



Inspiring Excellence



**INTERNSHIP REPORT ON
GREAT WALL CERAMIC INDUSTRIES LTD.**

TOPIC:

**Current Effectiveness of Non-Monetary incentives as a tool for Employee
Recognition in Great Wall Ceramic Industries Ltd**

Course Code: BUS400

Submitted To:

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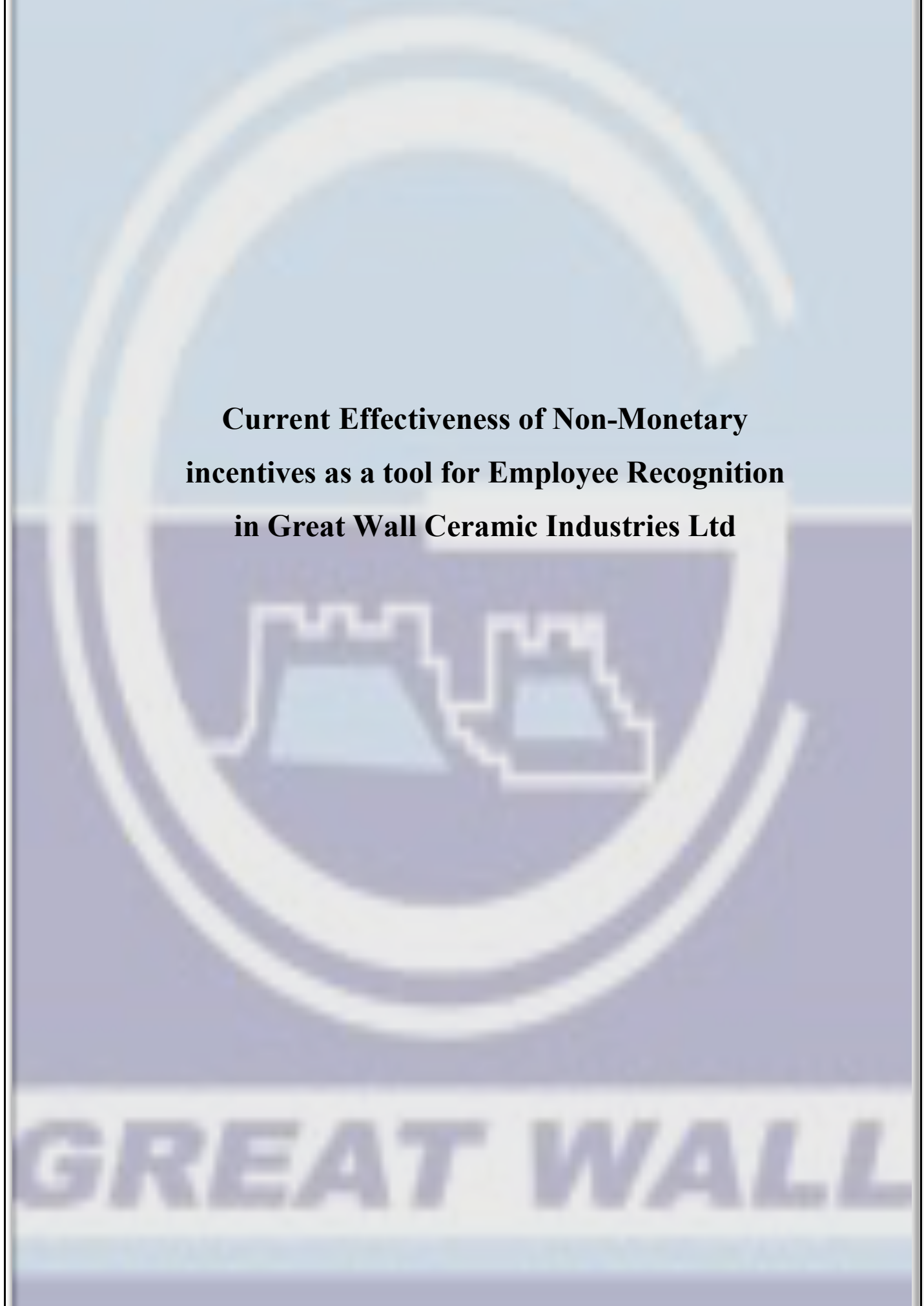
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Submission Date: 07. 05.2019

The background of the page features a large, faint watermark of the Great Wall Ceramic Industries Ltd logo. The logo consists of a circular emblem containing a stylized illustration of a traditional Chinese Great Wall. Below the emblem, the words "GREAT WALL" are written in a bold, sans-serif font. The entire background has a light blue-to-purple gradient.

**Current Effectiveness of Non-Monetary
incentives as a tool for Employee Recognition
in Great Wall Ceramic Industries Ltd**

GREAT WALL

Letter of Transmittal

April 30th, 2019

Zaheed Husein Mohammad Al-Din

Senior Lecturer,

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

It is a great honor to present the internship report that is a requirement for the completion of both the BUS400 course and the BBA program in BRAC University. I was assigned to work on a topic, which was **“Current Effectiveness of Non-Monetary incentives as a tool for Employee Recognition in Great Wall Ceramic Industries Ltd.”** under the supervision of Md. Aminul Islam (Deputy Manager of HR and Admin). My three months long journey in Great Wall Ceramic Industries Ltd. was a whole new experience and for preparing this report I have worked wholeheartedly and effortlessly to collect all the information related to the topic. I tried to follow all the guidelines in aspect of preparing this report and this whole experience has been really fascinating and helped me gather all the knowledge regarding this field. I tried my best to include all my learning in this report and if any further clarification needed, I will be available by any means necessary.

Thank you for your proper guidance and support, which helped me to complete this internship report. I hope that this report meets your expectations. I would be glad if you want to contact me for any further quires.

Sincerely,

Kaniz Sarawrai

16304163

BRAC Business School

BRAC University

.....

(30.04.2019)

Letter of Endorsements by the Supervisor Faculty

This is to certify that Kaniz Sarawari, ID: 16304163 under BBA Program, BRAC Business School, BRAC University has done this report on “**Current effectiveness of Non-Monetary incentives as a tool for Employee Recognition in Great Wall Ceramic Industries Ltd.**” for the purpose of completing BBA internship program. I accept this report as a final internship report.

I wish every success and prosperity of her career and life.

Zaheed Husein Mohammad Al-Din
Senior Lecturer
BRAC Business School
BRAC University

Acknowledgement

I am obligated to all the thoughtful individuals for their help and direction without which I couldn't have finished this report. Above all else, I might want to thank the Almighty for giving me the persistence, specialty and audacity to completely finish my report in time. Secondly I would thank my course instructor, senior lecturer of BRAC BUSINESS SCHOOL Mr. Zaheed Husein Mohammad Al-Din for his enormous support, consolation and supervision, which empowered me to deal with an expert dimension. Close by my course teacher, I am thankful to my line manager in the organization named Great Wall Ceramic Industries Ltd., Md. Aminul Islam (deputy manager of HR and Admin) for directing and helping me to finish my internship report residency easily in spite of the considerable number of difficulties. I would likewise offer my thanks towards my family and friends for their persistent effort and support to achieve my goal. Finally I would thank every single kind individual who has helped me by giving important information and guidance to compose this report.

EXECUTIVE SUMMARY

Great Wall Ceramic Industries Ltd. is one of the local largest ceramic tiles manufacturer in Bangladesh where my internship was completed successfully. The internship report is about “**Current Effectiveness of Non-Monetary incentives as a tool for Employee Recognition in Great Wall Ceramic Industries Ltd.**” This report includes the background of Great Wall Ceramic Industries Ltd. and its activities including its history and the management team. Besides, the mission, vision and objectives of the organization and trends of turnover rates, products of the organization are briefly focused too. Before highlighting the main topic, the report portrays a clear picture of the employee recognition in local industry shows and non-monetary incentives that creates impact on the employee in the organization. The main purpose of this report was to create an understanding of the employee recognition in local industry and the effect of non-monetary incentives on employee’s recognition in the organization. For this, the project taken as an intern was clarified carefully. The obligations taken were connected with the report, which demonstrated the importance and effect of the academic information and functional experience at Great Wall Ceramic Industries Ltd. Moreover, the entire report is on over and over discussions about the way of life and workplace of the company, which demonstrates how it keeps up great relation with inward and outside partners. In conclusion, the perceptions I had through the internship were talked about as well, which incorporated constraints and scopes. A few recommendations were likewise made for the constraints and difficulties that faced through the journey. All the data in the report were gathered and introduced through experiences, past research and reports. Much data was gathered by asking the representatives straightforwardly while working, as there was no past report or concentrate identified with this report topic. The colleagues all through the journey were extremely helpful and co-employable on account of which the report got a standard shape and was conceivable to get ready on schedule.

Table of Contents

PART- 1:	1
❖ Organization Part	1
❖ The Organization and Historical background of Great Wall Ceramic	1
• Introduction	1
• The Organization.....	1
• Historical Background of Great wall Ceramic Ind. Ltd	3
• Organizational Hierarchy	5
• Business Process	6
• Product Distribution Channel of Great Wall Ceramic Industries Ltd	6
• Products of the Organization	7
Part 2: Project Part	8
<u>Introduction</u>	8
❖ Rationale	8
❖ Background	8
❖ Objectives of the Study	9
• Broad/General Objective.....	9
• Specific Objectives.....	9
❖ Methodology used for the Data Collection	9
• Selection of the Topic	10
• Sources of Data	10
• Primary Sources	10
• Secondary Sources	10
• Scopes.....	10
❖ Literature Review	11
❖ Limitations	13
Brief Description of the Job	14
PART 3: Project Part	17
❖ Brief Description of the Project:	17
❖ Guideline for general recruitment	18
❖ Employee Turnover Rate	21
❖ Background to the Study	22
❖ Key Term	23
• Employee Recognition.....	23
• Non-Monetary Incentives	24
❖ Importance of Recognition Program in the Organization	24
❖ Basic Employee Benefits and Compensations Provide in the Organization	26
❖ Non-monetary incentives Organization Provide as a tool for Employee Recognition	28
❖ Creating Recognition Program for the Organization	29
❖ A Successful Employee Recognition Program for the Organization	30
❖ Ideas of Employee Recognition	32
❖ Strategic Approach to Employee Recognition Program	33
❖ Non-Monetary incentives Employees Value Most in the Organization ...	34
❖ Non-monetary incentives employees want the organization to provide	39

❖ Problem in Employee Recognition in Local Industry	40
❖ Factors that Affect Employee Recognition in the Organization	42
❖ Effectiveness of Non-monetary incentives in the organization	43
PART 4	45
Academic Preparation.....	45
• Lesson Learned from Internship Program.....	45
• Constraints/Challenges and Overcoming the Difficulties.....	46
• Overcoming the Difficulties.....	48
• Comparison between Expectation and Experience	48
• Implications to University’s Internship Program.....	49
❖ Concluding Statement.....	49
• Recommendations	50
❖ References.....	52
• References (continue).....	53

PART- 1:

Organization Part

The Organization and Historical background of Great Wall Ceramic

Introduction

Tiles are surrounding us for everybody to appreciate. They are utilized as a part of places of worship and mosques, eateries and shops, healing centers and homes. The most punctual tiles in Western Europe (late c.10th) were found in various areas in England (e.g. York and Winchester). Coated tiles were costly building thing that brought about their utilization being confined to well off minister foundations. From the sixteenth century onwards-Moorish tiles making has gradually spread north through Spain. Probably the most tremendous ceramic production can be found at the Alhambra Palace in Granada, and in the Great Mosque in Cordoba. From the14th century tin coated tile making spread from Holland over to England. As collectibles, tiles are captivating and can be a moderately economical place to start your pastime. One may have practical experience in tiles from a specific period, nation of beginning, shading, topic, or producer. They are effortlessly shown in edges or consolidated into a divider or tabletop of current tiles. Tiles can be different kind Ceramic tiles, glazed tiles, and mosaic tiles, marble tiles, natural stone tiles. We focus more on ceramic tiles, as uses of the ceramic tiles nowadays are huge.

The Organization

Great Wall Ceramic industries Limited was incorporated on 29 June 2005 and started commercial production on November 2006. The factory is equipped with the latest modern Spanish, Italian SACMI and Chinese Machineries & Technologies. The production capacity of plant is 33,500 sqm / per day. Great Wall manufactures tiles in a very wide range including Ceramic Tiles, Homogeneous Tiles, Polish Tiles and Rustic Tiles with aesthetic designed quality products at affordable price. The

company manufactures two popular branded tiles recognized as “GREAT WALL” & “CHARU”. Premier exclusive brand is ‘CHARU’ wall and floor tiles with matching border & décor. The latest printing machineries allow them to produce a wide variety of designs, textures and surface effects, catering for a variety of tastes, from rustics through to contemporary marble designs in superior glossy mirror finishing. Tiles are very popular for innovative design, classical detailing and sophisticated look along with the durability and easy care of “GREAT WALL” & “CHARU” branded tiles in the domestic market & South Asian sub-continent. They have dedicated Expert Marketing Team, World Class Design, After Sales Service and Countrywide 85+ Distributors of our products. Recently they have signed to enhance production capacity of 15000-sqm/per day due to increasing demand of the brand in domestic market both in floor and wall tiles. Total production capacity will be 48500 sqm / per day at the middle of 2019 and they will be fully able to fulfill the increasing demand our valued stakeholders and customers.



Great Wall Tiles Factory Production Image-1

They have additionally begun first universal standard Sanitary Ware manufacturing plant in Bangladesh with the help of the best specialists from Europe and Asia. The

plant is furnished with most recent improved manufacturing hardware of hygiene products from SACMI, UNIMAK and HEXIANG with the capacity limit of 1.5 million pieces every year under the title of “CHARU CERAMIC INDUSTRIES LTD.” It is noteworthy in the historical backdrop of Bangladesh Sanitary Ware Industry that they have just begun their preliminary creation to manufacture COTTO[®] brand hygiene products in their plant which is a standout amongst the most universally perceived sanitary product brand worldwide with the specialized cooperation of Siam Sanitary Ware Industry Co; Ltd. Thailand.



CHARU Ceramic Production Image-1

They have a vision to be the leader in tiles and sanitary wares industry in the world and they are going to make a potential investment within next five years for setting up a world class European Standard tiles industry in Bangladesh located Bangladesh Economic Zone Authority (BEZA) at Srihatto, Sylhet to manufacture world class quality tiles at affordable price worldwide.

Historical Background of Great wall Ceramic Ind. Ltd

Alhaj Mohammed Shamsul Huda, Managing Director of the company, who as of late got the “THAILAND BEST FRIEND” award, is a genuine visionary person. At the earliest time of his business he had the vision to be engaged with manufacturing

however he had begun his business profession as a structure materials importer before 28 years back. His business association is prominently known as “**Bengal Agencies**” which has 12 showrooms at main locations in Dhaka, Chittagong & Shylhet. By that personality he resourced absolute best quality White Cement, sanitary Goods; Mosaic Chips and the best brands of Ceramic Tiles from a few nations inside the world. For maintaining this business with various nations he expected to visit numerous renowned factories, from where he assembled experience and seen the development of tiles showcase as well as the operation of White Cement. When he discovered him arranged for being a producer failed to waste his opportunity to decide White Cement plant that is thought as “**White Elephant Brand White Cement**”. It was a joint exertion of SIAM Cement Industry, Thailand and SIAM BANGLA INDUSTRIES LTD, Bangladesh. After success of White Cement he started to dream concerning Tiles creating that is known as “Great Wall Ceramic Industries Ltd.” in late 2005.

Mission

Great Wall Ceramic Industries Ltd. serves by the wants of clients and business in development sections gainfully by providing:

- Quality items and services to our clients.
- A peaceful and fair work environment to our staff.
- Equitable admiring and reliable working relations to subordinate Industries.
- Gainful and mindful development to our stakeholders.

Vision

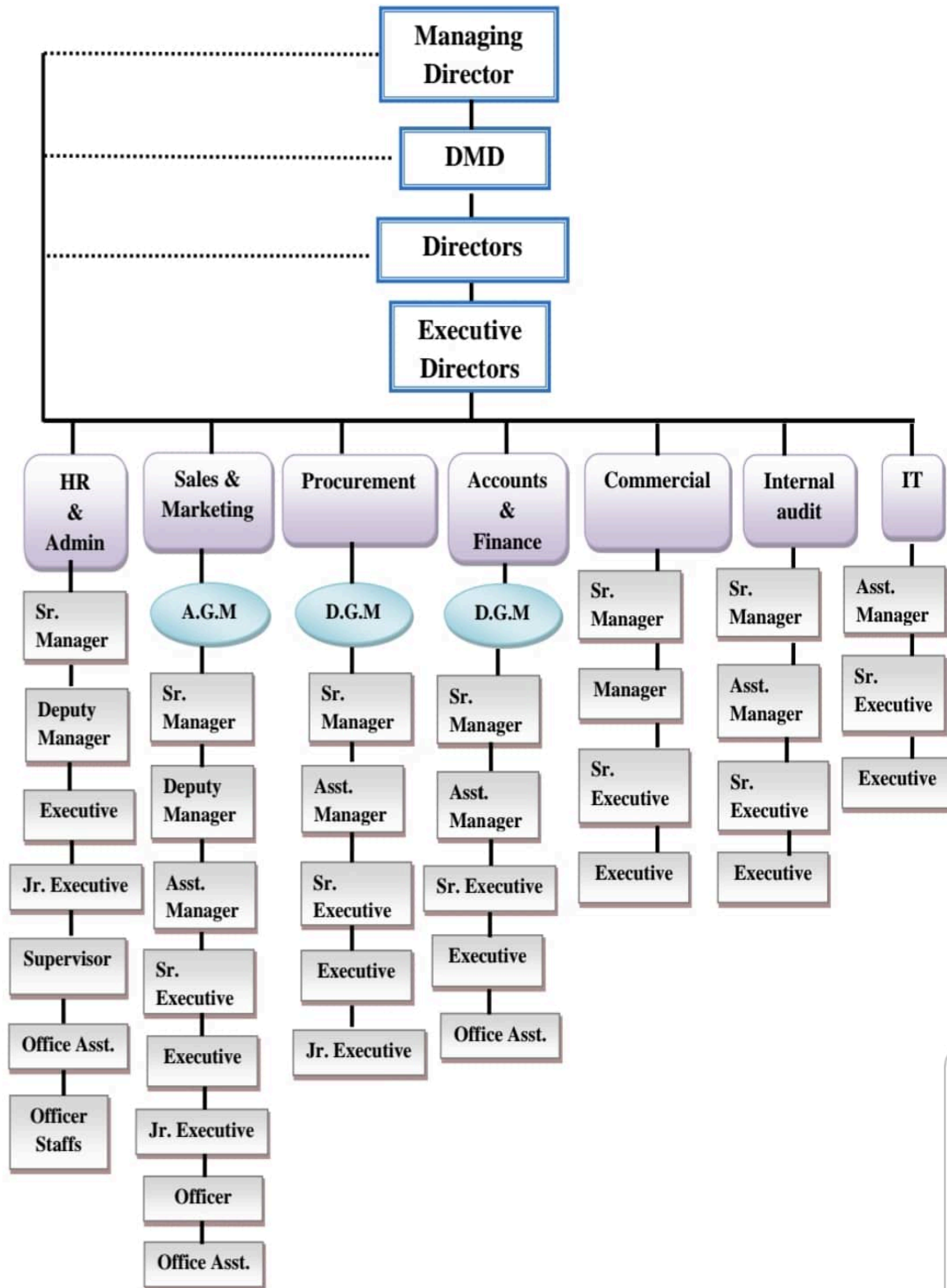
- assemble an alternate prospective in tiling and add to national exchequer

Location

Tiles Factory is in Gilarchala, Gazipur, Bangladesh, and sanitary wear factory is in Manikpur, shahzi Bazar, madhbodpur, habiganj.

Head-office is stated at Navana Zohura Square, 28 Kazi Nazrul Islam Avenues, Bangla Motor, Dhaka 1000, and Bangladesh

Organizational Hierarchy



Business Process

The general administration of the organization's business has been vested with the Board of Directors of the organization. The Managing Director of the organization is the CEO who is in charge of running everyday activity organization and monetary issues of the organization. The directors of the organization are the co-facilitators and General Manager is the head of generation. In this manner we observe that the administration arrangement of the corporate is part into three broad ranges that grasp incorporate Production and Technology, Finance, Admin and Sales and Marketing. The obligations, duties and length of control of different officials have been characterized with proper designation and experts so as to do a smooth and fruitful basic leadership process.

Product Distribution Channel of Great Wall Ceramic Industries Ltd

Great Wall incorporates a study across the nation Distribution Networks by picking surely reputed shippers. They disseminate items in a proper and right technique for the convenient of the client of them. Aside from that there are assortments of sales improving, checking system and furthermore partaking in various fairs. The group of sales service like Company deals group is serving the wholesaler and in this way the end client. Escalated distribution is kept up by stocking the product in numerous showrooms as could reasonably be expected. Couples of exclusive selective showrooms are now serving clients in Dhaka and Chittagong and Sylhet.



Products of the Organization

The plant of the company is situated at Gilarchala, Sreepur, Gazipur with the production capacity of 24,000 sqm / per day. Company manufactures tiles in a very wide range with aesthetic designed quality products at affordable price of “GREAT WALL” & “CHARU” branded selective divider and floor tiles with coordinating boarder and deécor in the sizes from 20 cm X 30 cm, 25 x 40 cm, 20 x 40 cm, 20 x 55 cm, 30 x 50 cm, 30 x 60 cm, 30.5 x 30.5 cm, 30 x 30 cm, 40 x 40 cm, 60 x 60 cm. Organization agrees to the quality criteria of BDS ISO 13006:2006 and items are BSTI-affirmed.

The company is going to produce Double charges vitrified tiles that prints the example with a twofold layer of shade, 3 to 4 mm thicker than different kinds of tile. This procedure does not allow complex designs but rather results in a longwearing tile surface, reasonable for overwhelming competitive business and private work, which will be an achievement in the historical backdrop of Bangladesh ceramic tiles industry. We think, this new entrant product types will be said to be the tiles of the future in Bangladesh.

Part 2: Project Part

Introduction

Rationale

In a competitive Industry like ceramic industry, Great Wall Ceramic Industries Ltd. is growing faster, bringing unique products and change effectively the choice of customers in the market. Different departments and teams of the entire organization are responsible behind each success and failure. All the teams of the organization are interconnected with each other in many ways and working together towards the goal. The report contains a brief idea of importance of employee recognition, influence or effect of non-monetary factors on this term and absent of employee recognition in the organization. Moreover, It highlights the impacts of non-monetary factors on employees and the effect of employee recognition in local industry like Great Wall Ceramic Industries Ltd.

Background

In this three months long internship I was assigned as an Intern of Human Resource department. I have observed the Human Resource department's activities very closely while working. This organization has given me the chance to explore many new things through various responsibilities. The whole journey has reflected my learning very effectively in many ways. I have come to know about the significance of the department in the overall organization and the ceramic industry. I also got the opportunity to work with all the teams of Administration Departments. So, I got all the information from my line manager and the employees directly. And about the responsibilities that I covered in this report are from my personal experience during my internship period. These ensure the authenticity of the information.

Objectives of the Study

Broad/General Objective

The primary purpose of this report is to fulfill the requirement of an Internship report for the course “BUS 400” under the procedure of undergraduate program of BRAC University. The primary concern of the report is to analyze the corporate culture and contributing in HR activities in the company. In this report I have summarize the overview of the company, Mission & Vision, details of organization product line, overview of department & people I worked with & my contribution, learning and experience from internship, interaction with supervisor & coworkers, dealt with difficulties, deviation between expectation & reality. To be more specific out objective was to get an idea about this report is to acquire a proper knowledge of how the Human Resource Department works and effectiveness of non-monetary factors which work as a tool for employee recognition and most importantly how the team cater to the business needs through managing the company’s most valuable resources- its employees.

Specific Objectives

To be specific about the objectives apart from the general ones, the following points have been mostly highlighted in many parts of the report-

- To provide knowledge about responsibilities of Human Resource Department.
- Analysis of non-monetary factors employee value most in the organization
- Analysis lacking of the employee recognition program in the industry.
- Understanding and creating importance of the terms of employee recognition and non-monetary factors in the local industry

Methodology used for the Data Collection

Most of the information what I have written are gathered from my personal experiences throughout my internship. To prepare the report more meaningful and adequate, I used two sources of data and information. For purpose of this report both primary and secondary data sources are used. There are some records collected from many resources of the organization.

Selection of the Topic

My supervisor in the organization, who is basically my line manager of HR department, helped me to select the topic of the study. Before the topic was allotted it was talked thoroughly with my university advisor also so that, a well-organized internship report can be prepared.

Sources of Data

To complete the study both primary and secondary data were used.

Primary Sources

For data collection, I had to take interview of Senior manager of HR and Admin Department, M.G Farid Uddin Kislu, who could give the additional required information for my report and other than that personal observation to make the report more authentic. Moreover, for some detailed information I took survey on the employee of the company and asked few questions to the listed employees, those are, Mr. Khorshed Alam, (senior executive, commercial), Mr. Anwar Kabir (Assistant Manger, Accounts), and Mr. Sharif Ahmed (Senior executive, Marketing).

Secondary Sources

Referring to the secondary sources I mainly used the web site of Great Wall Ceramic Industries Ltd. and also other reports of ceramic industries so that I could get some additional information on the purpose of preparing the report.

Scopes

This paper includes all the products and services of Great Wall Ceramic Industries Ltd. It includes the current business strategies of the company. I have written all the experience I have encountered throughout my internship program. Hence the working area of my internship was only in Head office, Dhaka.

Literature Review

Ceramic Industry is booming manufacturing sector in Bangladesh. Over the years the industry has flourished immensely (An overview of Bangladesh's Ceramic Industry" 2017). The ceramic Industries are providing this huge service throughout the world and making it a better place for living. Now the industry is emerging so fast and controlling almost every steps of the business world. In the article, 'Our Ceramic Industry', "besides readymade garments, leather and other profitable items, ceramics is a growing manufacturing and export-oriented sector in Bangladesh now. The local ceramic industry produces tableware, pottery, tiles, bricks, sanitary ware, electric insulators and other products that have become a part of our daily life. People use ceramic items for their durability and decorative designs. So, there is high demand for ceramic products and the industry is enjoying good response from consumers" (Debnath, Bipul K, 2019). Because of high demand of ceramic products local industries now trying to improve every aspect of the business. They are now making a huge business out of it and also try to maintain the good quality products as well as every personnel who work behind it to make it more successful industry in the country. Also the local companies are improving their departments and engaging them towards the revolution. Among these Human Resource Management Department a standout amongst the most significant piece of any industry or organization. And the topic I have discussed throughout the report is related to human resource or human capital. The department deals with human capital in the organization.

In the article, The Importance of Human Resource Management, (2018), "Human Resource Management deals with issues related to compensation, performance management, organization development, safety, wellness, benefits, employee motivation, training and others." HRM plays a strategic role in managing individuals and the culture and environment of the workplace.

As employees are most important valuable resource in any organization so they must be taken care of. There should be proper interaction between employees and the line managers and peers, which makes the customer, and the employees satisfied.

Organizations should look after their employees and make them engage in organizational activities. "According to Forbes, only 15% of employees worldwide are engaged in their jobs. When employees are engaged they are willing to commit their time, talent and energy in adding value to their organization" (Employee

Recognition and 6 Powerful Ways to Implement it, 2019). As per as the articles shows, engage employees are most satisfied in workplace.

In the journal, “Identification of Variables Affecting Employee Satisfaction and Their Impact on the Organization”, “Effective organizations should have a culture that encourages the employee satisfaction” (Bhatti & Qureshi, 2007). “Employees are more loyal and productive when they are satisfied” (Hunter & Tietjen, 1997), and “these satisfied employees affect the customer satisfaction and organizational productivity” (Potterfield, 1999). Studies shows that businesses that excel in employee satisfaction issues reduce turnover by 50% from the norms, increase customer satisfaction to an average of 95 % & lower labor cost by 12% (Carpitella, 2003). The more satisfied an employee is, the less turnover and absenteeism occurs (Maloney, & McFillen, 1986).

So, it clearly refers that to ensure organization’s progress employee satisfaction plays a vital role. If employees are satisfied then they will be more productive. For ensuring the employee satisfaction employee recognition is important and which is another major responsibility of a HR manager. In many companies employees are recognized through monetary benefits but sometimes employees just want recognition for their hard work and which is absent in local industry.

In the article, “why employee recognition is so important – and how you can start doing it”, stated specialist in behavioral science, Dr. Ashley Whillans from the Harvard Business School, summarized this issue concisely in a 2019 article:

“What really matters in the workplace is helping employees feel appreciated” (Harrison, 2019).

Employees respond to appreciation expressed through recognition of their good work because it confirms others value their work. In the article “Why employee recognition is so important” stated that, “When employees and their work are valued, their satisfaction and productivity rises, and they are motivated to maintain or improve their good work” (Harrison, 2019).

However, many organizations failed to understand distinction between reward and recognition. So, reward is when employees do something for the company and expecting in return something, which basically promised reward. In contrast, recognition is acknowledgement or appreciation of work, which is done for the organization.

Analysts discovered that individuals in the associations are spurred by money related and non-financial prizes both.

Researchers discovered that employees in the organizations are inspired by financial and non-financial rewards both. For example, research works of Armstrong and Murlis (1991), Schuler and Jackson, (1996) and Lai (2007) explained that “total remuneration consists of financial rewards (fixed and variable) and non-financial rewards (praise, achievement, responsibility, freedom, job satisfaction, job security and personal growth” (Khan, Q., Rukh, G., & Khan, H. M, 2018).

In the article, Why Employee Recognition is so important stated that, “Appreciation is a fundamental human need. Employees respond to appreciation expressed through recognition of their good work because it confirms others value their work. When employees and their work are valued, their satisfaction and productivity rises, and they are motivated to maintain or improve their good work. Praise and recognition are essential to an outstanding workplace. People want to be respected and valued by others for their contribution. Everyone feels the need to be recognized as an individual or member of a group and to feel a sense of achievement for work well done or even for a valiant effort. Everyone wants a ‘pat on the back’ to make them feel good” (Harrison, 2019).

Organization’s success depends on employees so; nowadays companies try to ensure employee satisfaction through monetary or non-monetary recognition and making reward programs in the organization. Human Resource is something that organization cannot create. What they can do is groom the existing asset and keep them motivated so that they provide the best outcome and help the organization to attain its goal.

Limitations

There is certain limitation to prepare this report. And those are given below:

- i. The limitation of time, because of time constraint every aspect cannot be covered.
- ii. There are lacks of secondary sources. The website and some reports of the industry is main secondary source of the study, which are not enough to complete the report.
- iii. There is limitation of the scope. Due to confidentiality, they cannot disclose much information about the organization.

Brief Description of the Job

I had the opportunity to have three months long internship at Great Wall Ceramic Industries Ltd. I signed up with the organization on 15th January 2019 and was assigned in the HR department. From 16th January I started working as an intern of Human Resource Management team. We were working in a team of 3 mainly. My line manager was Md. Aminul Islam, who is the deputy manager of HR and Admin department. As I worked under him so I had to report him everything related to work. I have come upon with completely different tasks that are conducted by the HR department. I was introduced to the jobs of HR personnel; there were different types of jobs I was made acquainted with. I was assigned to the following jobs regularly. Those were –

- Collecting CVS
- Screening CVs
- Setting Interview date
- Making Interview Lists
- Creating Employee Profile
- Employee Joining
- Calling for Interview

Collecting CVs:

CVs are collected from bdjobs.com website and through mailings and applicants can also drop their CVs in the CV box at head office. As I have worked for the most part in the enrollment team, it was my business to gather the CVs and furthermore request that the Office Assistant gather the CVs from the CV box. Great Wall Ceramics Industries Ltd gets 1500 + CVs from bdjobs.com for their recruitment and selection process for a one particular vacant position.

Screening CVs:

I was assigned in screening process where I have learnt that I need to consider few areas while screening the CVs; these were age, education and location. For example a candidate has to be 18 years or above to apply for job. For Associates and responsible position the candidate has to be graduate student and candidate also has to be smart.

For executives in marketing department I had to look for their present location specially.

Setting Interview Date:

In the wake of screening the potential competitors CVs for the empty position alongside my manager, we were to fix the meeting date for meeting and educate the human resource people about the meeting

Making Interview Lists:

While calling the candidates I had to maintain serial number of their CVs after calling the candidates. It was my job to prepare an interview list, which contained name of the applicant and contact number.

Calling For Interview:

After screening the CVs and separate them based on their geographic location, it was absolutely my job to make decision to call candidates for interview and inform them regarding the date, time and venue. The interviews were held in the head office of Great Wall Ceramic Industries Ltd. After the interview I had to call the selected candidates to collect their appointment letter.

Providing employee services:

I also provided employees ID card, Business card, Leave form and other official forms and took their signature in register form, which is very important for HR department.

Create interview summary:

Before any interview I had to generate the employee interview summary of each employee to make the interview process more efficient.

Arranging CVs:

Before starting interview session, I arranged the CVs in a serial and separated these based on department. I punched all the CVs and kept it in a file with a cover sheet like CVs for technical department, graphics designers etc.

Entry in leave register:

I had to enter leave status of individual employees in the software. And calculate the balance of their leave.

Coordinating interviews board:

Before interview I kept the important paper and elements on the table that is important for interviewer and interviewee like evaluation sheet, summary requisition, off set paper, newspaper, pencils and pens.

Preparing bills:

In this period of time in Great Wall Ceramic I was the only HR & Admin member who was responsible for all the HR works. I had the responsibility of preparing canteen bill, food bills, Rental service bill, etc. Doing this I faced challenge in preparing labors salary bill. Because preparing this we had to consider there overtime calculation and attendance bonus.

Updating Employee Information:

I have go through the entire new employee file who joined from January to April 2019 and find out which document are missing or not submitted by the employee. I have made a excel sheet of that missing document and report it to my supervisor. This work allows me to know about what document should we check at the time of hiring employee.

PART 3: Project Part

Brief Description of the Project:

This report is based on my own experience while working in Great Wall Ceramic Industries Ltd. for long three months. While working in the company and on the report helped to identify the HR policies and strategies, which is done by the Great Wall Ceramics. As I have worked under Human Resource Department so I had the opportunity to have close observation of the whole process. Though as an intern I could not get to have much detailed information due to confidentiality of the organization. This report helped to identify about the ceramic industry and employee's satisfaction, motivation, performance and how local industries like Great Wall Ceramic Industries Ltd. treat the most important asset, which is human resource in the company. Human asset is a standout amongst the most significant components in any association as its estimates disappointment or achievement. Moreover, this report helped me to experience the recruitment process in the company. This report will help to take insight of employees' satisfaction would benefit the business and the influence of non-monetary factors that work as a tool for employee recognition in the organization. Also, how local industries failed to give such benefits to the employees and absents of employee recognition in both monetary and non-monetary terms in the local companies. In the Great Wall Ceramics they have more than 200 employees in the head office. Through out my internship I have observed some positive side of the organization and also through some interviews I got to know that employees are much satisfied than any other local industry. Though they don't have much of non-monetary benefits or any formal employee recognition program in the organization and which is common problem in any local industry. However, Great Wall Ceramics Industries Ltd. maintains a competitive advantage over its competitor due to work friendly environment and culture in the organization.

Here I would like to enlighten the Great Wall Ceramics Industries Ltd. recruitment procedures:

These recruitment methods are intended to guarantee that the representative chose for administration in the organization coordinate the activity necessities significant to the position being procured for.

Guideline for general recruitment

Great Wall Ceramic Industries Ltd. engages segregation free recruitment arrangements inside the company.

Requisition of individuals

These following are some central principles pursued for recruitment:

- Education to coordinate the particular occupation.
- Age limit to be pursued according to the organization law of Bangladesh
- Specific tests may be taken according to the job enrolment
- Whatever other physical attributes that might be required for a specific occupation that would be considered while picking an individual.
- Checking fitness to coordinate the job prerequisite.
- Experience and aptitudes, if any required to the particular employment.

Shut down the requisition

When the recruitment is finished and the administrator gets the employees joining report, demand posted for that job position would be shut in the administrator following framework. An enrolment can't remain open for over a half year. This implies the administrator must take brisk work to finish every vital step for the necessity. Following a half-year in the event that the office might at present want to enlist individual, at that point another recruitment will be opened.

Advertisement for opening

Administrator puts the notice on chosen newspapers for any vacancy.

Application in light of advertisement

Applications from applicants are gotten by administrator set in a record and to the concerned department head for security. Hopefuls who seem to satisfy the job necessities are short-listed and the department head demands administrator to call them for necessary test and interview.

Written test

Requisition department may select through a written examination for the applicants who applying for the job as part of the underlying screening process. The department makes the surveys a fresh for every one of those tests and the approved people look after the test.

Interview of selected candidates

Requisition department dependent on the job prerequisites screens the resume/CVs so as to discover close matches and consents a short list of contender to be required a interview. The administrator is in charge of reaching the candidates and arranging the interview, and co planning with the recruitment department head. Coming up next are a few determinations of proposed abilities to be examined during interviews.

- If employees are able to Cope
- How is the communication skill?
- Ho enthusiastic they are?
- Ability to solve analytical problems
- Writing skills
- How committed they are?
- Incorporate with organization and planning
- Level of creativity
- Able to work for team development
- Capable of decision making & problem solving
- Leadership quality

Approvals for appointed candidates

Last approval of administration of the selected individuals through the procedure as follows:

The Dept. Head personnel & Administration select the worker and supervisors.

HR, Head Office, appoints department Head for Factories.

Director of operations, for the factories, selects all Executives.

Appointment letter issue

The selected representative at last affirmed is then made an offer of work in accordance of pay sizes of the company. Appointment letters is given relying upon various job grades are marked by the experts.

The first copy of the letter is given to the representative and the individuals acknowledgment is taken in a copy, which is safeguarded in his own life, while another copy is sent to the finance and accounts department together with the joining Report.

Joining Report

New employees are required to present their joining report to the concerned departmental head on first day of reporting to the activity. After accepting the joining report of a specialist, the work force and Admin Department of the Factory or Head office issues a worker ID card, relegating a representative Code number seven days from getting the Joining Report.

Orientation of Employees

A representative's introduction to their area of expertise or business bunch is approach to enable employees to make a total progress into organization.

Confirmation of new employee

The information about certain criteria that an individual must complete before they get confirmation as a permanent representative of the organization. Every new employee just as managers must be clear about these criteria and desires.

Issue of Conformation letter

Prior as far as possible of the probationary time frame, HR Department sends to the representatives Department Head the structure "Probationary Evaluation Report" This form is then finished and marked by the employees supervisor and the Department Head, and sent back to HR Department something like three days before the finish of the probationary time frame.

Employee Turnover Rate

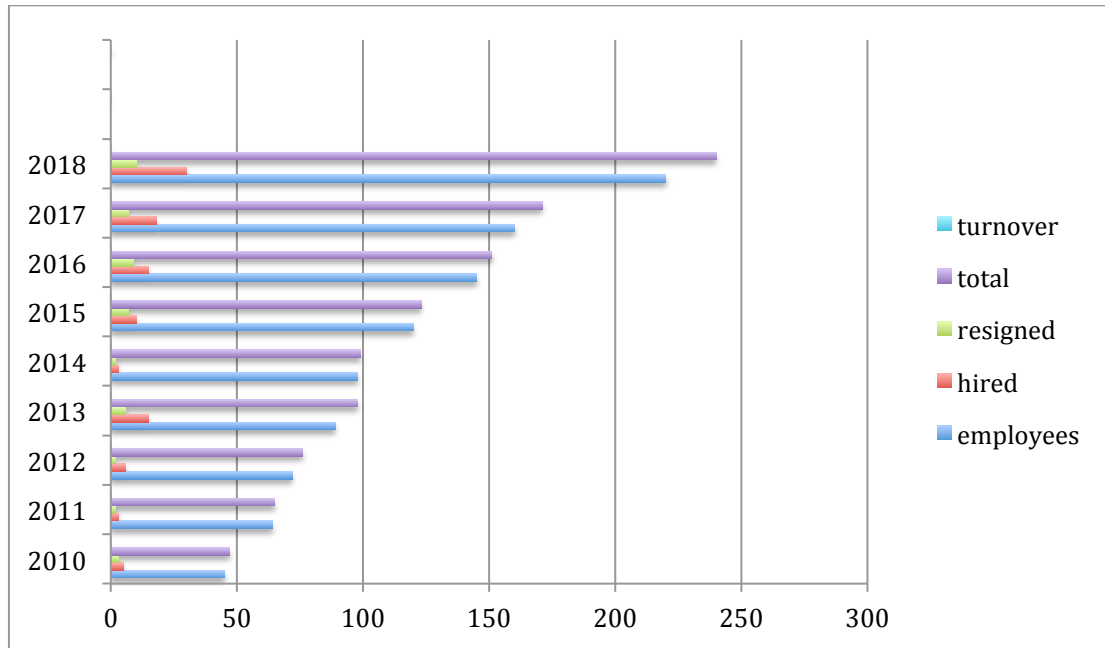
This term turnover rate usually means the amount of employees leave the organization within a certain period time. It can be voluntary or non voluntary. But high turnover is bad for any organization as it create negative image of the organization. So, it's important for a company to keep the turnover rate low. For this, employee should be rightly treated, the work environment, competitive benefits and rewards, satisfaction through compensation and encouragement and also recognition is important in the organization.

The data or trends of turnover rate of the Great Wall Ceramic Industries Ltd. is given below:

Trends of Turnover Rate (Corporate office)

The organization started its journey in 2005 but last 9 years data of employee turnover rate is shown in this report.

Years	Employees	Hired	Resigned	Total	Turnover
2010	45	5	3	47	6.67
2011	64	3	2	65	3.13
2012	72	6	2	76	2.78
2013	89	15	6	98	6.74
2014	98	3	2	99	2.04
2015	120	10	7	123	5.83
2016	145	15	9	151	6.21
2017	160	18	7	171	4.38
2018	220	30	10	240	4.55
				Average	4.70
				Sum	42.31



In this above trend it shows that from 2010 to 2018, the organization growth is tremendous. Number of employees increased in the organization and also if we do the average of the turnover rate, the rate is minimum than before. It is notable that more employment has been generated within 9 years.

Background to the Study

Human resource management always emphasize on the importance on employee motivation, rewards, recognition and benefits and other important program related to employee satisfaction as employees are the asset and a competitive advantage the company have over others. However, employees are the important part of any organization as they can drive any company to successful road. Therefore, organization now spend high amount of money on incentives, rewards and other benefits to motivate the employees. But sometimes these are not enough to motivate the employees as everyone has different level of needs in different level of organization. Human resource management needs to find out what really motivates or what the employees really need to be happy in the workplace. If they could get the clue then companies would be benefited and turnover rate would also reduce as it really costs the businesses. According to Herzberg theory of motivation in the workplace, employees should be given opportunities for advancement, be recognized for their work and give more responsibilities to help motivate them. Also, to keep

employee motivated in the workplace employee recognition plays important part. Employees need to feel appreciated for their hard work. In workplace two types of motivator works, one is monetary and another one is non-monetary incentives. According to needs in Maslow's hierarchy, everyone has different kinds of needs that can be categorize into five levels, from lowest to highest. Some wants monetary incentives and others want only appreciation for their work only. It really fluctuates from individual to individual and each association has distinctive dimension of acknowledgment program to encourage representatives. In Great Wall ceramics industries ltd., to motivate employees mostly they have monetary incentives to recognize employee's hard work. Local industries in our country do not have any proper recognition program to motivate employees. Some does not have even proper knowledge about non-monetary incentives. But sometimes top and higher-level employees want to have non-monetary incentives to be highlighted in the organization. They just want to be recognized by their work and want a token of appreciation as reward. Mostly, in local industry employees are not familiar with how the non-monetary factors on employee recognition can work as motivators.

Key Term

Employee Recognition

One of the best misunderstandings that pioneers make with respect to employee acknowledgment is confusing it with compensations/inspiring factors. Recognition isn't money related rewards; employers don't have to spend any money on the employees. It creates the impression that such countless employers still don't totally comprehend what employee recognition is. Employee recognition is the certification of a job well done. Its pretty much showing representatives that they merit regard for their work. It's connected to exhibiting to them that you see and value all the hard work they're doing. Employees needn't bother with spending money on them. They basically need to see that you acknowledge or perceive their work. According to a study on employee engagement, 82% of employee trust it's more intelligent to give someone acclaim than money or gift.

By far most of the money you'll be spending on remunerations for employees is in the end a waste; it's not what they're really looking for. Moreover, it's especially

announced that when you add money to task, you cut down the motivation of the task. When you by then evacuate the reward or lower the reward when they were foreseeing a reward, energy for the work drops, natural motivation is gone, and incidental prizes must be always offered to keep the work going.

Non-Monetary Incentives

Before get into the non-monetary incentives, we need to the differences between monetary and non-monetary incentives. Monetary incentives involve cash. It is financial incentives given to employees to motivate them to meeting their needs. Such as, pay rises, bonuses, profit sharing and others related to money.

And non-monetary incentive is not related to cash mostly. It actually drives employee to do work hard and get the respect and appreciation they deserve for their excellent job performances. Non-monetary incentives and rewards offer a worker self-sufficiency and individual acknowledgment and incorporate wonderful workplace, adaptable work hours, preparing, new challenges, allowances, for example, free phone calls, free fuel, fringe advantages, for example, leave i.e. additional days off for magnificent employees, benefits, free lunch, medical coverage. These incentives are now and then called rewards, as they meet the employee's inward needs, for example, recognition, confidence and satisfaction, consequently impacting employee inspiration. So, non-monetary incentives are like rewards which intrinsic employee to work harder. Such as, Status or title in the organization for the wonderful job has done, appreciation or praise for the work, give flexible time to balance work life, having faith in employees, give peaceful and work friendly environment to work, different task to challenge them, give the secure job life and others.

Importance of Recognition Program in the Organization

Employee recognition is a recognizing of one's work; offer thoughtfulness regarding their endeavors. Every human being needs appreciation and organization recognize employees great work then they feel great to be in the organization. Additionally, efficiency expands more and employees need to be appreciated and regarded by the others for their commitment in the organization. One of the real reason employees quit their occupations is that they don't feel recognize or applauded for their diligent

work. Acknowledgment is one of the key reasons that can do to build maintenance and lower turnover. In an investigation, from Deloitte found that: “Organizations with recognition programs which are highly effective at enabling employee engagement had 31% lower voluntary turnover than organizations with ineffective recognition programs.” A 2012 SHRM survey found that:

“Companies with strategic recognition reported a mean employee turnover rate that is 23.4% lower than retention at companies without any recognition program.”

Recognition program is significant, this statement is genuine due to another valid reason and which is turnover can be decreases productivity of any organization.

In a study, most gauges state that all things considered, turnover costs about 30% of the worker's yearly compensation. In any case, some investigation says it can cost once in a while the employees yearly pay, particularly if it's top administrators or talented workers. When you think about always constantly, time, and cash that go into choosing and preparing, on the highest point of the executive give off an impression of being altogether possible. These are the portions of the components that go into replacing a representative: An enrollment costs like meeting, screening, promoting, cost of onboarding, lost profitability– it takes something like three months before a employee starts including regard, getting ready expenses, anyway more than these budgetary costs are the enthusiastic costs. Esteem, preparing costs, however more than these budgetary expenses are the emotional expenses. Standard recognition is a straightforward reaction to ensure your workers need to stay with you. An extraordinary possibility for associations is executing and peers to peer motivation and makes recognition in the lifestyle so everybody does it to each other. This takes a lot of the weight of administrators and ensures that all workers are getting enough appreciation.

Basic Employee Benefits and Compensations Provide in the Organization

Provident Fund

The Company's provident fund is a supported plan. All affirmed and permanent people are fit the bill to be individuals from the provident store. The employee commitment, equivalent to 10 percent of the basic pay, is deducted every month through the payroll. The organization contributes an equivalent sum and both the representative's and the organization's commitments are paid to the fund every month. In the provident fund record, both the employees and the association's duties are credited to the individual employee's record. Workers are enlisted as individuals from the employee's provident fund on fulfillment and accommodation of the "Provident Fund Enrolment Form" to the HR division. To change the recipient at whatever point, the agent must complete the "Recipient Change Form" and submit to the Human Resource Department. The enrolment of the Trustees of the provident reserve must join at any rate:

- A) Representation from the HR division.

- B) Representation from accounts department.

- C) Two agents from the employees.

The provident is overseen according to the "Commitment provident Fund Trust Deed" a copy of which is accessible to the HR Department for any worker's survey. The provident fund record for the administrators is kept up at the Head office finance department while the manufacturing plant finance ledger keeps up that for worker at the factory. The leading group of trustees sends the provident fund account status for every worker before the finish of February for the past calendar year.

Group Insurance

This Company gives inclusion of life insurance to every single permanent worker after their uniting with the organization viable on the date of joining. To partake in the Group Term Life Insurance Policy, all employees are required to finish off. Life

insurance enlistment structure; submit to HR/faculty and administrator office for preparing. To change the recipient whenever, the representative must finish the Beneficiary Form and submitted to the Human Resource Department or to the staff and administrator office for rolling out the improvement.

Bonuses

Every perpetual employee of Great Wall Ceramic Industry Limited are qualified for two Festival Bonuses every comparable to " Basic Salary".

Accommodation

The Company based on prerequisites and accessibility gives free-outfitted single convenience to selected representatives and manufacturing plant workers at the officer's wreckage of the industrial facility.

Mobile Telephone

In view of the Great Wall Ceramic Industry Ltd. need, a smart, phone might be given to a permanent or contract representatives. To get this favorable position a composed application should be sent to the head of the division, IT division, of the employee's department head and responsible of the site/plant if appropriate. The cell phone is to be utilized principally for business reason, through can be unlisted for being in contact with the relatives, if important with logical depiction because of the surprising expense of cell phone utilization.

Medical benefits

Workers at industrial facility site are qualified for get free medical treatment from the organization doctor. In situations where a laborer is harmed while at work, all expenses of treatment are bearded by the organization.

Beyond Salary

Great Wall Ceramics believes in rewarding employees for all their hard work. That's why they offer a full range of benefits. Such as, provide suit or formal dress in every two year, transportation facilities for pick up and drop off, give incentives related to religious belief, before any occasion provide cloths, seasonal fruit distribution to the

employee's family, paid holidays and others incentives according to the need. In the long run, the well being of their employees makes their success possible.

Non-monetary incentives Organization Provide as a tool for Employee Recognition

While most of the employees just want to have monetary awards for a job well done, many people merely look for recognition of their hard work. In Great Wall Ceramic Industries Ltd., they don't have any formal or proper recognition program. But yes they do have an informal program to recognize their employee's hard work and efforts in the company. As we already know, how recognition program can help to grow the company's profitability and also decrease the turnover rate. By the above explanation we already know the importance of recognition program but some local industry does not imply a formal recognition program. Mostly they have basic rewards or benefits or compensation program. Most the related to money so, basically monetary incentives to recognize employees contribution to the work. In Great Wall Ceramics they do have some basic benefits or compensation program but they don't have much non-monetary incentives to acknowledge employees and their hard work. The recognition program essentially made for the individuals who are the top performers and the individuals who are always put endeavors to build the development of the company. However, some of the informal non-financial recognition programs they have in the organization are given below:

- Arrange family tours and give gifts to the family members.
- Car facilities for top performer.
- Arrange special suit for the performers.
- Give appreciation certificate and award signed by Managing director.
- Special lunch and photo session with top management.
- Sends email for performer of the day by stating a "Thank you" note.
- Top performers of the week get to have the opportunity to involve in a special project.
- Dinner arrangement with top management.
- Free food for the performers of the week.

- Flower bouquet.
- Celebration of the special day.
- Half day off.

So, by proving above-mentioned points they are basically recognizing the employee's effort in the organization. Though these are informal non-monetary incentive organization provide as a tool for employee recognition program but not a formally written one.

Creating Recognition Program for the Organization

Most of the local industries do not have any formal recognition program. The term is not common to the local industries. In Great Wall Ceramics, they also do not have any formal program to acknowledge employees. Generally, representatives need to have money related rewards in return of their diligent work. It's a bit much that everybody will require same thing. A few need to simply have thankfulness for the hard work and some simply need tangible motivators as remunerations. Along these lines, before making any formal recognition program we have to talk about with the employees in any organization and recognize the reason and needs, make a key arrangement and afterward execute the arrangement.

Formal recognition projects may require a little measure of arranging and administration. Pursue these means to make a recognition program:

First we need to establish the purpose

Distinguish what you plan for the program to achieve and the representative behaviors that you need to strengthen.

Then we need to understand that how the program will work?

- What practices would you like to strengthen through the program?
- How will workers be designated?
- Which workers are qualified for designation? For instance, is this program planned for all employees, including senior administration?
- How will grant champion be chosen? For instance: establish an advisory group made up of employees from over the organization (not only supervisors) to

figure out whose identity perceived; change the membership.

- Consider utilizing the advisory group recruitment as a type of acknowledgment by including representatives who have recently gotten acknowledgment grants.
- What will be the awards?
- How regularly will the award be given?
- Aim to give the award as close as conceivable to the genuine effort deserving of the appreciation.
- How will the award be exhibited to the worker?
- Who is in charge of dealing with the program?

After that communicate and implement the program

- Tell representatives about the new or improved program through formal communications, for example, an organization bulletin. Produce enthusiasm and have a fabulous time with it. Make sure to clarify how it functions, particularly how to select a representative or employee.
- Communicate reward champion and their achievements comprehensively over the organization to bring transparent to both their commitments and the program in general.

Finally review and monitor the program

Decide a straightforward way to deal with registration and assess the recognition program. Following a half-year, return to the reason/results and decide whether it is making the outcomes you expected it to.

A Successful Employee Recognition Program for the Organization

To create a whole recognition program is a lot to take on, consequently we've place along this important list of effects you should remember once taking this on.

The most important factor to remember is that employees are urgently looking for your encouragement, along these lines as to keep them glad, you wish to show to

them that you see their hard work. For making a successful recognition program for the organization the following points need to be kept in mind.

Recognize the potential frequently

It's insufficient to have an "employee of the month" program or recognize someone at the quarterly meeting. Acknowledgment needs to occur progressively. When you see somebody going well beyond, show the person that you saw his or her effort.

Be specific about the acknowledgment

It's insufficient to effortlessly say the words "Thank you". You should be specific of what you're expressing gratitude toward them for.

Remember, representatives aren't keen on the thank you, it's that you acknowledge them accomplishing something great. It should be specific, and state something like "thank you for serving "X" with the undertaking, I know she/he valued it and that I recognize it as well".

Encourage employee participation

You ought to urge everyone to take an interest to make the program progressively less difficult, yet don't make participation obligatory – that can without much of a stretch blowback on you.

Gather continuous feedback

Gather criticism from representatives to learn if any activities you would potentially have upheld are working. You can utilize satisfaction reviews to determine on the off chance that they see any improvements since any changes were authorized.

- Use different software or technology to find out
- Using some kind of computerized media to make the recognition open and traceable is an extraordinary method to guarantee accomplishment of a program.
- It doesn't need to be mind boggling, yet innovation will make things simpler and increasingly agreeable for everybody included.

Communicate with the representative or employees

- Most ventures flop in view of an absence of correspondence between the workers and top management.
- After any underlying showcasing you put in to declare a program, remember to speak with employees every time.
- Remind employees for what reason they're taking an interest, how this recognition helps fabricate the way of life, and so forth.

Ideas of Employee Recognition

Employee recognition works like motivators for employees. But most of the organization does not follow the actual recognition program. But it's really important to have this program in every organization as it helps to make employees happy, improve retention, self-improvement, boost morale. Recognition can start from just greetings and saying thank you or apologizing for the misunderstandings. Some of the ways of employee recognition in the workplace are given below:

1. Create appreciation event days in the workplace and appreciate employees in front of the co-workers or in the meetings. Give employees of the month or year award to the employees so that they get motivated.
2. Sending Thank you cards or attach thank you note in the paycheck. Celebrate the day make this moment memorable for the employees.
3. Sent appreciation email to the top employees also keep everyone in the email so that others could also get to see.
4. Use digital media to recognize the work of the employee by posting pictures in social media.
5. Set up a board called recognition wall where everyone can stick notes for the top employees to appreciate his or her hard work.
6. Give superhero tags by giving a unique object or a cape like a superhero to recognize employee's effort.
7. Highlight the top performers in the meeting and ask him or her to conduct the meeting and share ideas to the top management.
8. Giveaway some gifts like bas, cloths or pen to make the employees feel special.

9. Who does not love to spend some extra quality time with family? Give offer extra time off for their tremendous effort in the organization to the employees and show them you are doing great and you deserve it.
10. Arrange gift voucher for the top performers.
11. Create peer-to-peer recognition program. Employees will feel valuable and wanted in company if other colleague recognize the work of his or her.

Strategic Approach to Employee Recognition Program

For creating employee recognition program its need a clear strategy because without clear strategy the program will not work properly. But in the Great Wall Ceramics, in long three months I have not seen any such strategy they follow. As I have already mentioned in the above discussion that they have only few compensation and benefits program for their employees and few monetary and non-monetary programs in the organization. So, they don't have any such kind of strategy for non-monetary employee recognition program. But without clear strategy, the program is not going to work smoothly. Since, in the organization they mostly follow monetary employee recognition and which they run informally so they employees are not mostly aware of the recognition system even. Eventually, employees are not so satisfied with the top management in the local industries and they end up leave the job. So, strategic approach is important for any program. Therefore, creating strategy for employee recognition an organization must be aligned with company's mission, vision and objective and need to have the idea of different level of recognition for different employees need. Moreover, strategy must include the responsibility of management, a proper plan of communication between employers and employees, a proper training about the recognition program, measurement the program costs and outcomes, modification if needed, after set up review the whole program and lastly report the results to the top management and share it with employees.

Non-Monetary incentives Employees Value Most in the Organization

Due to some constraints it was not possible to take the survey online of the employees in the Great Wall Ceramics Industries Ltd. Employees were mostly was not supportive enough or understanding the program as it is an informal program in the organization. Therefore, I had to take the one to one interview regarding the issue from few employees. To get some understanding regarding non-monetary incentives in the organization, I asked some information about the organization and on employee satisfaction in the organization. So, here's some statement regarding the study are given below:

1. The following item has disclosed to you when you started working as a new employee at the Great Wall.

- i. Employee benefits and Compensation
- ii. Program of employee assistance
- iii. Medical emergency leave
- iv. Upward Mobility Career Development Program
- v. Training and development program

So, according to the responses, maximum employees were aware of workers benefit and compensation and medical leave policy in the organization. In Great Wall ceramics they have a leave policy, which they maintain strictly. And the organization has limited benefit and compensation policy and others are informal which employees also know. Mostly, they knew about the above-mentioned item when started working in the organization. In Great Wall ceramics, they don't have proper training and development program. But they do train their employees when needed. However, regarding the career development they have only few scopes. But in terms of the growth of the organization, employees mostly like the culture and environment and the informal benefits they mostly get.

2. There is career development opportunity in the organization.

Here, I mostly got the answer is No. They think there is so little scope to develop their career in local industry. Because, there is lacking in proper management and sometimes they don't get what they expect. But of some them was positive as they think company is currently focusing more on this and try to implement it.

3. The following sectors are more focused in career development opportunities in the Great Wall Ceramics.

- i. Promotional aspects
- ii. On the job training
- iii. Training and development program
- iv. Job rotation
- v. Job restructuring

According to responses, most of them think promotional prospects and job rotation is more focused in the organization. The organization claim they always think ahead for their employees and their career growth. They feel employees have great opportunity in career development in terms of promotion and different challenges in job where they get to experience different skills and employees also agree on that. Employees think to broaden their career development growth; organization should focus more on training and development program. Through the program they would be able to increase their knowledge.

4. These opportunities were important for satisfaction with employment at GREAT WALL.

- i. Training and Development program
- ii. Promotional prospects
- iii. On-the-job training
- iv. Job rotation
- v. Supervisor support you with developing your career

Here, employees are mostly satisfied with promotional prospects, job rotation and supervisor assistance in developing career. Most of the dissatisfaction responses were on training development, on the job training. In Great Wall these they have less opportunity in training and development. Maximum opinion of respondent was these opportunities should be focused more for the satisfaction of the employees. Employee satisfaction leads to a success in the company. In their opinion, organization should give more focus on employee engagement and satisfaction so that they feel motivated in the work.

5. Work environment is satisfactory in the Organization.

- i. Flexibility of work hours
- ii. Organization's Overtime practices
- iii. Availability of office equipment
- iv. Location of work (where building is found)
- v. Amount of supervision of the top management
- vi. Frequency of communication with line manager
- vii. Workload at your position

According the responses, in Great Wall Ceramics, most employees are most satisfied with work hour flexibility and work location. Because, they think location is very

convenient as they can get transportation easily and also they get flexible work schedule. Mostly, they satisfied with the work environment in Great Wall ceramics as they get most of them for their satisfaction.

6. Following benefits or circumstances they enjoy in current Job.

- i. Higher pay
- ii. Better medical advantages
- iii. Retirement plan
- iv. More promotional chances
- v. Better public transportation to work site
- vi. Better quality office equipment (includes Pcs, Telephone)

According to the responses, most employees are enjoying transportation facilities, medical facilities and quality equipment in the organization. Others are also available but not in a great extent. But they want more benefits and compensation packages in the work place. These packages determine the satisfaction level in work.

7. The following non-monetary incentives provide in the organization.

- i. Good physical working conditions are provided in the company
- ii. Acknowledgment of Self-learning and enlightenment.
- iii. Opportunities for career development
- iv. Scope to plan my own work and to make-work related decisions with at least of supervision.
- v. Satisfactory support from the HR division
- vi. Fair amount of team encouragement
- vii. Fair amount of sports and refreshment
- viii. Superior always appreciate the work done by you
- ix. Job security and wellbeing ensure in the organization

- x. The long-term benefits available are adequate
- xi. You are satisfied with the proper lunch break, rest etc

According to the responses, most of the employees are mostly unaware of the non-monetary factors in the organization. Mostly they get monetary incentives but sometimes they get the non-monetary incentives also. They are getting work hour flexibility, they get proper lunch break, and they are getting good physical working environment and opportunity for advancement, also mostly they feel secure in the organization. But others are not much highlighted in the organization and not given properly to the employees. There are some informal monetary and non-monetary incentives organization provides to their employees, which I already discussed above. But from these following non-monetary incentives employee value mostly job security and well being that organization ensure to provide. Company provides others incentives also but not highlighted much in the organization. For making this a habit they should have proper program to ensure that employees are getting enough acknowledgment for their hard work.

8. Non-financial incentives motivate me more than financial factors in my work.

According to the responses, most of the employees did not agree with the statement. First of all they were not aware of the term that is employee recognition and how can non-monetary factors motivate them. In local industry employees are given monetary benefits to motivate their employees. So, they also think monetary incentives only can satisfy their need. But there are some employees who think that they also want to have just appreciation for their hard work sometimes. However, organization is trying to develop the non-monetary incentive program that will be a tool for employee recognition. Employees want to be recognized for their effort and hard work in the organization. And for recognizing the work it does not need to be cash related, only an encouragement for the effort will work as a satisfaction to the employees.

9. The following non-monetary factors valued most in the organization.

- i. Flexible working hours
- ii. Proper lunch break
- iii. Recognition by giving award and thank you note
- iv. Involve in special project
- v. Half day off.

So, according to the responses, most of the employee's values flexible working hours and the recognition they get for their work as it motivate them most. Flexible working hours gives them the power to do the work freely, it motivates them arrange the work according to them. Also, the appreciation they get for their effort to company's productivity, its motivate them to work more and sincerely. All the above-mentioned non-monetary incentives are given to employees to ensure their satisfaction with the work. But some factors according to them is not that much attractive to them. To ensure employees engagement and to motivate them to work hard for reaching the goal, organization need to provide non-monetary incentives also. Non-monetary incentive also works as a tool for employee recognition; it should be understand by the organization. Employee recognition is an important factor for organization growth and for increasing productivity, as it motivates employee to be motivated and satisfied in the work place.

Non-monetary incentives employees want the organization to provide

Employees of the Great Wall Ceramics want to suggest the organization that they should give more focus to provide non-monetary factors to enhance employee work satisfaction.

The following Non-monetary incentives are given below:

1. Proper training and development programs
2. Formal recognition program, such as TOP Performers Board in organization, meeting arrangement and involvement in the project with top management etc.

3. Scope to schedule my own work and to make job-related decisions with a minimum of supervision.
4. Encourage the whole team spirit.

In the organization they don't have proper training and development program for employees. So, they wanted to suggest the organization to create a proper program, which they think it will benefit the organization and as well as employees. Because, if they arrange such program then it might help them enhance their knowledge more. Also, they need the organization to concentrate on employee's fulfillment and needs by perceive their hard work and endeavors they provide for the organization. For this, they should have a formal recognition program, where everyone will get to know the program and make arrangement of different kind of recognition program. They also think there should be job autonomy where they will schedule their own work and make decisions. Also, organization should make some arrangement for whole team to lift up their team spirit and encourage them.

Problem in Employee Recognition in Local Industry

Employee recognition is not widely known to the local industries. Employees of the local industries complain about not being appreciated or recognized for their hard work and efforts in the organization. Companies do not know the importance of giving employee what they deserve or just a simple appreciation, which basically meant employee recognition. Employers mostly unaware of the fact that it boosts employee morale, also motivate them to work sincerely. Basically it works as employee satisfaction. So, "Employee recognition", it only a problem in Great Wall Ceramic Industries Ltd., also it's a problem in most local industries.

To find out how employees in other local industry are recognized for their hard work and effort, I took the interview of three local ceramics industry in the Bangladesh. My supervisor in the organization

First, I took the interview of Md. Sharif Ahmed, who is the junior executive in HR department, in RAK Ceramics. RAK ceramics is clamed to be a number one ceramic tile manufacturer in the world. According to him, they have strong human resource and administration team. They do think about their employee's welfare and satisfaction. In the organization, they have proper training and development program

but he also mentioned that there is no job security, which is the biggest problem they are facing in the organization and which is creating bad impact on the employees. But they do have basic benefits and compensation program. They have profit sharing; leave policy and accommodation and other incentives for employee satisfaction and motivation. However, due to some confidentiality, he could not give me much information. But, he did mention about the lacking of employee recognition and non-monetary incentives for employee recognition is absent in the organization. Also, he mentioned that they are taking step to make a proper recognition program and providing non-monetary factors to employees to make the organization number one in every way.

After that, I got some information about Akij Ceramics, Who is the new in ceramic industry. They started their journey in 2012 and then they started to grow as a stronger tile manufacturer company. They are known for the quality advancement. So, I got the opportunity to take the interview from Md. Nazmus sadat, senior executive of marketing department. Though he could not give me much information about the human resource department. But, he could give me information about how employees are being treated in the company. According to him, employees are fairly paid for their hard work and they get monetary incentives mostly for the job well done. Also, they have benefits and compensation packages, which they are satisfied with. However, he thinks that there is no proper recognition program that motivates them to work whole-heartedly. He also mentioned that, there is no job security and they have long working hours but for that they don't get extra pay. Basically, he said that in this type of local industry they are unaware of non-monetary incentives and the effect that have in employee recognition.

Lastly, I took the interview of Mr. Azharul Islam, senior executive of accounts department in X MONICA ceramic industry. According to the Mr. Islam, they are trendsetter and premium brand tile manufacturer in Bangladesh. He also could not give me much information about the whole process. But, he mentioned that while recruitment of new employees they don't provide any written appointment letters, only exam or interview for recruitment. Also, they have long working hours and no proper non-monetary benefits are given to employees.

Factors that Affect Employee Recognition in the Organization

Employee recognition is basically appreciation or recognizing one's excellent performance in the organization. Employee's hard work can be recognized in many ways. Some like to be appreciated through monetary incentives and some are just want to be appreciated for their work without help of any financial incentives. But it depends mostly on the organization. Organizations should be able to understand that employees are the assets and only competitive advantage they have over others. If employees are recognized properly that would motivate them to work on organizations profitability. Also, it will increase the productivity and employees will be more energized to work more and will constantly try to improve their performance. So, in the organization there are some factors that affect employee recognition and those are discussed below:

1. Positive workplace can affect employee recognition. If employees feel that the place they spent most of their time is secured and where everyone help and support each other and the culture in work place is positive then employees feel motivate to work in that place and they will eventually recognized or appreciated for the work well done.
2. Job security is another factor that can affect employee recognition. If employees feel that they are not going to be eliminated without any reason and prior notice and if they feel that the place they are working in is ensuring their job security then it benefits organization because they feel safe in the place. Basically, if any organization give the job security to any individual that means they want to have the employees to be with them and by this they are actually appreciate or recognizing the employees hard work. So, they feel motivated to work on organization's success and they know they will get reward of that.
3. Opportunity of advancement can affect employee recognition as well. If employees see that the organization care about their

welfare and better future then they will feel encouraged and motivated to stay. Also, if they see there is any opportunity for growth and advancement and organization actually think about their future and the company is appreciating their hard work.

4. Good management in the organization affects employee recognition. If employees could feel that the place they are working in they have proper management team and who actually set everything right and manages the human assets well then employees feel motivated to work here and they will be recognized for their work by the top management.

Effectiveness of Non-monetary incentives in the organization

There are several informal monetary and non-monetary incentives organization provides to their employees. These non-monetary incentives work as a tool for employee recognition. Organization productivity depends on the human assets. So, associations should look after their representatives by providing and fulfilling workers need and wants. No businesses can run without workers endeavors, which help any organization to run the business smoothly. In Great Wall Ceramics, though they don't have any formal recognition program. Yet they provide some incentives to motivate employee and for their effective performance. These non-monetary incentives have effect on employee in the organization. Employees even want more of the non-monetary incentives to recognize their effort in the work. However, there are some current non-monetary incentives organization provides to their employees in the organization. How are effective are these non-monetary incentives in the organization are discussed below:

- i. Organization provides car facilities for the top employees. Which employee mostly appreciates because, it saves their own cost for transportation and also it makes their life easy. And because of that employees are able to come early in the office and they don't need to find any public transportation or wait for it. Therefore, provide car facility surely has effect on increase employee productivity.
- ii. Giving appreciation certificate and award signed by Managing director has

some special effect on employee work productivity. They feel special and happy that the boss recognizes their work. Most of the employees said that they want to feel special often so that they can work whole-heartedly.

- iii. Email sending stating that employees work effort is recognized and praises them by sending this email to everyone. This make the employees so special and being appreciated by colleagues also make their day. And also, organization gets benefited because of employee take one-step further to reach the goal.
- iv. Arrangement of special project for top employees is one kind of incentive and by this employee feel that they are important in the organization and they will more than before to make the project successful. Employees in the organization also mentioned that get involve in a special project with top management is help them increase their knowledge more and it also benefits the businesses.
- v. When any employee does something good or it benefits the organization then they celebrate the day in the company as its one step closer to the attainment of the goal. This also creates special effect on the employee. They feel satisfied that they are being appreciated for the effort they are giving.
- vi. Moreover, sometimes employees get half day off for tremendous work. They said it helps them relax and take rest and next day they work more efficiently.
- vii. They also get special cloth, flower boutique, lunch and dinner arrangement for their whole week of non-stop working. Which really motivates them and they don't feel dissatisfied for working overtime also. Because, for the extra effort they get extra care from the organization's top management.

So, in their opinion, these non-monetary incentives has clear effect on them and they feel satisfied if they get appreciated and praised by the top management and also they feel sometimes it increase their satisfaction level than monetary incentives. Therefore, we can say that in the organization the effectiveness of non-monetary incentives is moderate to high as it increases productivity and make things easy for reach the goal and most importantly it decreases turnover rate in the organization.

PART 4

Academic Preparation

Lesson Learned from Internship Program

The most recent couple of months have taught me some significant work just as improving my insight in couple of area. The best possible lesson of these exercises can help make an individual's life simple both in work and academic premises. I have mentioned couple of times in this report about how viable and fascinating the learning was for me. It helped me a great deal to improve my possibilities and increment my general learning about the worldwide culture. Without this viable experience it would not be conceivable to comprehend the genuine situation through academic information.

I learnt some important aspects, while working as a HR intern in Great Wall Ceramic Industries Ltd. Throughout my internship report I tried to show and also found out that in the organization and others local industry does not have any proper implementation of human resource development policies. Also, I learned that how important is non-monetary incentives as a tool for employee recognition program. Moreover, I have understood that in any organization there should be a program, where employee's get recognized for their hard work, as they are the assets for any businesses. However, there are other things that I have learnt through my internship at the organization. These are given below:

Technical Skills

In the organization, I have improved a considerable amount in software skills and learnt some important things related to activities that are essential to grow a career in any part. The software that the organization uses to lead its action and to screen their representatives is well planned programming. I've taken in a couple of things about this software and how to utilize it amid my work period. MS Excel was additionally significant software utilized all through my internship. In spite of the fact that I knew about the software, I have learned numerous new methodology and highlights of MS Excel while doing my internship. Moreover, I improved my abilities of separating,

arranging and designing information to get significant data. Then again, my database management skill improved particularly.

People Skills

My relational abilities have boundlessly improved as I have had connect and collaborate with my colleagues, bosses and different officials outside the workplace. A few people are sensitive; some are somewhat inflexible while others are inviting. I have naturally created myself to have the capacity to adapt to a wide range of individuals to complete the work. It was a confidence supporter that pushed me to associate better with people both formally and casually.

Ability to Work Under Pressure

There were times when I needed to deal with various tasks at once under extreme pressure, additionally remain calm and work after available time to complete tasks and meeting deadlines within time constraints. This has shown me how to organize my remaining task at hand and work viably and productively.

Personal Development

My first presentation to corporate life through internship has profited me for the most part in reinforcing my own abilities. I have built up an inspirational frame of mind, solid awareness of other's expectations, being creative, resourceful, open and responsive to changes and emergencies. Also, the internship process has made me sufficiently adaptable to adjust with challenges and difficult circumstances. I have discovered that being coherent and quiet in difficult circumstances cause positive outcomes. At last, the internship process has helped me to comprehend the professional workplace and the manner required to speak with the colleagues and higher authorities.

Constraints/Challenges and Overcoming the Difficulties

At first I thought internship will not be that difficult for me but it came out the other way around. It was very tough for me to sit at the office from 9am to 5pm. In my academic life, I did not have more than three classes a day. Besides, I used to get

break between these classes. But in office I needed to be from 9am to 5pm. That was difficult and after 15 days, it was very easy. Apart from this, from the first day till the last day of my internship at Great Wall Ceramic, I had encounter several challenges at different times being a beginner at professional field. The challenges I had encountered are as follows:

Understanding the Business and Industry

I had mere knowledge regarding the Ceramic and Tiles industry and how the business operates. I did not understand how the employees were segmented into different functional departments and what each was responsible for. I faced difficulty in data inputs since I was unable in distinguishing the departments. This was a challenge that refrained my confidence in any task I was doing in the beginning.

Standard of Communication

I had confusion regarding how I should have addressed the different official personnel considering their designation. In the early days it was a challenge for me to understand the company culture and formal mode of communication and addressing others. My dilemma revolved around address as sir/mam, Mr. / Mrs. or as brother/sister.

Synchronizing Time and Work

Meeting academic deadlines always seemed very challenging although they are no way near meeting deadlines in the corporate world. At times, I was overwhelmed with so much work that it took a lot of time to sort out and schedule them according to priority.

Understanding the responsibility

In the beginning, I wasn't able to understand my responsibility properly. I was assigned to the human resource department, where my work is related to recruitment related mainly. Also, some other different tasks related to HR department. It took few days to process my responsibility and what I really needed to do. But, it made me realize that we should listen first properly and then discuss it with team about the

work. However, within few days I could finally understand my responsibility and my line manager was happy with my work.

Overcoming the Difficulties

Overcoming the difficulties had not been exceptionally troublesome since I was completely guided by my supervisor in the organization who is proficient, steady and brief in his directions. To enable me to comprehend the industry and business, my department seniors had given me an introduction that they present to new joiners amid onboarding sessions. Besides, they gave the floor to talk and allowed me to examine any issue, which I may confront. The challenge in regards to timing the various tasks and remaining workloads must be conquered without anyone else and organizing the work and settling on how time to allot to every one of the assignments so as to finish in time.

Comparison between Expectation and Experience

The academic knowledge had set certain assumptions and expectations of real business environment and management practices. Here I present some of the differences I encountered between my expectation and experience:

Academic based Expectation

- i. More emphasis needed on application rather than technical terms, namely MS Excel, Google Drive, Programming.
- ii. No details on significance of meetings, how to carry them out, and the do's and don'ts.
- iii. The term and the meaning of communication and teamwork is mentioned and otherwise occasionally seen in the textbooks

Experience

- i. Rapidly changing online world requires being up to date in terms of Internet and Software usage. Software like MS Excel is used across all areas be it finance or sales or even HR.

- ii. Extremely important aspect of organizations; sometimes prone to losing focus of Agendas.
- iii. Both inter-departmental and cross- departmental communication critical for the organization's success.

Implications to University's Internship Program

University assumes a noteworthy job all through this internship program. As it is a piece of the BBA Program, I needed to finish this three months in length internship program which allowed me to execute the learning from my four years of academic experience. BRAC University has allowed me to investigate the corporate world and helped me to upgrade my insight.

In spite of the fact that I was assigned in a department, which was major in my undergrad life, I had the capacity to actualize many gaining from my university. The internship report demonstrates my general understanding and how I associated my academic learning with my duties. University has developed myself for entering the corporate world through this short learning experience.

Concluding Statement

I feel overwhelmed to have had the capacity to work in a reputed ceramic industry of Bangladesh. Great Wall Ceramics has taught me the importance of human resource department and how to motivate human assets and how to make them satisfy and also recognize their work by giving non-monetary incentives and make the best out of them. Moreover, I got on the job training, which essentially improved my learning background on the best way to deal with strategic human resource department to ensure the executives contribution and adjust towards goal fulfillments of the organization. It was a critical learning chance to know how human resource division functions having representatives from different foundations, varies jobs to perform, having varied standards for performance evaluation and work presence for some being at the workplace and others being at constructed sites.

The gaining's from my under graduation, think about now influences a ton of more sense as I to can relate hypotheses with application. This has set me up with the

enthusiasm to seek after my future endeavors. The internship experience was one that built up my insight and helped self-improvement. At last, the time has come to take what I have learned and fuse it in my work life; an opportunity to make a step further later on.

Recommendations

In the conclusion, I have accompanied a few proposals or recommendations for the challenges I have faced in this momentary experience. I hope these suggestions will be useful in future for further research or enhancements of the organization.

- i. The Human Resource department should have proper recruitment policy and there should be no discrimination while hiring new employees. Moreover, they should focus on retaining the employees who left the organization for several reasons.
- ii. Employees should be provided better benefit and compensation package. The present one is not much satisfactory to the employees.
- iii. They should also design proper and formal recognition program by providing non-monetary incentives along with monetary incentives for the employees. Because it motivates employees and they get more productive in the workplace.
- iv. There should be reward packages for the employees in the organization to attract more employees.
- v. Training and development program should be implemented properly as it is more important for employee's professional development. Employees need to understand the importance of these programs.
- vi. In the organization, lack of communication between the higher management and the employees. Top management should incorporate all the employees to take any importance decision.
- vii. Interns in the organization are not treated as representatives. They have a constrained access of data as a policy in the company, which at times create problem and demotivated them. So this ought to be brought under thought and

make scope for the interns.

- viii. There should proper desk and other technical support given by the company for the interns. This should be improved as it creates the work slow and decrease motivation and this also hampered many project works. So better models ought to be accommodated to the interns, which will contribute in better efficiency in work with no burden.

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