where employees need further development and providing training and resources to help them enhance their skills.
6. **Documentation:** Maintaining accurate records of employee performance, feedback, and appraisal results for future reference.

7. Communication: Ensuring open and transparent communication between managers and employees regarding performance expectations and progress.

There are main details processes and performance management structure can differ from one company to another. The approach taken by a Electric company in Bangladesh, or any other company, may depend on its size, industry, culture, and other factors. Additionally, best practices in performance management are continually evolving, so it's essential for organizations to adapt their systems to stay effective and relevant.

If you are looking for information about a particular Electric company's performance management system, I would recommend contacting the company directly or referring to their official documentation or website for the most up-to-date information.

## **Chapter-5**

### **Findings, Recommendations and Conclusion**

## 5.1 Findings

The Electric industry, which is a major component of Bangladesh's economy, has seen tremendous expansion as well as difficulties throughout the years. It is owned by SINGER BANGLADESH. The following are some important conclusions and facets of the Electric sector in Bangladesh:

1. The organization has cultivated a diverse workforce and offered numerous opportunities to optimize employee performance.
2. Employees are required to attend orientation from day one, but because of their hectic schedules, many of them neglect to do so.
3. The organization does not offer off-the-job training to help employees become more productive.
4. The problem is ensuring consistent background checks for all new hires, regardless of referral sources.
5. Employees are not provided with health insurance by the employer.
6. There is no employee transportation.

## 5.2 Recommendation

1. Offer a necessary orientation session so participants can become acquainted with the organizations and policies.
2. Create and provide off-the-job training programs to improve workers' abilities and output and motivate staff to participate in them.
3. Create a comprehensive, long-term program of training and development to advance your profession.
4. Regardless of the source of the referral, SINGER BANGLADESH shall impose a uniform and comprehensive background check procedure on all new personnel.
5. Verify that the company provides health insurance to its workers.
6. SINGER Bangladesh should arrange transportation for its employees.

### 5.3 Conclusion

Human Resource Management (HRM) practices play a crucial role in shaping the success and effectiveness at SINGER BANGLADESH. As we conclude the discussion on HRM practices, it's evident that these practices are not just administrative functions but strategic elements that contribute to organizational goals and objectives. In the SINGER BANGLADESH, Human Resource Management (HRM) practices play a pivotal role in navigating the unique challenges and demands of the sector. In conclusion, effective HRM practices in the Electric industry are integral to overcoming industry-specific challenges and fostering a workforce that is not only skilled and adaptable but also aligned with the broader goals of the organization. By prioritizing these aspects, Electric companies can position themselves for sustainable growth and success in a dynamic and competitive market.

## References

### Company profile of SINGER BANGLADESH

Discussion with Supervisor.

Various article about HRM.

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