
Internship Report On

“Diversity, equity and inclusion of Energypac Electronics Ltd.”

By

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Student ID: 17304103

An internship report was submitted to BRAC Business School in limited serenity of the necessities for the degree of Bachelor of Business Administration.

BRAC Business School

BRAC University

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Declaration

The following declaration is made:

1. The internship report that I/we submitted was created while I was pursuing my degree at Brac University.
2. The report does not include any previously published or written content by a third party, unless it is properly cited with complete and precise referencing.
3. The report does not contain any content that has been accepted or submitted for any other university or other institution's degree or diploma.
4. I/We acknowledge all major sources of assistance.

Student's Full Name & Signature:

Tasnuva Kabir

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Ms. Nusrat Hafiz

Lecturer

BRAC Business School

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Letter of Transmittal

27th January, 2022

Ms. Nusrat Hafiz

Lecturer

Department of BRAC Business School

BRAC University

Subject: Submission for Internship Report

Dear Mam,

Please take my salaam first. Also, I am delighted to give thanks for being supportive and helping me during my internship program. It was an excellent opportunity to be supervised by you. Your instructions and guidelines gave me constant support and allowed me to provide the entire effort in this report. In addition, I hope this internship report will provide a crystal clear understanding of my internship period's overall learning and outcomes.

In addition, it was an excellent opportunity to work in one of the best-reputed company like Energypac Electronics Limited. While working in this company, I earned real-life corporate experience. Also, I honestly hope that this internship report has fulfilled your requirements and it reflects my theoretical learning on the overall BBA program.

It would be a great pleasure for me if you kindly accept this internship report. I guarantee that I have followed your instruction while finalizing this report respectively.

Kindest regards,

Tasnuva Kabir

ID: 17304103

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Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is prepared and entered into by and between Energypac Electronics Ltd. and the signatories student at BRAC University Tasnuva Kabir (ID: 17304103).

Acknowledgment

First of all, I'm really thankful to Allah S.w.t for enabling me to complete the report appropriately. Also, I want to show my heartfelt gratitude towards my parents for their support in completing my internship with comfort. I feel highly honored and thankful to my faculty professor, Ms. Nusrat Hafiz Mam for supporting me and giving me advice and guidance to accomplish my report in a proper method.

In addition, I want to express my gratitude to the HR team of Energypac Electronics Limited for providing me the opportunity to accomplish my internship program at their institution. My special thanks to the honorable Mohammad Simul sir (Head of Human Resource Management) at Energypac Electronics Limited for enabling the agreement of this internship program. Apart from that, I am thankful and honored towards my supervisors Israt Jahan Jeba (Senior executive of HR) and Maliha Qayyum (HR Officer) of Energypac Electronics Limited, for their assistance and guidance throughout my internship period.

As a result, I consider myself a very fortunate individual for granted the opportunity to participate in the internship program. Aside from that, I am grateful for receiving the opportunity to meet so many talented individuals and experts, including those who motivated me to accomplish this internship program.

Executive Summary

An internship program is considered to be a crucial part of every BBS undergraduates for achieving the BBS degree. As a result, I completed my internship at Energypac Electronics Ltd., one of Bangladesh's most renowned electronics company. The diversity, inclusion and equity practices of this company are explained thoroughly in this study. The whole document has been divided into three chapters for comfort of understanding.

The first chapter is about an overview of internships. This phase has previously stated these internship details. Furthermore, the general outcome of my internship has already been discussed in this chapter. This chapter explains what I contributed to the organization and how serving as an intern benefited me personally. Definite references for future EELL internships were made in the chapter's concluding part.

The overall organizational overview of Energypac Electronics Ltd is discussed on the second chapter. In this chapter, I have discussed about the management practices, marketing practices, the financial practices, operations management and industrial analysis of EELL.

Afterwards, I have concluded this chapter by giving a conclusion and recommendation. In the chapter three, I have conferred about the objectives, methodology, and limitation of EELL. Then I concentrated on the organizational diversity practices, diversity management program of EELL and also benefits of diversity management program of EELL. In the conclusion, I gave some recommendation for increasing diversity in the workplace and motivated about the diversity practices of EELL.

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Chapter 1

Internship Overview

1.1 Information of Student:

The owner of this internship report is Tasnuva Kabir (ID: 17304103), currently pursuing a Bachelor of Business Administration (BBA) with a major in Human Resource Management.

1.2 Internship Information:

Period: 3 months

Company Name: Energypac Electronics Ltd. (EELL)

Department: Human Resource Intern

Address: Novo Tower, 270 Tejgaon I/A, Dhaka 1208

Supervisor's Information of the company:

Name of supervisor: Israt Jahan Jeba

Job position of supervisor: Senior Executive Officer-HR

Job Description/Duties/Responsibilities:

- ❖ Helping Line Manager in recruitment process
- ❖ Making question papers for recruiting market promotional officer
- ❖ Helping supervisor regarding the performance appraisal
- ❖ HR form re-decorations
- ❖ Organizing Personal file documents
- ❖ Maintaining Excel database
- ❖ Calling candidates for interviews
- ❖ Making orientation plan for new employees
- ❖ Making project proposal for Cook-off event
- ❖ Designing Training Need Analysis (TNA) form for each department
- ❖ Corrected Date of birth of the employees by using SAP software

1.3 Outcomes of Internship:

1.3.1 Student's contribution towards the company:

I joined Energypac Electronics on 21st September 2021 as a Human Resource intern. My office working hour was from 9 am to 5:30 pm. Energypac electronics have an HR department, Audit

& Accounts Department, Business Development, Supply chain, Marketing, Retail & sales, and IT department. On the first day of joining, it was an introduction with all the department heads & colleagues. Also, I got to know the office culture.

Afterward, an introduction was given by my line manager about the overall organizational structure, behavioral instructions following an observation through the whole office floor. Later, I learned about all the products of Energypac Electronics different accessories and packaging materials used in different products, and their usages. I also got to know that Energypac Electronics has 12 branches all over the country. The factory of this company is situated at Gazipur. I also got the opportunity to visit their factory. Moreover, I interviewed some workers at the factory and successfully collected data for my internship report.

In addition, the department of the human resource of this company helped me to learn different tasks related to HR. For example: making training need analysis form for every department, making question papers in English and Bangla both for recruiting market promotion officer and territory sales officer, HR form re-decorations, organizing personal file documents, verification master database reconciliation with SAP database, master database (Excel) up-gradation, calling candidates for interviews making orientation plan for the new employee and making project proposal for Cook-off event at the office. I also learned how their recruitment process works and how they analyze their training needs for each department. Besides, I learned about the performance appraisal system and compensation benefits. However, I learned about the other department's works by interviewing the employees of each department.

1.3.2 Benefits of doing internship at Energypac Electronics Ltd.

- Achieving real life job experience
- Learning tasks related to major (HR)
- Paid internship opportunity
- Opportunity to communicate and learn HR tasks from the supervisor
- No work pressures
- Friendly environment

-
- Opportunity to play table tennis and foosball after work with other employees
 - Got product related information and learned about them.
 - Learnt about the distribution channel from factory to intermediaries to end users.

1.3.3 Problems/Difficulties

Energypac recruits only one intern for each department. I'm facing this problem because there was a task with employees personal file documents, and I had to organize the personal files of the employees. This is not a one-person job. So, it was hard for me to organize four hundred files. Another problem I am facing is that there is no separate room for each department. So, it causes sound pollution at the office. Because of this problem, it's hard to concentrate on the work.

Since the report is concerned with the diversity management at Energypac Electronics, it's hard to collect some information because the management of EELL was very concerned about maintaining their secrecy. I took some information from websites.

- ❖ There are some constraints to the studies that are articulated below, which are as follows:
 - Hypothetically, there are several reasons to examine until examining of this kind of study. Those sources of evidence are hyper delicate, and it would be impossible for me to verify some of this information in just three months.
 - Personnel were always concerned and busy with their specific responsibilities. Among the most didn't get any time available to speak with me for their work.
 - Another major drawback is the time constraints.

1.3.4 Recommendations

There are some recommendations that I would like to suggest EELL for their betterment:

- **Increase employee motivation:**

Energypac Electronics Ltd. is one of the reputed electronics company in Bangladesh. So, they need to renovate their workplace and invest more on employees satisfactions. Besides, they need to motivate employees more. The good thing is the work environment of Energypac's factory is so beautiful that every workers of the factory is so productive and enjoying their workplace. Likewise, they need to make better work environment at head office, Dhaka. It will help the employees to be more productive and energetic towards work. Moreover, EELL should focus on employee satisfaction. They need to adopt some strategies that improve employee motivation. For example: the head of department should give feedback of good work and also for employees who are less productive. They should train them on their lacking.

- **Leadership style:**

EELL's leadership style is autocratic but the company should change their leadership style. The leadership style should be participative that can help employee to express their opinion and advices. The corporate culture will innovative if EELL adopt the participative leadership style.

- **Proper arrangement of workplace ergonomics:**

It has been observed that the arrangement of workplace in EELL is not so good enough. Therefore it is necessary to integrate ergonomic furniture and equipment in the organization, it is equally important to set them up properly. Productivity will be increased by ensuring that employees maintain proper posture in order to prevent health injury problems and musculoskeletal injuries. It is the responsibility of the human resources department of EELL to ensure that ergonomic decoration and materials are properly set up in order to achieve the best possible results.

To conclude, the above suggestions will help the Energypac Electronics Ltd. to boost their employee's productivity and corporate culture will be innovative.

Chapter 2

Organization Overview

2.1 Introduction

First of all, the history and present scenario of electronics industries are going to be discussed in this section. The history of electronics industry will give a proper picture that how electronics industry made a great impact in the country's economy. Moreover, the overview of the "Energypac Group", the company profile of Energypac Electronics Ltd, the products and services offered by EELL are going to discuss in this section.

2.1.1 The History of Electronics Industry in Bangladesh

In the 1930s, Bangladesh started the consumption of electronics with the formation of radio stations, telephone connections and wireless communication (Electronics industry in Bangladesh, n.d.). In the meantime of 1994, Bangladesh joined into the free market agreement; all categories of merchandises as well as electronic products originated to be imported freely (Electronics industry in Bangladesh, n.d.). In addition, during the start of revolution in 2000s, some local firms arose to export locally manufactured electronic household usages in the foreign country. Moreover, at the time of 2000s, the frontier mentors to initiate production of electronic products in Bangladesh were Walton, Marcel, ViGO, Jamuna Electronics, Minister, Vision etc. In 2017 Walton was presented to be Bangladesh's first compressor business plant (Electronics industry in Bangladesh, n.d.).

2.1.2 The present scenario of Electronics Industry in Bangladesh

The recent scenario of the electronics industry in Bangladesh has a successful bright future. As stated by the Export Promotion Bureau (EPB), in the fiscal year 2020-21, Bangladesh's buyer electronics exports flew 8.5 times associated to the similar period of the earlier fiscal year (The Financial Express, 2021). Moreover, country's incomes from the electronics products export increased to \$12.22 million. In addition, international market analysts stated that Bangladeshi

companies have sufficient possibility to take a vast majority in the worldwide consumer electronics market (The Financial Express, 2021).

According to the article "Massive electrification sparked electrical goods industry", a lot of companies; for example, Walton, RFL, ACI, Mohammadi Electric, BRB, MyOne, Partex, Super Star, Energypac Paradise, BD Lamps and BBS, have improved in electrical products' business. The rise of many electronics enterprises and consumer buying power in Bangladesh has rapidly come up with the progress of the electrical merchandises market, including fans, lights, switches, circuit breakers, cable and generators (Noyon, 2021). The head of the business operation at Walton Electronics stated in the "Massive electrification sparked electrical goods industry" article that Walton Hi-Tech Industry currently produces more than 1,000 categories of electronic products. For example, different DB boxes, circuit breakers, switches, ceiling roses, fan hook boxes, UPVC electrical pipes, hardware, and accessories. He also claimed that the next target of Walton Hi-Tech is to achieve a worldwide position. At present, some companies in the electronics industry in Bangladesh are playing a major role in producing a vast amount of electronics products and are well known to the people of the country. For example- Energypac Electronics Ltd., Super Star Group, Pran RFL Group (Click, Blaze, Vision), Transcom (Transtec), Jamuna Electronics. ACI (Sparkle), PASA, BRB, Paradise Group, Tongi National Electric, Conion, etc., are the most popular electrical products company in Bangladesh. Energypac Electronics is one of the most popular Electronics manufacturing companies from all of these electronics firms. Now Energypac is a new big player of this industry. In addition, this company has made immense growth over the last decade as they make 500 categories of electric products with a 5%-6% market share (Noyon, 2021).

2.2 Overview of the “Energypac Group”

Energypac group was established in 1982 and has become an innovator of power division in Bangladesh (Desi Kaj, 2020). In addition, Energypac is now recognized as a top title in the engineering and electronics industry by persistent determination above the last three eras (Desi Kaj, 2020). As stated in Desi Kaj (2020), Energypac Company is loyal to contributing genuine products and facilities in planning and engineering. Also EELL test or review their products to the local market through a robust global network. Their products and facilities are spreading to

grasp a wide variety of consumers and deliver widespread power solutions, for instance, power generation, distribution, transmission, control and protection.

There are eleven firms under Energypac Group. The names of the firms are given below-

1. Energypac Engineering Limited
2. Energypac Power Venture Limited
3. Energypac Fashions Limited
4. Steelpac
5. Energypac Power Generation Limited
6. Energypac Electronics Limited
7. Energypac Infrastructure Development Limited
8. Energypac Power Venture Limited
9. Energypac Cables Limited
10. Energypac Agro
11. Energypac Motor vehicles Division
12. Steelpac
13. G-Gas

2.2.1 Company Profile: Energypac Electronics Ltd (EELL)

In 2005, Energypac Electronics was started its journey for contributing the most trustworthy, proficient and specialized electrical services in Bangladesh (Energypac Electronics, 2018). Also this company achieved great superiority for being an innovative electronic corporation in the developed technology sector. In addition, EELL operates the supreme progressive production equipment and prepares investigation and improvement services to create extraordinary superiority low power electrical goods. EELL is also dedicated to the investigation, expansion and construction of vastly innovative and sustainable goods for the nation's thriving microelectronic business. Their worldwide proficient products bump into the uppermost quality morals and subordinate energy depletion amounts to guarantee a superior future for the electronics industry in Bangladesh.

❖ Company Information

Company Name	Energypac Electronics Limited.
CEO and Managing director	Engr. Nurul Akter

Authorized Position	Local Private Limited Company
Website	www.energypacelectronics.com
Hot line	16591
Total branches	12

Figure: 1.1 (Information about Energypac Electronics Ltd.)

❖ Vision of Energypac Electronics Ltd. (EELL) :

“To fruitfully commercialize the conception of viable energy in Bangladesh and develop the country’s top Green Solution source”.

❖ Mission of Energypac Electronics Ltd. (EELL) :

It is the mission of Energypac Electronics Ltd. to conduct research, develop, and manufacture high-efficiency and environmentally friendly products for the country's burgeoning electronic industry. Their internationally certified products meet the highest quality standards while also lowering energy consumption rates, thereby ensuring a more sustainable future. The followings are the company's goals and objectives:

- a) Energypac is enthusiastic to manufacture extraordinary low power electrical goods for developing the most advanced manufacturing equipment
- b) Ecological Improvement
- c) Commercialize greener electronics
- d) Energypac is committed to increase its countrywide governance in presenting the technologies and providing of solutions by cooperation of association and modernization.

❖ Awards and achievements of Energypac Electronics Ltd. (EELL) :

Awards	Achievement history
<p>National Productivity and Quality Excellence Award-2013:</p>  <p>Source: www.energypacelectronics.com</p>	<p>The first prize of Energypac Electronics Limited was “National Productivity and Quality Excellence Award-2013”. The company was awarded for improving efficiency and brilliance in superiority of products in standard level industries of Bangladesh.</p>
<p>The HSBC-Daily Star Climate Award-2011</p>  <p>Source: www.energypacelectronics.com</p>	<p>The HSBC and the daily star were cooperatively prepared the annual function for a second year to recognize the champions of subsidizing to protect the environment, nature and energy. Energypac Electronics Ltd. earned the "HSBC-The Daily Star Climate Award 2011" award.</p>
<p>Bangladesh Standards & Testing Insitution-2016</p>	<p>This achievement is the ceiling fan license for five stars category through Bangladesh Standards & Testing Institutions.</p>

Gold Medal Award



Source: www.energypacelectronics.com

Energypac Engineering Limited achieved the Gold Medal, National Export Trophy in the classifications of “electrical and electronic products” for its remarkable performance in Bangladesh’s export earnings for the 2017-18 fiscal years. This award is the second time that the company has achieved a gold medal in the same category.

Table 01: Awards and achievements of Energypac Electronics Ltd.

2.2.3 Products and Services offered by Energypac Electronics Limited

EELL offers four types of products; such as- luminaries, protection devices, ceiling fan, wiring accessories. Also, this company offers two types of solution; such as- “Green Solution” & “Professional Lightening Solution”. The details about products and services are given below-

1. Luminaries:

Energypac Electronics Limited produces and import most energy efficient and long lasting Luminaries products for the country. Now they have six categories of Luminaries product. From the 6 categories of luminaries, they produce 3 categories in the country and other 3 categories they import from china (Energypac Electronics, 2018). Their product lines of luminaries are:

- a) Led Tube Light.
- b) Slim Panel Light
- c) Tunable Led Bulb
- d) Led Down light
- e) EG Led Light
- f) Backup Led Bulb
- g) Led Bulb People
- h) Led Bulb Power

2. Protection Devices

Energypac has durable and robust protection devices. Their product lines of protection devices are: a) Legrand MCB, b) Energypac MCB, c) Sassin MCB, d) Legrand RCB, e) Legrand ACB, f) Legrand SPD, g) Sassin RCB

3. Ceiling Fan

“Ceiling fan regular” and “Ceiling fan deluxe” are the two types of the ceiling fan of Energypac Electronics Limited. “Venice premium ceiling fan” and “Pure-O Anti-dust ceiling fan” are the two new ceiling fans launched recently by EELL.

4. Wiring Accessories

Energypac Electronics produces five categories of wiring accessories and imports three wiring accessories. For example:

- a. EG series Switch and Socket
- b. EG-2 Series Switch and Socket
- c. Venice Premium line Switch and Socket (New)
- d. Piano Series Switch and Socket
- e. Elegant Series Switch and Socket
- f. Extension Socket

Energypac also imports some wiring accessories:

- a) Belanko Series Switch and Socket
- b) Legrand Series Switch and Socket
- c) Legrand Mallia Switch and Socket

5. Green Solutions

Another division of Energypac Electronics is “Energypac Green Division”. This section is an ecological energy consultancy which deals with advanced and exclusive green solutions to assist the country’s energy essentials. Solar energy is a main foundation of Energy. EELL has experience in ten years of solar solutions and prepared with a group of specialists in the sector of renewable energy. Energypac have effectively accomplished lots of government and not-government projects (Energypac Electronics, 2018).

Energypac Electronics green solutions are:

- SOLAR OFF GRID Solution

-
- Solar Pump Solution
 - Solar Thermal Resolution
 - Solar Street Light Solution
 - Solar Mini Grid/ Nano Grid Solution
 - SOLAR GRID TIE Solution
 - Grid Tie with Backup Solution

EELL has constantly tried to contribute sustainable superiority of products for the country (Energypac Electronics, 2018). ENERGOPAC's energy proficiency includes:

- Green Lighting Solution
- Green Energy Solution
- Green Administration Solution
- Green Refrigeration Solution
- Green Mechanization Solution
- Green Renewable Energy Solution

- **Key Exposure of EELL green solution:**

The green solutions of Energypac are provided into - ready-made garments, small to medium size factories hotels and resorts, also in corporate office, hospitals and health centers, schools, universities and other academic institutes, house, banks, retails stores and showrooms (Energypac Electronics, 2018).

6. Proficient Lightings

Energypac Electronics Ltd. has provided the service of professional lighting solutions for more than a few years. For this reason, this company has developed a widespread proficiency in lighting solutions. In addition, this company is also trying to establish its ability in wiring equipment for residence to raise security and decrease energy costs (Energypac Electronics, 2018).Energypac is building its brand more renowned to its customers by presenting unique, more advanced, and attractive lighting systems for a comprehensive variety of commercial, industrial, domestic and expert applications. In addition, this company provides rational, environmentally cooperative, and drive efficiency that would lessen the liability on the

countrywide electric network in quite a lot of ways. For example: energy-equivalent luminaries, such as T8, Induction, LED, Electronic Ballast and Installation Systems such as Timer, Light Dimmer and Sensor (Energypac Electronics, 2018).

Examples of Proficient Lightings services:

- **Outdoor Lightening Solution:** Industrial, garden and boundary, façade, stadium and street lightening solution etc.
- **Indoor Lightening Solution:** office and commercial area, industrial production area, warehouse, hotels and restaurants etc.
- **Special Lightening Solution:** cleanroom, emergency backup, port lightening solution etc.
- **Turnkey Project Solution:** supply & installation of luminaries and low voltage solutions.

2.2.4 Production unit/Factory of Energypac Electronics Limited (EELL): The production unit of EELL is situated at Gazipur, Bangladesh. The work environment of this organization’s factory or production unit is really beautiful. There are three units in the factory and those are- Production units for luminaries, production unit for ceiling fan and IMM shop. IMM shop is basically the raw materials for luminaries. The following picture is in the factory of EELL:



Figure 1.2: Picture of IMM Shop and canteen of EELL’s factory

- **Child care center and female workers at EELL's factory :**



Figure 1.3: The female workers and the child care center in the EELL's factory

The above picture is the examples of the facilities are given to the female workers of EELL. The EELL's factory has the child care center so that female workers can focus on their specific responsibility in the factory. In addition, the factory workers are very productive and motivated towards their work for EELL's proper workplace management system.

2.3 Management Practices of Energypac Electronics Ltd. (EELL)

Organogram of Energypac Electronics Ltd.



Figure 1.4: Organogram of Energypac Electronics Ltd.

Energypac Electronics Limited has strong management and operations around the country. Its head office is located in Novo Tower Tejgoan. Head office looks after all the activities around the country. Energypac Corporate office is located in Niketon, Gulshan-1. The corporate office only looks after the corporate sales and services in the country. There are 12 branches of Energypac Electronics Limited. They serve business operations all over the county. They are located in Chittagong, Khulna, Rangpur, Sylhet, Bogra, Mymensing, Comilla, Gazipur, Narayangang, Barishal.

Board of Directors

Energypac Electronics Limited has six boards of directors. One of them is the Independent director, and the others are the acting director. The Energypac Electronics Directors are:

Name	Designation
Engr. Nurul Akter	CEO & Director.
Engr. Rabiul Alam	Managing Director
Enamul Haque Chowdhury	Director
Humayun Rashid	Director
Dr. Mohammad Tamim	Independent Director

Table 02: Boards of Directors at EELL

❖ **Leadership Style at Energypac Electronics Ltd.:**

According to the human resource executive of Energypac electronics, the leadership style of this company is generally autocratic. The explanation and characteristics of autocratic leadership style is given below:

Autocratic leadership style: Autocratic leadership style means when leadership style is dependent on expertise, knowledge, and experience narrates to managerial act (Jaafar et al., 2021). In addition, the organization that practices an autocratic style is well-appointed with improved scheduling and policies to maintain healthier performance (Jaafar et al., 2021).

Characteristics of Autocratic leadership style:

- Management of organizations makes their decision without the involvement of the employees (Jaafar et al., 2021).
- The organization practices its specialist and evaluates to accomplish corporate actions without employees' opinion even if the opinion is fruitful for organization (Jaafar et al., 2021).

❖ **Energypac Electronics Ltd. practices Autocratic leadership style**

According to the interview with the human resource executive of Energypac electronics, this company practices an autocratic leadership style. She explains that employees of this organization have to do their work based on their head of department's direction and get the approval of any task from the CEO. Also, the executive tells that Energypac Electronics monitors durable HR rules at their organization. In addition, the management of EELL practices an autocratic leadership style because they believe that it will benefit both the company and employees.

It has been mentioned before; EELL strictly follows the autocratic leadership style. Based on the interview of the head of Human Resources, authoritarian leadership helps this organization to make the fastest decision because there is one individual responsible for all appointments. This company's management system believes that this progresses the speed of decisions because only one individual evaluates the experts and convicts of every employees. Moreover, department head of HR also explains that autocratic leadership helps to improve employees' productivity. He also states that employees are less liable to complete their assignments or request for late deadlines as they get appropriate judgments and announcement from the leader's guidance. This leadership generates an optimistic influence on the office surroundings.

❖ **Recruitment & selection process:**

Recruitment and selection process is indeed a crucial function of Human resource management, and it's designed to support an organization to achieve overall targets (Ghimire et al., 2021). Examining, interviewing, short-listing, and selecting candidates for an available position all are processes of recruiting. Additionally, EELL uses a various job-hunting websites to find new employees. Initially, the HR personnel create general job specifications for the specific role. After that, they seek applicants who have the qualifications for the desired position. These applicants' CVs are selected by HR based on those job criteria. Also, the HR manager double-checks their CVs before inviting them to an interview. Different sorts of employment positions need many stages of the interviewing process, each with its own set of requirements. Interviewing for a higher job necessitates a more rigorous approach. For example: while hiring a salesperson, they will arrange a written exam and interview session. On the other hand, if they

employ a department head, they hire that employee based on his or her working experience and arrange an interview with the CEO and directors. Moreover, in EELL, various departments conduct personnel management and recruitment externally and internally. Whenever a position is available in a department, administration searches for possible additional employees who seem to be employed in the same department, as per company procedures. HR assesses their abilities and determines whether or not he or they can perform better with more training. When they have a favorable impression of the individual, they promote them to a higher position. Even though EELL prefers to hire from inside for higher positions, they continue to utilize the other alternative very often, like headhunting on multiple job websites and senior executives determined to perform a phased assessment while recruiting that individual.

❖ **Compensation & Benefits:**

The Human Resources department of EELL has been responsible for all remuneration decisions. After reviewing a specific employee's file and other relatable information about their employment position, they decide to provide advantages and incentives to that selective individual. There are several benefits are given by EELL, including marriage allowances, childbirth allowances, accident allowances, motorcycle allowances, even mobile phone allowances, dinning allowance etc.

❖ **Training & Development:**

Training programs and development methods means to give permanent efforts to build an organization's employees' confidence and self-esteem by various educational techniques and processes. These programs have found multiple uses in today's workplace, from training particular job skills to long-term professional growth. EEL has designed its training program in a structural method by suggesting an organized training program to each department. For example they want to give training to the supply chain team of EELL. Before starting the training, human resources will create a proposal of the skills development that supply chain employee actually essential. Following that, the program trainer will evaluate to verify that the participant's performance is evaluated. They've been doing this for a year, and thus the feedback will demonstrate how much their performance has improved.

❖ **Performance Appraisal:**

Performance appraisal means the personality and act of an employee is evaluated by administrator or supervisor through an organized practice. EELL conducts performance appraisals once in a year. It starts in the first week of April and ends in June. EELL takes performance assessment too seriously since it enables them to quantify the amount of work spent by each member. EELL also finds out the best performer of the fiscal year, and they also labeled the best performer of the fiscal year on their performance board. And, the employees get training that have average or poor ratings at performance appraisal. This system increases employee productivity. The following picture is the example of motivating the best performers of EELL:



Figure 1.5: Best performers of EELL factory (October, 2021)

2.4 Marketing Practices at EELL

This section is about the marketing strategy which includes advertising activities, Target customers, marketing channels, new product development, and competitive practices of Energypac electronics.

❖ **Marketing strategy**

Marketing strategy is the overall organizational plan for attracting potential customers and make them into regulars of their products or services (“What Is a Marketing Strategy,” 2021).

a) Advertising activities at EELL:

EELL generally advertise their brand by shop sign, shop identifier, leaflet, sticker, banner, hanging banner, light testing board, tube light stands and their size, price etc. The following pictures are the example of branding:



Figure 1.6: Advertising examples of EnergyPac Electronics

Moreover, EELL’s marketing team also try to write blog at their website for advertise their brand. Some examples are: “TRAFFIC FREE DHAKA - SOUNDS IMPOSSIBLE?” and “BANGABANDHU MILITARY MUSEUM: SPEAK FOR OUR PRIDE”. Also EnergyPac Electronics make digital advertisement at their website. The following picture is the example of digital advertisement:



Figure 1.7: Digital advertisement example of EELL

b) Target customers of EELL:

- EELL targets outdoor lightening solution. For example: Industrial lightening, garden & boundary lightening, stadium and street.
- EELL targets the office and commercial area, industrial production area, warehouse, hotels and restaurants.
- EELL targets any big governmental projects. Recently, in Metrorail project, EELL delivered the lightening solution.

c) New product development and services:



“Pure-O Anti-dust ceiling fan”



“Venice premium ceiling fan”

Figure 1.8 Two new products example

“Venice premium ceiling fan” and “Pure-O Anti-dust ceiling fan” are the two new ceiling fans launched recently by EELL. The “Service Pac” of EELL will start their new service soon. If the customers face any difficulties regarding their products of EELL, they will get help from “ServicePac”. The electricians of EELL will give instant service to that customer.

d) Competitive practices:

According to the interview with the head of marketing, EELL will carry on to innovate and try to develop the country's leading provider of electronic and lightening solutions by using all existing equipment and data sources and guaranteeing the best services for existing or new client. In addition, EELL has improved their competitive challenges by improving and innovating their products and services. This company continues their improvement by the in-house expansion of existing new products and always finds out the scope of offering their services to the governmental projects. These services provide their customers a competitive advantage. EELL's resources are focused on increasing green solutions and the lightening solutions.

2.5 Financial Performance and Accounting Practices

Based on the annual report 2017-2020 of EELL, the comments of EELL's financial practices are given below:

The use of "Liquidity Ratio" at EELL:

Liquidity ratio is used for understanding the ability to pay its short-term debt obligations. If the liquidity ratio is higher than 1.0, the company is likely to be in a healthy position. Energypac Electronics Ltd. uses the Current Ratio and the Quick Ratio to understand the liquidity ratio. Energypac has had an excellent liquidity ratio in the last three fiscal years, above 1.0.

The use of "Profitability Ratio" at EELL:

Profitability ratio is used for measuring the business's ability to generate earnings relative to its revenue, operating costs, and balance sheet assets or shareholders equity over time from a specific period. It shows how effectively a company generates profit and value for shareholders. Energypac Electronics Ltd. has had a higher profitability ratio for the last three fiscal years. This is good for the company.

The use of "Solvency ratio" at EELL:

The solvency ratio is used mainly for the company's long-term obligations. By looking at the solvency ratio, we can understand its profitability against its obligations. By analyzing the

solvency ratio, Energypac Electronics can meet its debt obligations smoothly. And solvency ratio is getting better in last three financial years. To get the accuracy, we use Debt Ratio, Debt to Equity Ratio Times, and Times Interest Coverage Ratio to understand the Solvency parameter better.

The use of “Efficiency Ratio” at EELL:

The efficiency ratio is used for measuring how well the company uses its assets to manage its liability in the current period. Energypac Electronics Ltd. uses the asset turnover ratio, inventory turnover ratio, inventory turnover period, and receivable collection period to measure the efficiency ratio. High assets turnover means the company uses its assets effectively against its liability. The inventory turnover ratio is used to identify whether sales are enough to run the inventory or not.

2.6 Operations Management and Information System Practices

❖ Operation management

Recently, EELL is offering their service to various government utilities. Generally, these government acquisitions are prepared by tender methods. While new proposals are available from Government, EELL act as a chief purchaser or as business proposals on the tenders. After confirming the contract, EELL provides instruction for its raw materials along with the customer’s necessities. Afterwards, designs are officially accepted and confirmed. Finally, the raw materials and manufacturing works begin. The product manufacturing is made on the precise numbers of equipment because no surplus production is occurred in EELL. The checkup session of the products is done after manufacturing at the factory. After the effective quality testing products, the products are distributed to the location of the customer. Sometimes, EELL gets the opportunity of installing and authorizing based on the contract.

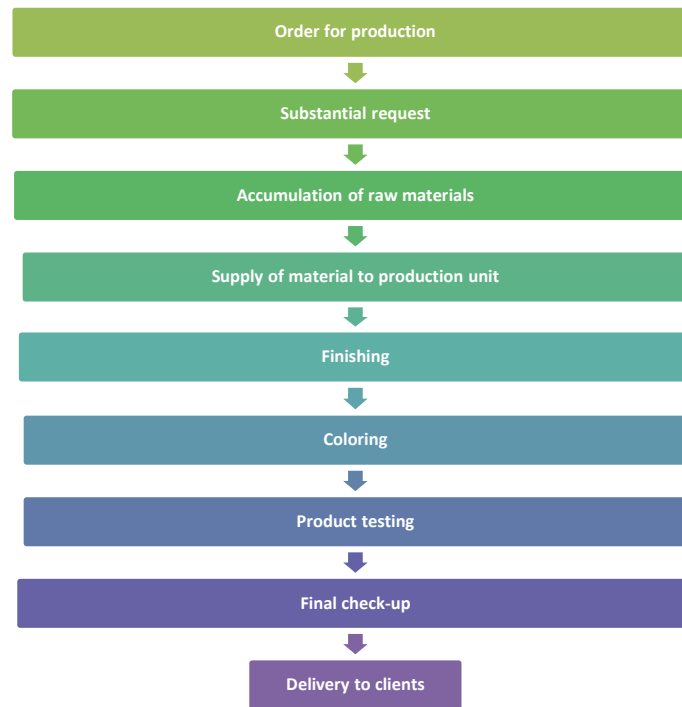


Figure 1.9: Supply chain process model of EELL

❖ **Information system practices**

EEL uses SAP software for their information system. They thoroughly observe and organize their lists of orders and products by in-house auditing on their SAP software. As a result, it improves the effectiveness of their information management system. Such as, if the plan of requirements confirms, EEL develops its existing product essentials in a “First in first out (FIFO)” method to keep up the superiority of the manufacture. EELL’s MIS and IT team uses SAP software to deliver the employees entrance to their necessary software facilities. The MIS team also maintains database of current and finalized works are continued equally for tender and agreement requests. Moreover, EELL launched their own “EG APP” for checking the Employee and sales personnel’s information including check in and check out time. EELL also preserved, examined and simplified employee’s leave and late information electronically by EG APP. In addition, HR team maintains the MS Excel database and SAP software. The IT team helps the employees regarding technical issues of employee’s computer and also solves the problems of SAP software. To conclude, the information management system is maintained by SAP software, MS Excel and EG app.

2.7 Industry and Competitive Analysis

Since 2005, Energypac Electronics Ltd. was the innovator in highly efficient electronics equipment manufacturing and eco-friendly lighting solution around the Bangladesh. Now after 16 years of innovation of EELL, this company still holds their excellence in innovation and creativity other than the competitors.

❖ Porter's Five Forces analysis at Energypac Electronics Ltd.:

According to Porter's 5 Forces (2020), this is an analysis method that categorizes and evaluates five viable forces that outline all business and benefits to control a firm's shortcomings and strengths. Porter's Five Forces analysis model is given below-

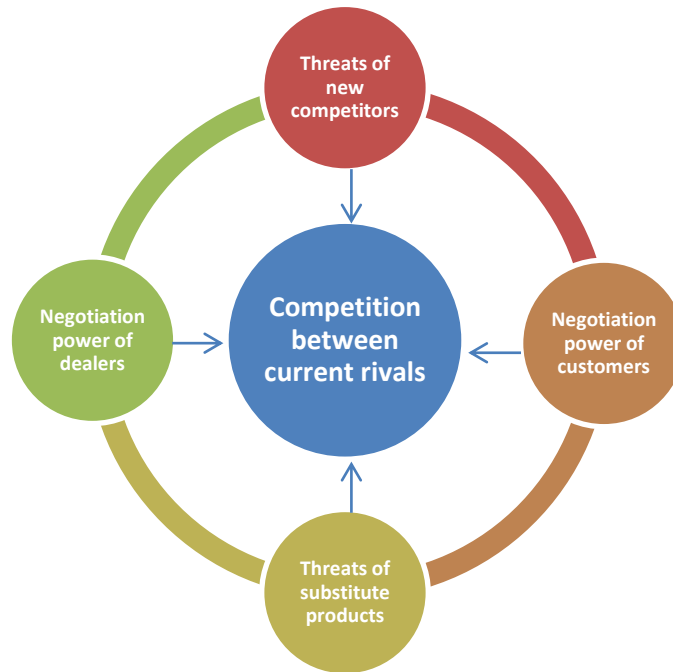


Figure 2: Porter's five forces model

The analysis of porter's five forces at EELL is given below:

1. **Threats of new competitors:** There are some new electronics companies in the market, so that threats of new competitors are high. For example: "Best Electronics Ltd." is

recently a new brand in the electronics market in Bangladesh. So, EELL should expand their product types as many new electronic companies are offering the products; such as- refrigerator, air conditioner, TV etc.

2. **Threats of substitute products:** Threats of substitute merchandises of EELL are high. Now, the ceiling fan manufacturing firms are very high in the market. The existence of many sub-standard ceiling fans in current market is high which are substitute of EELL.
3. **Negotiation power of customers:** The negotiation power of customers for EELL is high. Because the product price of EELL is high compare to the market price. So, the customers will negotiate with the price of products.
4. **Negotiation power of dealers:** The negotiation power of dealers is high in the market. The dealers want to purchase product at lowest price. As has been mentioned before the products of EELL is comparatively high, so it has the risk of negotiation power of dealers.
5. **Competition between current rivals:** Competition between current rivals is very high. EELL has so many competitors; such as- Walton electronics, Super Star Group, Pran RFL Group (Click, Blaze, Vision), Transcom (Transtec), Jamuna Electronics. ACI (Sparkel), PASA, BRB, Paradise Group, Tongi National Electric, Conion, etc.

❖ **SWOT analysis of EELL**

SWOT analysis is the method of identifying the organization's common strengths, weakness, opportunities and threats to identify its competitive advantage.



Figure 2.1 : SWOT analysis model

The SWOT analysis of EEL is given below:

-
1. **Strength of EELL:** Energypac Electronic's biggest strength are their established brand name, lower production budgets, superior management, brilliant marketing skills, good supply chain distribution and great employee commitment.
 2. **Weakness of EELL:** Energypac Electronics' biggest weaknesses are the limited financial resources, low R&D Budget and under-trained employees.
 3. **Opportunities of EELL:** The opportunities of EELL are the rapid market growth, changing customer needs as customers now wants the high quality products even if the price is high. Also, the opportunity to work in governmental projects.
 4. **Threats of EELL:** Some threats of EELL are- entry of foreign competitors; such as- Singer electronics and also new strategies adopted by rival firms.

2.8 Conclusions

Bangladesh's electronic accessories industry is a significant contributor to the country's economic progress. A growing number of consumers turn to EELL's products and services because of its huge focus on its target customer. There is an ever-increasing modernization of the company. The Energypac Electronics Ltd. can become Bangladesh's leading corporation because of its eminent and highly qualified workforce. Thank you for allowing me to work with such a well-known and respected company, where quality and perfection are the hallmarks of their identity. To sum up, Energypac Electronics Limited (EELL) is a high-tech and high-vision company that prioritizes research and strategic planning. As a result of their credentials, they've dominated the Bangladeshi electronics manufacturing sector.

2.9 Recommendation

Though as a market head, Energypac Electronics did not prosper sufficiently because of the straight down institute structure and central supervisory culture. Compare to the modern corporate culture, EELL's corporate culture did not change much in the last 16 years. The product-oriented and differentiation strategy: Robust product design and modern high voltage testing facility is the main counterpart of Energypac Electronics Limited (EELL). The recommendations for EELL are: a) Give more training to employee b) Benchmarking compared to the rivalry c) Evaluating and motivating employees c) Increase innovation and save evaluating results.

Project Part: “Diversity, Equity & Inclusion at Energypac Electronics Ltd.”

3.1 Introduction

In Bangladesh, the electronics industry is one of the firmest rising manufactures in the country by means of unlimited potential. Some famous electronics brands are now playing a major role in the electronic sector in Bangladesh include Walton Group, Transom Electronics, Best Electronics, Rangs Electronics, MyOne Electronics Industries, PRAN-RFL (Vision) Super Star Group, Jamuna Electronics, Esquire Electronics, and Electra International (Electronics industry in Bangladesh, n.d).

Due to pandemic, every electronic industry in Bangladesh suffered in the financial crisis. Anwar (2021) shared the conversation of interview with Chairman of Minister Group about the economic loss of electronics industry due to pandemic and the future success of this industry. The interviewer of this article stated that Bangladesh has massive prospective onward in the electronics production (Bangladesh Post, 2021). He also said that Bangladesh can take the prospect to export electronics products to the world (Bangladesh Post, 2021).

Energypac Electronics Ltd is the local private electronics company in Bangladesh. During the pandemic, this company also faced some troubles regarding selling their products. But they also started online service for their customers during the pandemic and successfully delivered their products timely to their customers.

3.1.1 Literature Review

Recruiting diverse groups in the organization is increasing nowadays. Many companies in Bangladesh are recruiting a diverse group of people and practicing equity in the workplace to increase their productivity. According to the online article (Builtin.com. 2021), the meaning of diversity is accepting every single individual as exceptional and distinguishing their specific

dissimilarities. These dissimilarities can be combined with the proportions of race, gender, ethnicity, gender, and sexual orientation (Bultin.com. 2021). Moreover, Mekonnen et al. (2021) explained that the companies practice diversity management to take advantage of the progressive traits from the diverse labor force. The authors also enlightened that various activities, procedures, and preparations have been executed to make the firms more diverse and lessen biases in the workplace. Besides, “Equity” is a term that discusses impartiality and integrity. This term is also renowned for equality, but equality means offering the equivalent to all; equity means identifying that we do not all jump from the same place and need to recognize and accept changes to inequalities (Naceweb.org. 2021). Another keyword is “Recruitment,” which is the process of actively seeking out, finding, and hiring candidates for a specific position or job (Savin-Williams, R. C. 2008). In addition, the recruitment meaning comprises the whole hiring procedure, from foundation to the distinct employee’s incorporation into the organization (Sage Advice US. 2021).

Many organizations in Bangladesh are not practicing diversity in recruitment as they do not clearly understand the concept of diversity. Understanding the concept of diversity is more important for a company because the world is becoming more globalized nowadays. The geographic restrictions will go extinct, and nations have established networks (Mekonnen et al., 2021). To conclude, the reason behind choosing the statement “Diversity & Equity in Recruitment at Energypac Electronics Ltd.” is to explain the profound concept behind diversity in recruitment and how important it is to hire a diverse group of people for an organization. According to new research (“Diversity of Readymade Garment Sector at BGMEA,” 2020), the philosophy of diversity encompasses recognition and admiration. In this research, Paul (2020) explained that diversity means accepting that every person is exceptional and identifying the dissimilarity of individuals. The contribution worth of diversity is essential to set up the work environment variation of an association (Paul, 2020). In addition, Paul explained that diversity means accepting each individual as establishing teamwork is necessary for every organization. The significance of diversity and equity in the workplace is increasing gradually. Many organizations in Bangladesh are recruiting a diverse workforce to improve their productivity. On the other hand, many companies in Bangladesh are not practicing diversity in recruitment as they do not clearly understand the concept of diversity. This project aims to identify the benefits of recruiting a diverse workforce. The main reasons behind this project are to observe if Energypac

Electronics Ltd. recruits any diverse people for their company, which types of jobs are offered for this diverse group, how much they are paying for this diverse group, what kinds of facilities or motivations are given for these people and to identify that whether the diverse group is facing harassments or discriminations while working in this organization. Moreover, this project will help organizations in Bangladesh understand the significance of recruiting various groups and how to keep equity in the workplace. Besides, the objectives, methodology, findings, and analysis of the project topic are also clearly explained in this project part to deliver a complete message of the significance of diversity and equity.

3.2 Methodology of the Study

The primary goal of this study is to survey the workforce diversity management practices in a Bangladeshi local private company. The study developed a qualitative method and collected data from a Bangladeshi local private company's workforce diversity, inclusion & equity practices. Twenty-eight survey questionnaires were distributed to the HR manager of Energypac Electronics and approached 50 employees. Out of 50 employees, 45 employees have completed questionnaires. Out of 45 employees, (36%) were from Head office, (3%) were from Sylhet branch, (5%) were from Comilla branch, (1%) were from Factory. Out of 45 employees, 36 employees were male, 8 were female employees, and one employee didn't mention his gender. Moreover, out of 45, 36 responses were from age group 21 to 34, 7 were from 35 to 44 age group, and two were from 45 to 54 age group. In addition, 40 responses were from Islam, and five were from the Hindu religion. So, it can expect that Energypac Electronics has a diverse workforce.

The questionnaire was assembled through revising literature connected to the capacity of study. The questionnaire includes six dimensions. The items of different sizes areas; diversity goals and objectives (6 items), measurements of diversity (8 items), diversity management programs (7 items), policies (6 items), diversity indicators (6 items), and diversity benefits (6 items). Further, the effectiveness of diversity indicators was measured using 5 points Likert Scale, ranging from 0 for low and 5 for high. The developments of the diversity management program were observed by inquiring the respondents to suggest some results, and the problems are increasing or falling

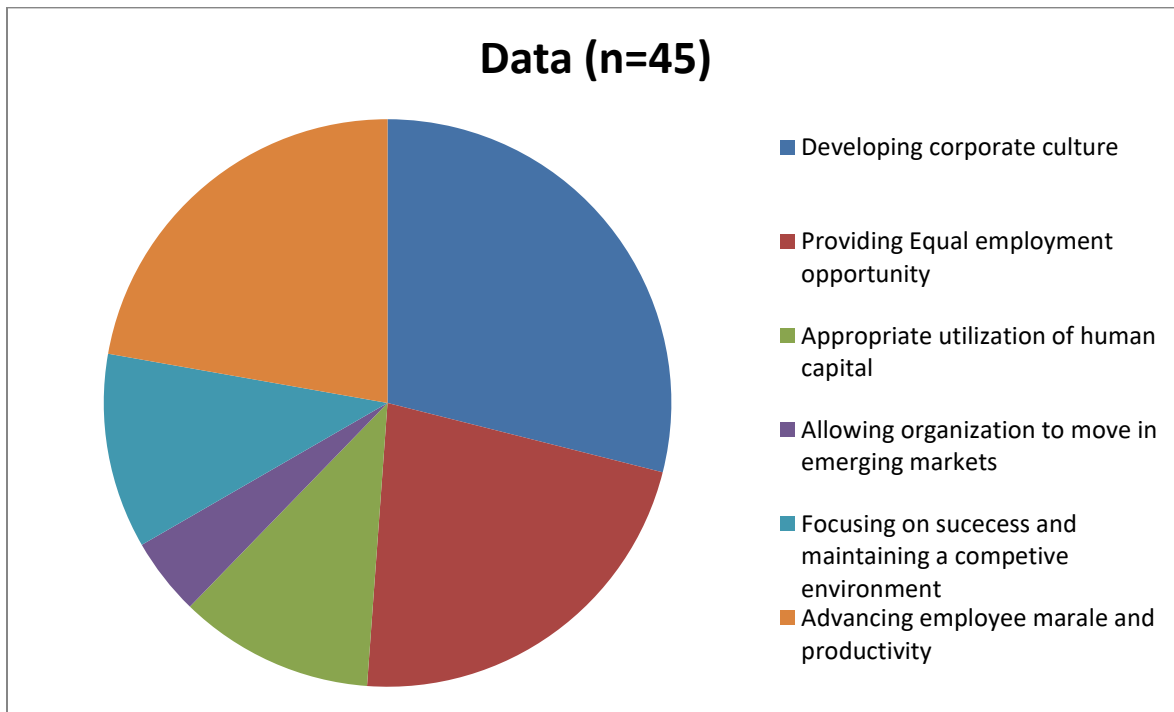
or no modification. In the case of diversity management policies, the respondents were just requested to remark whether their organization practiced the policy or not. After all, the respondents were asked to comment on the benefits of diversity in the workplace.

3.3 Analysis of Data

❖ Workplace Diversity Goals and objectives

The employees of the sample company were requested to answer some survey questionnaires to identify about workplace diversity goals and objectives of the sample company. According to the estimation of respondents, the subsequent diversity goals and objectives are identified:

Chart 01: Diversity Goals and objectives



According to the above chart, the core objective of diversity in the workplace is developing corporate culture (28.9% of respondents), providing equal employment opportunity (22.2%), and advancing employee morale and productivity (22.20%). Moreover, the other goals and objectives of managing diversity are appropriate utilization of human capital (11.1%) and permitting the

organization to move in emerging markets (4.4%), focusing on success and maintaining a complete environment (11.1%), respectively

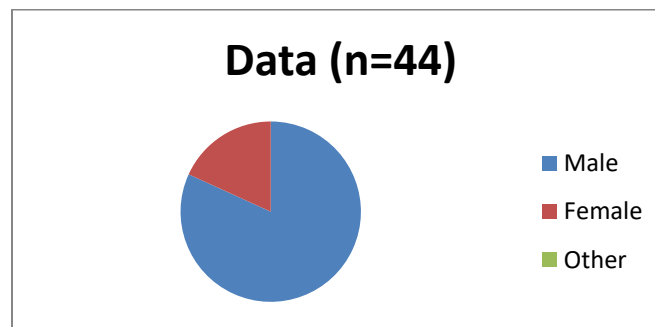
❖ **Dimensions of Diversity**

Table 03: Age Group

S. N.	Age group	Percentage
1.	21 to 34	80%
2.	35 to 44	15.6%
3.	45 to 54	4.4%
4.	55 or older	0%

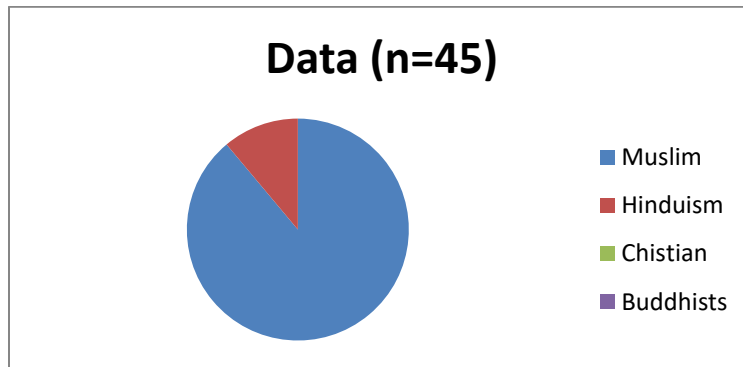
The above table shows that the respondent's age is mostly under 21 to 34 (80%). In addition, other respondents are from 35 to 44 (15.6%) and 45 to 54 (4.4%) age group.

Chart 02: Gender



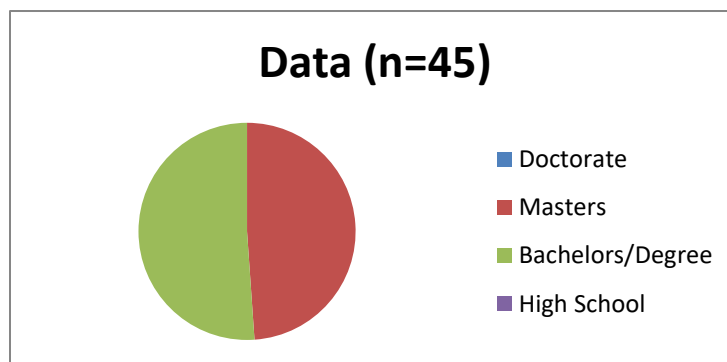
According to the above chart, respondents mostly are male (81.8%). In addition, others are female (18.2%) and there were no respondents from other gender.

Chart 03: Religion



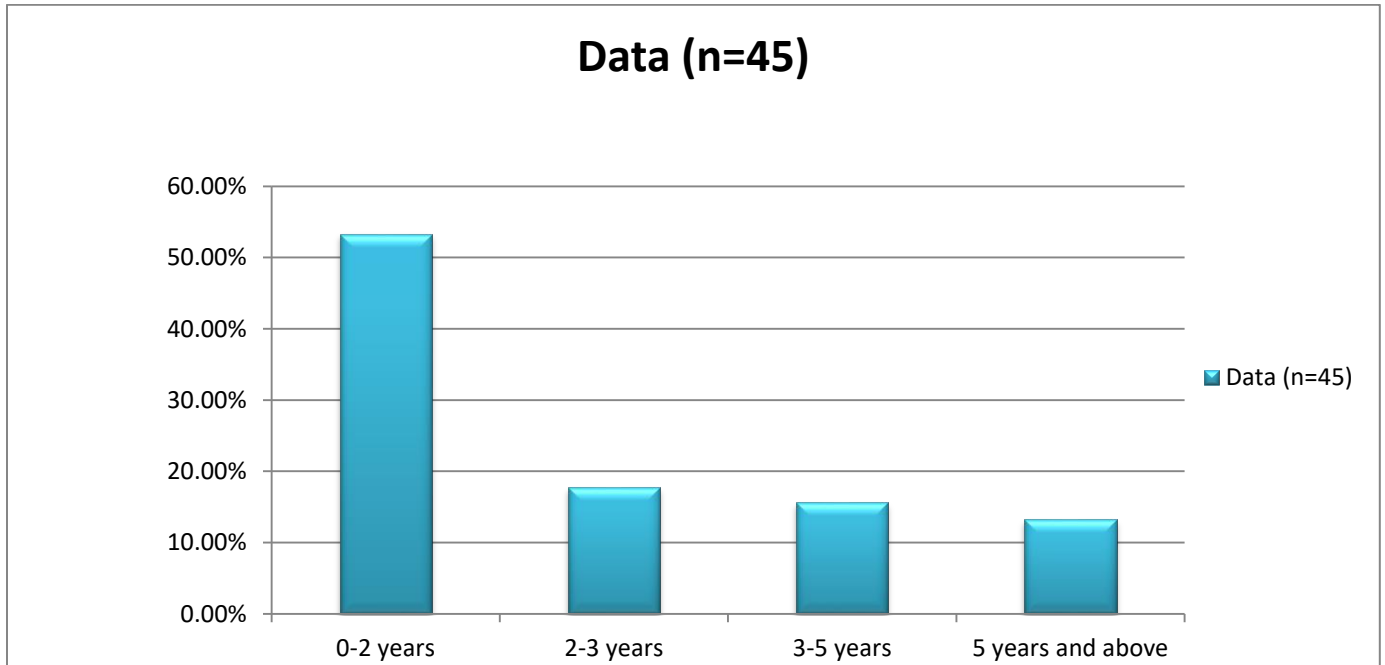
In the above chart, most of the responses are from Muslim religion (89%) and others are Hindu (11%). In addition, there were no responses from Christian and Buddhists religion. So, Islam religion is the most important diversity dimension.

Chart 04: Education background



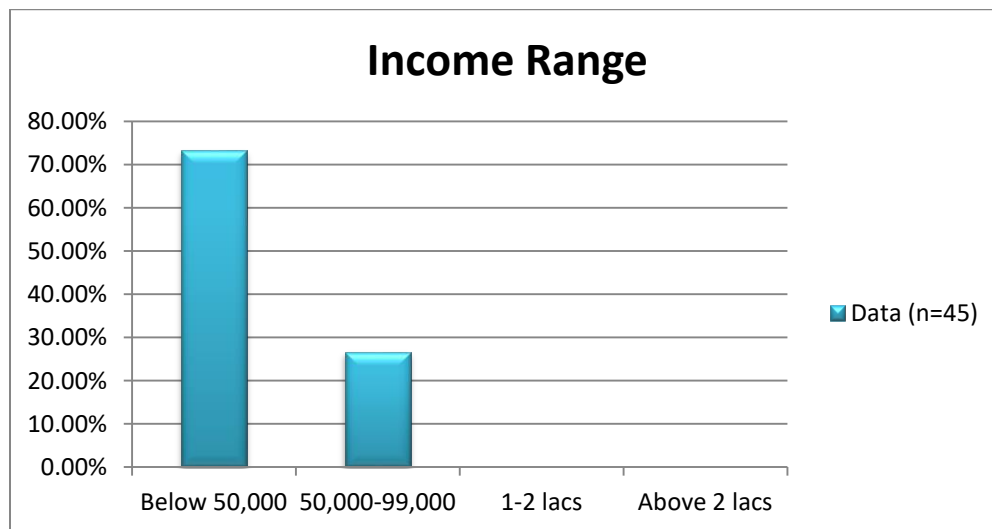
The 51% of respondents completed their Bachelor's degree and 49% are completed the master's degree.

Chart 05: Work experience



Above chart shows that, the responses of work experiences have mostly around 0 to 2 years (53.3%) experiences and 2 to 3 years (17.8%) experiences. Other respondents have 3 to 5 years (15.6%) work experience and above 5 years (13.30%) work experience.

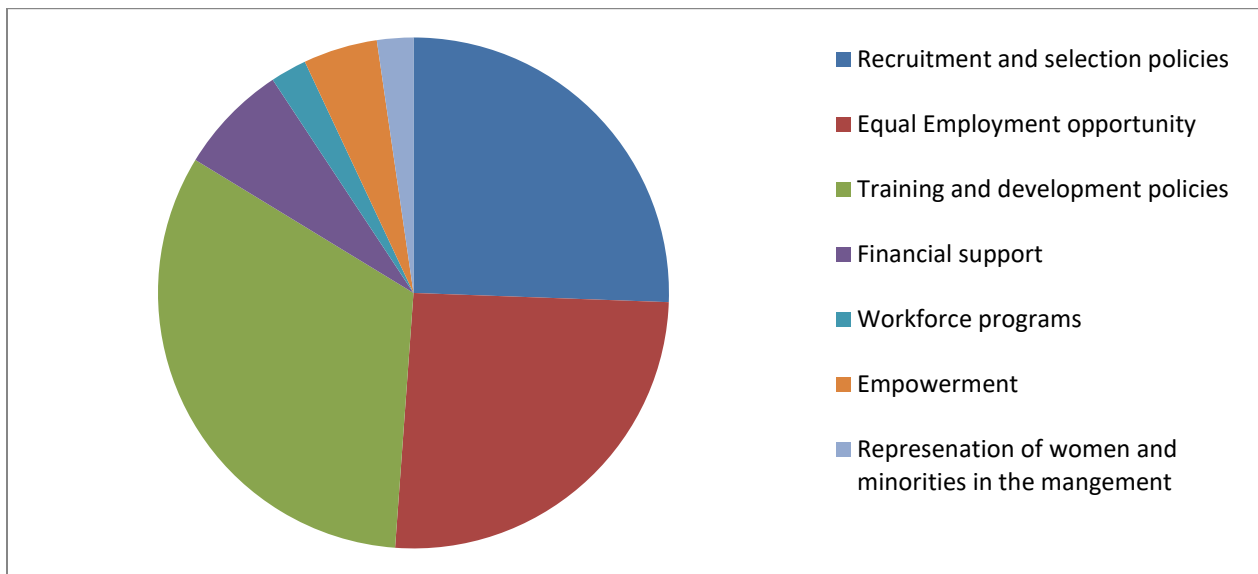
Chart 06: Income Range



According to above chart, most responses are from below 50,000 (73.3%) income range and other responses are from 50,000 to 99,000 (26.7%) income range. In addition, there were no responses from 1 to 2 lacs and above 2 lacs income range.

❖ **Diversity management program**

❖ **Chart 07 : Diversity management program**



According to the above table, training and development policies (33%), recruitment and selection policies (26%), and equal employment opportunity (26%) are the most important diversity management program. In addition, other management programs are also suggested by the respondents; those are- financial support (7%), workforce programs (2%), and empowerment (5%), representation of women and minorities in the management (2%).

❖ **Diversity Indicators**

I. Employee satisfaction

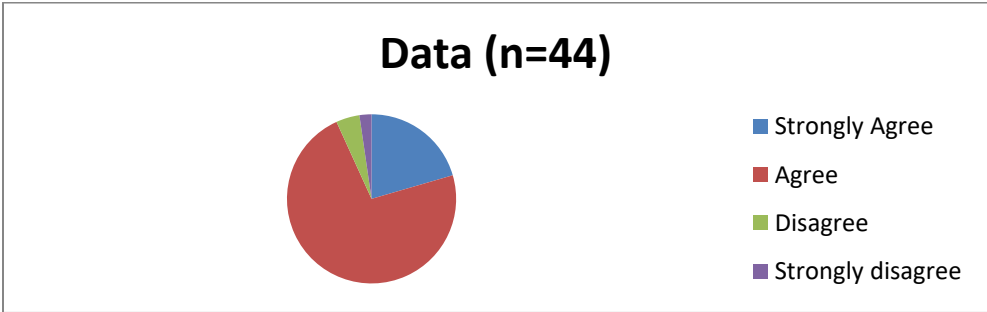
Table 04: Employee satisfaction

No satisfaction	Poor	Average	Neutral	Satisfied	Highly Satisfied
0	2.3%	9.1%	36.4%	34.1%	18.2%

Above chart shows that, most of the respondents of the sample company are neutral (36.4%) and satisfied (34.1%) with their organization. On the other hand 18.2% respondents are highly satisfied with their organizations. In addition, some respondents have average (9.1%) feelings and poor feelings (2.3%) with their organization.

II. Value of different cultures, backgrounds, beliefs and experience

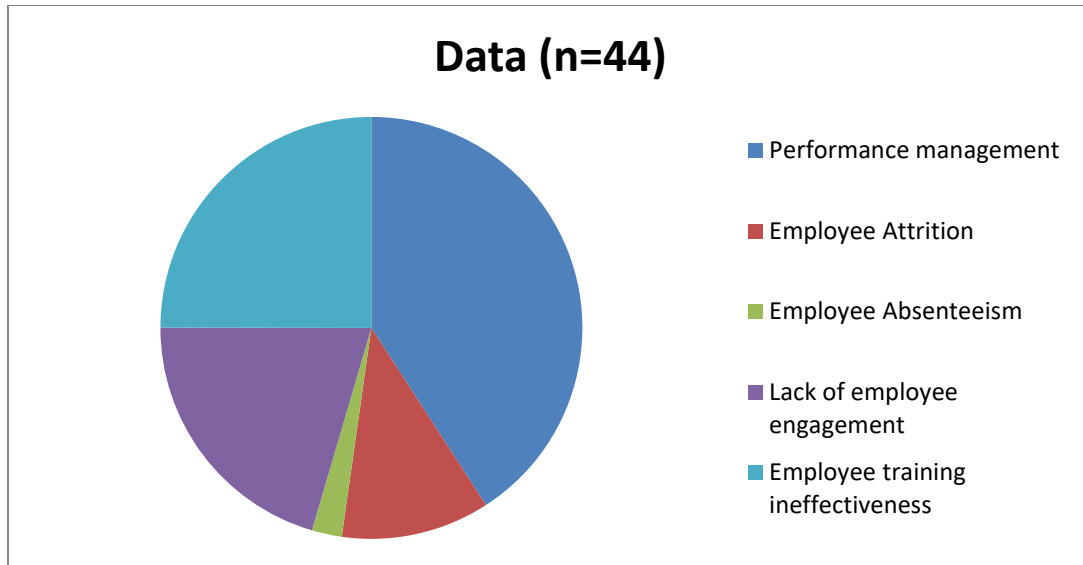
Chart 8: Value of different cultures, backgrounds, beliefs and experience



In the above chart, 73% respondent agrees with the statement and 21% are strongly agreed with the statement. In addition, 5 % are disagreed with the statement and 2% are strongly disagreed with the statement.

III. HRM challenges faced by the organization because of the diverse workgroup

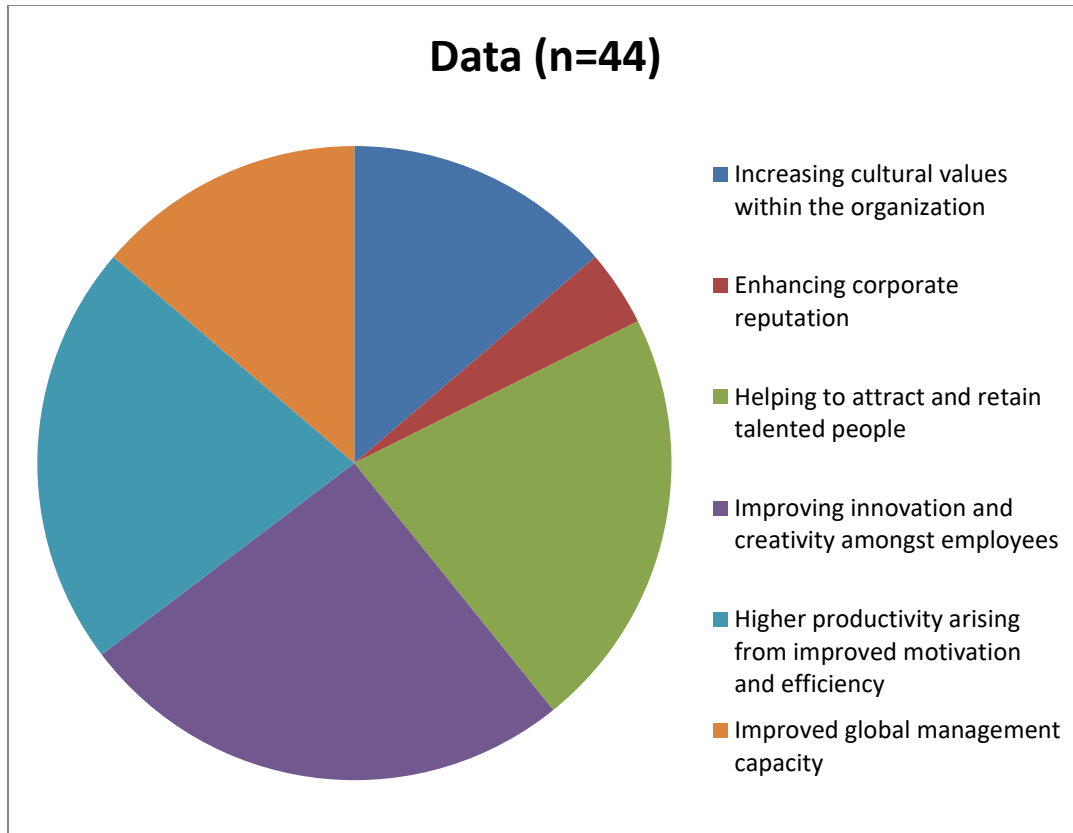
Chart 09: HRM Challenges



The above chart shows that the greatest Human resource challenges faced by the sample company are performance management (41%), employee training ineffectiveness (25%) and lack of employee engagement (20%). In addition, other challenges are employee attrition (11%) and employee absenteeism (2%). So, according to the above information it can be said that the organization mostly facing the problem of performance management as the responses are 41% and it means that the performance management of diverse group is difficult for EELL. Another challenge is the employee training ineffectiveness which has 25% responses and it means the employee training necessities are not properly given to the diverse group. Moreover, the other challenges are facing by the company are lack of employee engagement, employee attrition and employee absenteeism because of the diverse workforce.

❖ **Benefits of diversity management**

Chart 10: Diversity management benefits



Respondents of the sample company in the survey declared that the most significant benefits rising from workforce diversity management are:

- ❖ Increasing cultural values within the company (16%);
- ❖ Enhancing corporate reputation (4%);
- ❖ Helping to attract and retain talented people (22%);
- ❖ Improving innovation and creativity amongst employees (25%);
- ❖ Higher productivity arising from improved motivation and efficiency (22%);
- ❖ Improved global management capacity (14%).

3.4 Conclusion:

According to the survey of a Bangladeshi local private company “Enrgypac Electronuc Ltd.” it has been found that the company practices different types of diversity management programs. For example: training and development policies, recruitment and selection policies, and equal employment opportunity are the most important diversity management program. In addition, the employees of that sample company found some benefits after diversity practices in the workplace. Most benefits they are getting from the diverse workforce are- innovation and creativity amongst employees, higher productivity arising from improved motivation and efficiency and improved global management capacity. Moreover the study also collected some vital information about the diversity dimensions (age, gender, income range, work experience etc.) In addition, the 81.8 % of employees of the organization are male whereas the female employees are only 18.2%. In addition, in this survey it can be observed that local private company is mainly male biased. On the other hand, the number of other religion in this organization is very little because most of the employees of this organization are Muslim. Also, in this study it has been seen that 36.4% of employees have neutral satisfaction and 34.1% are actually satisfied with their organization. Moreover, the core objective of diversity in the workplace is developing corporate culture and providing equal employment opportunity. So, after the observation, it has been seen that the employees of the organization are giving importance to develop the corporate culture and they want their organization to focus more on providing equal employment opportunities. Concluding by saying that, this organization has diverse workgroup but they need more diverse workgroup for developing their corporate culture and need to contribute equal employment opportunity. Energyac Electronics’ management should focus on employee satisfaction and improving their corporate structure. Also, this organization should prioritize their employee’s opinion and satisfaction because most of the employees are from young generation and their age group is approximately 21 to 34 (80%). In this study it has been observed that the company is facing some human resource challenges because of the diverse workforce. The management of the company should adopt some policies for their diverse workforce; for example: employee involvement policies and accountability polices. These policies will increase the competitive advantage in the organization.

3.5 Recommendation:

To develop the corporate culture and provide equal employment opportunities, EELL should focus on managing a diverse workforce; then, it will make the organization internally and externally competitive. The company's management should adopt some policies for their varied workforce, for example, employee involvement policies and accountability policies. These policies will increase the competitive advantage in the organization. Moreover, there are some recommendations for EELL's diverse workforce management:

1. **Recruiting diverse workforce:** EELL should recruit more female employees. Because now the females are more qualified and educated than male employees. They are more energetic and dedicated to their work. EELL needs to highlight their diverse job requirements on their website to hire a diverse group. Moreover, they need to employ disabled persons as many qualified disabled workers in Bangladesh for the production unit. This initiative will help this organization be more innovative and standard corporate culture around the country.
2. **Train the diverse workforce:** After recruiting the diverse workforce, EELL should train the diverse workforce. They should prepare the employees to make them dedicated towards work. In addition, the training methods should be innovative, which will increase employee motivation and satisfaction. For example, they can train the diverse group by game playing or giving a case study.
3. **Employee involvement opportunity:** EELL should adopt an employee involvement policy. EELL's leadership style is autocratic. As a result, the employee doesn't get many opportunities to give their opinion or advice for their organization. So that, for making the workplace more diversified, EELL should adopt the employee involvement opportunity. Creativity and innovation will increase if EELL adopts this strategy.
4. **Motivates the diverse workgroup:** After adopting an employee involvement policy, EELL should boost the miscellaneous group at the workplace. They can encourage employees by giving them feedback on a good performance, promoting diverse employees to the next position, or rewarding them by giving performance bonuses.

The above strategies can make the organization more internally and externally competitive. To create the innovative and standard workplace, EELL should focus on hiring, training, employee involvement opportunity, and motivating diverse groups as more as possible.

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