

Report On
Key HR Practices & Employer Branding activities
at
Syngenta Bangladesh Ltd.

By
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An internship report submitted to the BRAC Business School in partial fulfilment of the
requirement for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

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Subject: Submission of Internship Report on “Key HR Practices & Employer Branding activities at Syngenta Bangladesh Ltd.”

Dear Sir,

This is my pleasure to get the opportunity of submitting my internship report on “Key HR Practices & Employer Branding activities at Syngenta Bangladesh Ltd.” to you as an essential part of completing my Bachelors of Business Administration (BBA).

Throughout my internship program, I got the opportunity to put my theoretical HR knowledge into reality and discover real professional business practices for human resources (HR). In my report, I've mostly concentrated on some of the key HR practices and Employer Branding initiatives of Syngenta Bangladesh Ltd., as well as my understanding and experience there.

While working on this report, I made every attempt to gather all relevant data, records, and materials to increase the study's dependability, authenticity, and informative. On the other hand, I hope you will take into account any errors that could occur owing to time constraints and keeping confidentiality.

Additionally, I want to thank you for your well-thought-out advice and insightful recommendations regarding how to write my internship report. Finally, I hope that this report will meet your expectations and fulfill your needs.

Sincerely yours,

Nazifa Tasnim Promee

Student Id: 18104181

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Date : September 14th, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Syngenta Bangladesh Ltd. and the undersigned student at BRAC University.

I am Nazifa Tasnim Promee hereby declare that this report will not contain any confidential, dangerous, or other significant information that will be detrimental to Syngenta Bangladesh Ltd. This report will be created with the assistance of the office supervisor and will be based on my daily activities. As a result, my report will not be released on the internet; instead, it will be archived at BRAC University as part of my internship program's competition

To ensure confidentiality of the information. Here, both parties agreed upon to maintain confidentiality of information used in this report.

Acknowledgement

First and foremost, I am thankful to Syngenta Bangladesh Ltd. for providing me with the chance to work in their firm, as well as to all of the individuals who work there and who continuously supported me during my internship term. I'd like to express my heartfelt appreciation to my internship adviser, Mr. Feihan Islam, for his advice.as well as feedback. Without his assistance, it would not be possible for me to finish this report within the due time. Notably, I would like to thank my onsite supervisor, Mrs. Shahnila Ahmed (Human Resources Business Partner), for entrusting me with the responsibility and providing me with assistance as I begin my professional life. After that I would also like to thank Mrs. Sharifa Amin (Manager, Training & Engagement) and Mr. Duke Biswas (HR Service Executive) whom I worked with in my internship period and gained information about the organization and its internal function. Farther more I would like to thanks Mr. Alam Chowdhuri (HR Head) and Mr.Moyeen Uddin (Manager , HR Operations) for sharing their work experience and making me understand the corporate culture. I have learned different HR functions which I believe will use in my future career

Executive Summary

Key HR practice and employer branding are really important functions of HR. to ensure employee engagement in organization HR practice does a vital role. It keeps the employees motivated towards the work. Besides, Employer branding this to attract young talent towards the organization. Internal HR activities such as training and development programs keep the employees UpToDate and increases their work efficiency. Also, campus engagement programs, social media posting and Aspire internship program is a part of the employer branding of Syngenta Bangladesh Ltd. these employer branding related programs are done in Syngenta Bangladesh for making the brand well-known in market.

Key words: Employer Branding ; HR Practice; Overview; Leadership; Culture; Learning

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List of Acronyms

Ltd = Limited

HR = Human Resources

BCIC = Bangladesh Chemical Industries Corporation

HRBP = Human Resources Business Partner

Chapter 1

Introduction

The main goal of internship programs is to provide students experience to the real business world. It also seeks to convert students' academic knowledge into practical experience by teaching them about the organization's business procedures.

There is no greater opportunity for a student to gain information via actual application of learning ideas in real-world situations than an internship program. I've been assigned to produce a report on my internship as part of this entire program. It is necessary to complete the internship report in order to complete the BBA program at BRAC University because it is merely a reflection of the entire experience and understanding of this program.

I did my internship in “Syngenta Bangladesh Ltd.” in HR department under the supervision of Shahnila Ahmed (HR Business Partner), for about three months and the topic of my internship report is “Key HR Practices & Employer Branding activities”. In this report, I've discussed a few practices, explained how the processes work from my perspective, and offered some advice based on what I know. The formulation of my report and its production is fully supervised by my faculty supervisor Mr. Feihan Islam, Lecturer , BRAC University, and I am grateful to him for that.

1.1 Background of the study

Agriculture is an important in worldwide. In Bangladesh it plays a key role in the economic growth. Agrochemical products are crucial agricultural inputs that are used to safeguard agricultural produce, reduce insect and disease attacks on crops, boost crop yields, enhance soil fertility and crop quality, and assist farmers protect their crop investment.

Employer branding is important in agrochemical industry to make the young generation know about the importance of agriculture and agrochemical business and create interest among them about this sector.

HR practices make the internal employees motivated towards their work and identifying potential candidates for the company. HR Practice is insuring employee skill development which helps in growth of the organization.

I worked on several events and activities throughout my internship to obtain real-world experience in important HR procedures and Employer Branding initiatives at Syngenta Bangladesh Ltd. This report, which I am submitting as part of my internship requirements for the BBA degree, describes several important HR practices and Employer Branding initiatives Syngenta Bangladesh Ltd. took on to accomplish their objective.

1.2 Objective of the study

Broad objective: Gain a comprehensive understanding of the key HR practices and employer branding activities at Syngenta Bangladesh

Short objective:

- To give an overview of the organization ‘Syngenta Bangladesh’.
- To understand the recruitment process of the organization.
- To give an overview of the HR department at Syngenta Bangladesh
- To define how the organization is working on employee skill development.
- To understand how the organization doing their employer branding.
- To understand the benefits of Aspire Internship Program launched by the organization

1.3 Methodology of the Study

The report is based on qualitative information I learned through my internship. My on-site supervisor assisted in gathering the data. Additionally, I learned a lot from my observations. In order to make the report more helpful, I gathered both primary and secondary data.

The sources of the data:

Primary source:

- Interviewing the head of HR.
- Interviewing the HR business partner.
- Getting data by creating survey on the employees.

Secondary source:

- Job description of each employee in HR division.
- Website and social media search.
- Different article and reports similar with the topic.

1.4 The Rationale of the Report

The opportunity to work in a specific business as part of an internship program helps students to apply and connect their classroom learning to real-world employment situations. The report is a component of my internship, in which I discussed how employer branding and HR practices affect an organization's performance.

1.5 Scope of the Study

The primary HR practices and employer branding strategies in a multinational agrochemical sector in Bangladesh are the subject of the study. It discusses how important HR practices and employer branding-related activities are employed to keep employees happy in a firm and draw in new talent.

1.6 Limitation of the Study

- There are some limitations I faced during the process of the study; those are:
- Many organizational tactics and information are private; thus, I was unable to utilize them in the report.
- Less secondary data are available for Bangladesh's Syngenta Bangladesh Ltd.
- Time restrictions were one of the key restrictions. It is fairly tough to identify the shortcomings in HR processes in a three-month timeframe.

- I was prohibited from obtaining personnel information and conducting surveys since they involved confidential data.

Chapter 2

Organizational profile

2.1 Introduction

Agriculture is the largest employer of Bangladesh. About 60% of the population work in agriculture (Owuor et al., 2022). So, Agriculture is the primary source of income for most people.

But if the crop effected by any pests, weed or disease then the farmers have to suffer a lot and also reduction get decrease which may cause a huge economic damage, in order to prevent weeds, pests, and diseases from infesting, eating, or harming crops and lowering the quantity and quality of food produced, agrochemicals are essential. Agrochemical industries are playing a vital role by ensuring the protection of our crops from any disease or pests, weed etc. Syngenta Bangladesh Ltd. is also an industry leader in crop protection, seeds, professional solutions, and floral marketing. Syngenta is the agricultural company with the biggest geographical and cultural diversity, employing 49,000 people in more than 100 countries.

2.2 company overview

Syngenta is one of the top agricultural firms in the world, Syngenta is a multinational agrochemical company with its headquarters in Basel, Switzerland. It is one of the most well-known brands in Bangladesh when it comes to agriculture goods and solutions. It is a joint venture public limited company, with 40% of the shares held by the Bangladesh Government through BCIC and 60% of the shares held by Syngenta AG Switzerland. Syngenta Bangladesh's head office is located at Dhanmondi in Dhaka with three zonal, eleven regional offices across the country. Additionally, it has four site offices in Bogura, Jashore, Gazipur, and Chattogram as well as a crop protection formulation facility in Chattogram, a seeds processing plant in Bogura. Also, a cutting-edge learning and development facility is located in Bogura where Syngenta workers, distributors, merchants, farmers, spray technicians, and other pertinent stakeholders may attend training sessions, workshops, and seminars.

In order to address the increased need for food due to the country's expanding population, Syngenta Bangladesh is totally dedicated to assisting Bangladeshi farmers in producing their crops in a sustainable manner. It will continue to focus on the needs of producers by providing high-quality seeds, planting equipment, and crop protection strategies to assist smallholder farmers in increasing agricultural output, production, and quality. Besides, Syngenta Bangladesh engages in a variety of stewardship initiatives with an emphasis on safe pesticide use.



Fig 1: Syngenta Bangladesh Logo 1

Syngenta's four business units

- **Syngenta Crop Protection:** A global market leader with unrivaled research capabilities and the biggest product portfolio, Syngenta Crop Protection is driving sustainable agriculture.
- **Syngenta Seeds:** One of the world's major seed developers and producers for farmers, commercial growers, merchants, and small seed businesses.
- **ADAMA:** A crop protection leader with one of the most extensive and diverse portfolios of active ingredients, delivering solutions to farmers all over the world.
- **Syngenta Group China:** The market leader in crop protection, with a strong seed business and the leading crop nutrition provider and distributor in China.

2.3 Syngenta Bangladesh Product and Service

Syngenta is the global leader in agriculture industry. Their target customers are farmers. Their products are agricultural chemical and seeds. The organization is to be the most collaborative and trusted team in agriculture, generating long-term, sustainable value for customers, employees, and people worldwide.

In their crop protection line, they have three category of product, such as

- Insecticide
- Fungicide
- Herbicide

In seeds they have two different category product

- Field crop
- Vegetable

In service line they provide services such as,

- Learning & Development
- Safe Use of Product
- Spray Man Training

Everyone at Syngenta Group values ethics and integrity in their work and is committed to operating at the highest compliance standards across the company's markets. They always try to maintain the quality of their product and service. Because they believe that crops are treated as the child by the farmer, and a father never compromises on the health and growth of their child. This dedication to sustainability is key to their successful expansion strategy.

2.4 Vision

The strategy and top priority of Syngenta have always been to solve the issues plaguing Bangladeshi agriculture. To encourage farmers to pursue agriculture, Syngenta works to make farming lucrative and sustainable. As a research and development firm, Syngenta focuses on offering agricultural communities technology that not only increases production but also lowers input costs and boosts return on investment.

2.5 Mission statement

The Good Growth Plan centers Syngenta's business and innovation on sustainability. Our prosperity depends on it, and it also helps the business fulfill its commitment to the UN Sustainable Development Goals.

The first Good Growth Plan (2016-2019):

Syngenta's initial Good Growth Plan was introduced in 2013 emphasized efforts to increase resource efficiency, revive ecosystems, and remote areas by the year 2020. The goals and guiding principles of The Good Growth Plan have permeated every aspect of how we do business. One year sooner than anticipated, we achieved or surpassed the majority of the goals we established for the first Good Growth Plan.

Accelerate Innovation for Farmers and Nature:

Continue to invest in innovations in sustainable agriculture. Deliver two new innovations in sustainable technology each year. Aim for the fewest residues possible in the environment and on crops.

Strive for Carbon Neutral Agriculture:

Measurement and facilitation of carbon mitigation in agriculture about 3 million hectares of rural farms each year, improve biodiversity and soil health. Reduce their (Syngenta crop protection and Syngenta seeds) carbon intensity by 50% by 2030.

Partnering for Impact:

Forming strong alliances and making their environmental goals public. Start creative conversations for all-inclusive sustainability consultancy. Governance of sustainability at the board level.

Help People Stay Safe and Healthy:

Goal Zero mistakes in the business. Every year, the firm offers safe usage training to 8 million farmers. throughout their whole supply chain, strive for fair work.

2.6 Syngenta Bangladesh Organizational Structure

There are ten departments in total at Syngenta Bangladesh. Each department collaborates to reach the organizational objectives an overview of Syngenta Bangladesh's organizational structure is provided here.

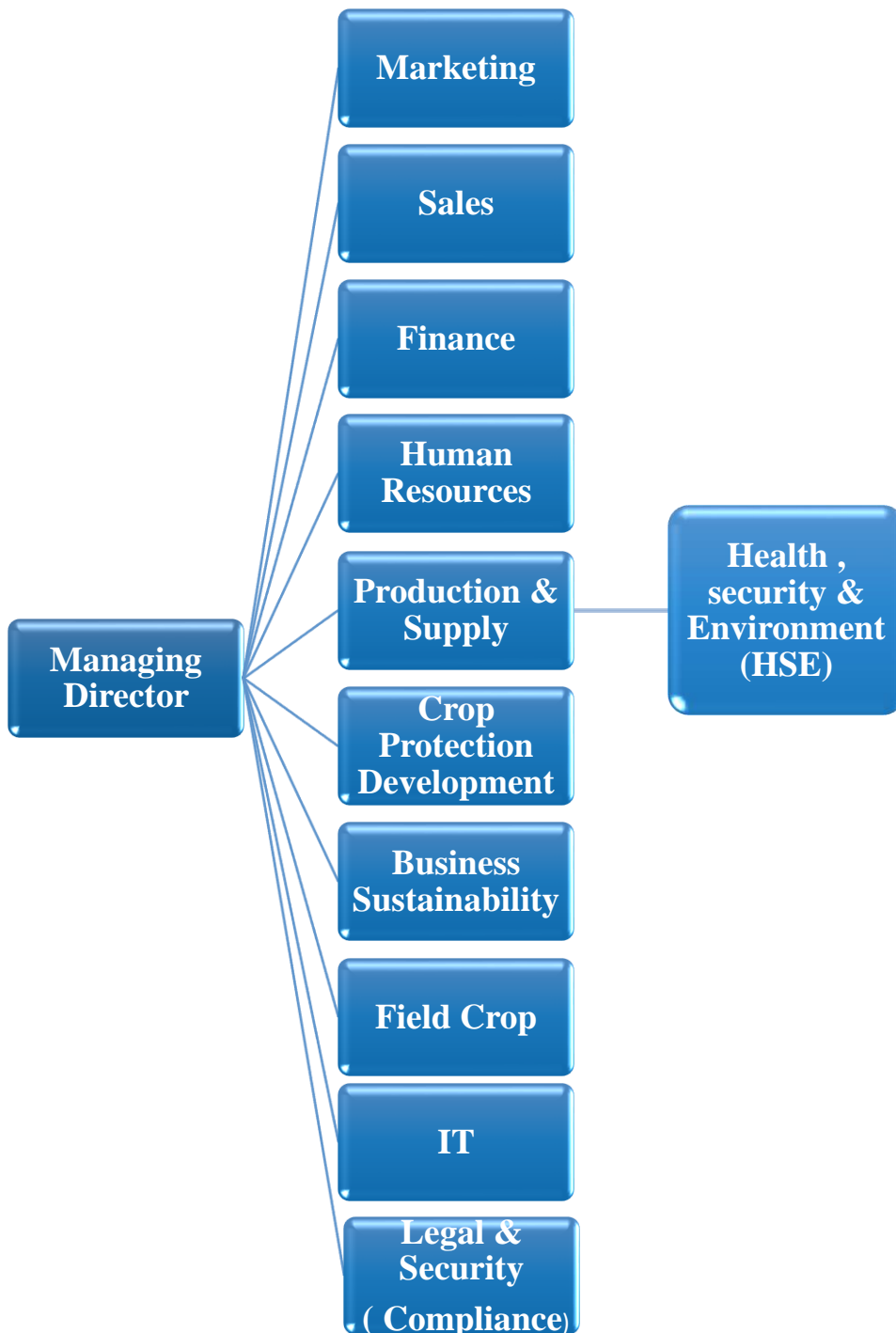


Fig 2: Organogram of Syngenta Banglades 1

2.7 Syngenta Values and Leadership Commitments

Being an agriculture multinational company the goal their business is to realize plant potential. To fulfil this purpose Syngenta Bangladesh Ltd. company works on their value. Their values include, Innovation, Intensity, health and Performance

- **Innovation:** Innovation is the constant search for improved methods. converting revolutionary commercial and scientific concepts into fresh solutions. They achieve this by encouraging employee creativity and collaborating closely with clients.
- **Intensity:** Intensity is about focusing their passion and energy and adopting a "can-do" attitude. As a result, they can forge new alliances and gain a competitive advantage.
- **Health:** The quality of life is influenced by the health value. It demonstrates their utmost respect for the environment and for nature, as well as their dedication to maximizing employee potential and vitality.
- **Performance:** Performance is defined as meeting benchmark requirements and providing high-quality results while also expanding the business in a morally and ethically responsible manner.

Leadership commitments

Strong leadership, diversity, and a dedication to sustainability, according to Syngenta Bangladesh, make a beneficial influence to the firm.

Our commitment to sustainability

With The Good Growth Plan as its foundation, Syngenta has always been dedicated to sustainable and responsible agriculture. The Good Growth Plan is a step towards regenerative agriculture and places the critical fight against climate change and biodiversity loss at the center of farming's productive future. In an effort to lessen the carbon footprint of agriculture and assist farmers in coping with the harsh weather patterns brought on by climate change, Syngenta is announcing four bold new worldwide commitments. These are:

- Accelerating innovation for farming and nature
- Strive for carbon natural agriculture
- Help people stay safe and healthy
- Partnering for impact

By 2025, Syngenta aims to invest \$2 billion in breakthroughs in sustainable agriculture and produce two such innovations annually. In order to help achieve the objectives of the Paris Agreement, Syngenta also pledges to cut the carbon intensity of its operations by 50% by 2030.

2.8 Organizational Culture

Syngenta is a major sustainable agricultural innovation and technology firm with 48,000 workers in over 100 countries and \$23 billion in annual sales. Syngenta has cross functional work culture. The workplace environment is enjoyable. Workers share a room where they do their work simplify communication Here every employee is highly experienced and They share individual experiences. Additionally, which increases workers' motivation for their jobs.

Different events like birthday, farewell, and also occasions like women's day, Pohela Boishakh, Mother's Day etc. are celebrated. which makes the employees more engaged. This organization is very sincere about their employee wellness and development. They organize campaign for the employee mental and physical health checkup. They also organize skills development program for making the employees more skilled in professional life.

Customers and sellers are highly valued in Syngenta. Retailers are motivated with valuable prizes based on their performance. The customers are really satisfied with the service they get.

2.9 Significance of the study

The key aspect of this project is including different activities that Syngenta Bangladesh does for the employer branding and how HR practices are done through different activities and how its creating benefit for the company and employees. The thing that impressed me the most in Syngenta Bangladesh is that they are really sincere about the mental and physical health of the employees. And they are arranged wellness campaign where employees can get free individual consultation from experts on their health. Also, they arranged an industrial trip for the interns to know more about the importance of crop protection products in agriculture and how without agriculture practice we may not live our lives that much easily that we are now. They are prompting a healthy work culture and wants the young generation to understand the importance of agriculture. That's why they started the internship program calls 'Aspire Internship' to enhance employability of graduates and create a bridge between academic and corporate life.

This internship report will make have all the corporate learning experience I get from Syngenta Bangladesh Ltd. this report will help the readers to understand work culture at Syngenta Bangladesh and get a short summery of three-month working experience.

Chapter 3

Conceptual Framework

3.1 Definition of HR Practice

HR practices establish the everyday tasks needed to put the strategies into action. HR practice serve as the basis and direction for managing the workforce of the firm, and they have to be in accordance with the executive business plan. HR practices often comprise processes such as comprehensive recruiting and selection, training, security, and evaluation,(Pfeffer, 2005). This practices have a huge impact on employees' views regarding their company (Chang et al,2011).

3.1.1 Importance of HR Practice

Previous research has found that HR procedures have a significant impact on emotional commitment and turnover intention. It boosts employees' self-esteem, which leads to an increase in affective commitment, (Barrett A., O'Connell P. J. (2001).

HR techniques are critical for increasing employees' knowledge while also increasing motivation and boldness. By making the employees more skilled and knowledgeable HR is giving them the opportunity of self-development.it creates a positive attitude towards the company.

Employees' affective commitment to their companies can be increased through HR practice. HR practice engages the employees more in the work. It makes the employees realize the importance of their work. Employees feel more worthy because of that and it makes them more dedicated towards their work.

3.2 Definition of Employer Branding

Employer branding is about how you want your company to be regarded in the marketplace, and it involves employing precise message to attract the type of prospects you desire. Every company does employer branding to make their company well known in positive sense. Employer branding is essential for a company's strategy since it helps them acquire better people, cut hiring and marketing costs, and increase productivity.

3.2.1 Importance of Employer Branding

Employer branding is an essential part of any organization. It helps to get more popularity in market and helps the organization to attract talented candidates for hiring. The benefits employer branding has been:

- **Employee retention and new recruitment:** A strong employer brand will make your employees proud to be a part of the company. It makes the employee enjoying their work more also make them work potentially for company betterment which results employee retention. Also, before applying any company for job, candidates always search for reputed organizations. Is the company being not that much known then it makes the applicants demotivated so employer branding is important to make it well-known. Beside this through employer branding candidate also get to know about the expectation of the company for any position they are applying for. It helps the company to get potential candidates for recruitment.
- **Helps in cost Reduction:** by becoming a well-known brand, organization doesn't need to spend high amount to get potential candidates. Furthermore, your recruiting efforts are reduced because you are not spending as much time looking for prospects; instead, candidates find you.
- **Employees becoming Brand Ambassadors:** Current employees become brand advocates for your company, and as a result, referral hiring increases. Becoming a brand makes them share good word of mouth. this increase brand awareness which increases profitability.
- **Improve employee engagement:** Working for a reputable firm increases employee enthusiasm and motivation. This makes them more productive on work. Due to productivity the company gain more profit and growth in business. This makes the company financially strong and sustainable.

3.3 Employer Branding Concerns

Employer branding Concerns three major points. These are:

- Employee Attraction
- Employee Engagement
- Employee Retention

3.3.1 Employee Attraction

Attracting talented candidates towards the organization is one of the concerns of employer branding. If the organization is well known and has positive reputation in market then it is easy for them to attract potential candidates towards the organization. It is difficult for companies to search candidates according to their requirement. In this case employer branding makes the requirements known to the candidates and attract required candidates to the job.

3.3.2 Employee Engagement

Employee engagement refers to a worker's level of excitement and dedication to their job. Employer branding makes the employee understand the worth of their work. Employees that are engaged care about their work and the company's performance, and they believe that their efforts make a difference. So, they show more dedication towards their work.

3.3.3 Employee Retention

One of the most difficult tasks in human resource management is employee retention. Many companies find it difficult because of employee low enthusiasm towards their work or getting better opportunity in reputed company. For a sustainable business employee retention is very important. Employer branding help the employer to become successful in understanding what their employees prefer in their workplace. For doing employer branding activities employees get engaged in branding activities and this makes the employee realize themselves as an important part of the organization to behold its reputation. In terms of employee retention, employers promote their brand in a way that makes them as a perfect workplace for employees to fulfill their needs.

3.4 Employer Branding Types

Employer branding is divided in to two types

- **Internal Branding:** Internal branding is the process of linking employees with your external brand, demonstrating what that brand means to them, and ensuring they understand and truly live the corporate objective. Internal branding refers to the employee value proposition, remuneration packages, business culture, and fundamental values that a corporation can provide to its employees. It is an employer's reputation among current employees.

- **External Branding:** External employer branding is a company's strategy for managing and influencing its reputation among job seekers and key stakeholders for positioning itself as a preferred employer.

Chapter 4

Key HR Practice at Syngenta Bangladesh

In Syngenta Bangladesh Ltd. HR practices are categorized in three category

- **HR Business Partner**
- **Training and engagement**
- **HR operation**

HR Business Partner :All employer branding and recruitment related works are done by HR business partner. Identifying potential candidate for selective jobs by taking written and verbal examinations is a part of their HR practice. Also connecting with other HRs from different countries and monitoring the efficiency of the business of this region is done by HR business partner. Maintaining diversity in Employer culture is ensured by this sector. Lastly promotional activities are organized and implemented by HR business partner.

Training and engagement: All employ engagement related activities are organized and monitored by this sector. Employee skill development activities are organized regularly, different cultural and engagement events such as : Pohela boishakh , celebrations, campaign related programs; employee engagement in every region is insured by this sector.

HR operations: HR Operations is critical in designing a company's people strategy in order to achieve its business objectives. HR operations monitors employees from all sectors. They dose all the works related to employee lifecycle. Also, compensations and benefits based works are done by them.

4.1 Recruitment and Selection of Syngenta Bangladesh

Syngenta Bangladesh ltd. focuses on hiring talent that is a good fit for personal beliefs that align with the company's values. They make certain that the proper individuals are hired for the right tasks, allowing their company to expand. The guideline for recruitment and selection is handled by the HR Business partner along with the head of department. According to a survey with HR department I got to know that recruitment is done more than twice in a year at Syngenta Bangladesh. And they mostly prefer candidates from science background.

How many times in a year you do recruitment ?

5 responses

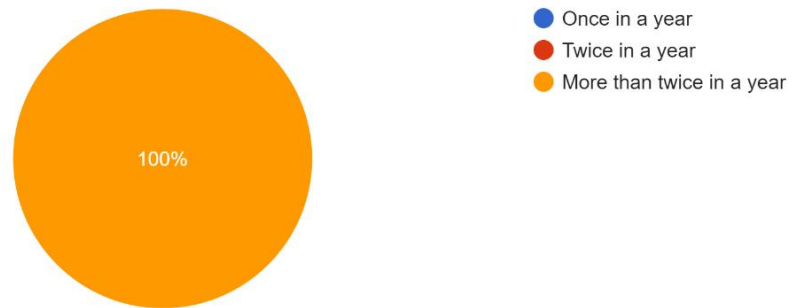


Fig 3: Recruitment based question 1

The step by step process of recruitment and selection in Syngenta Bangladesh Limited is shown in a diagram below

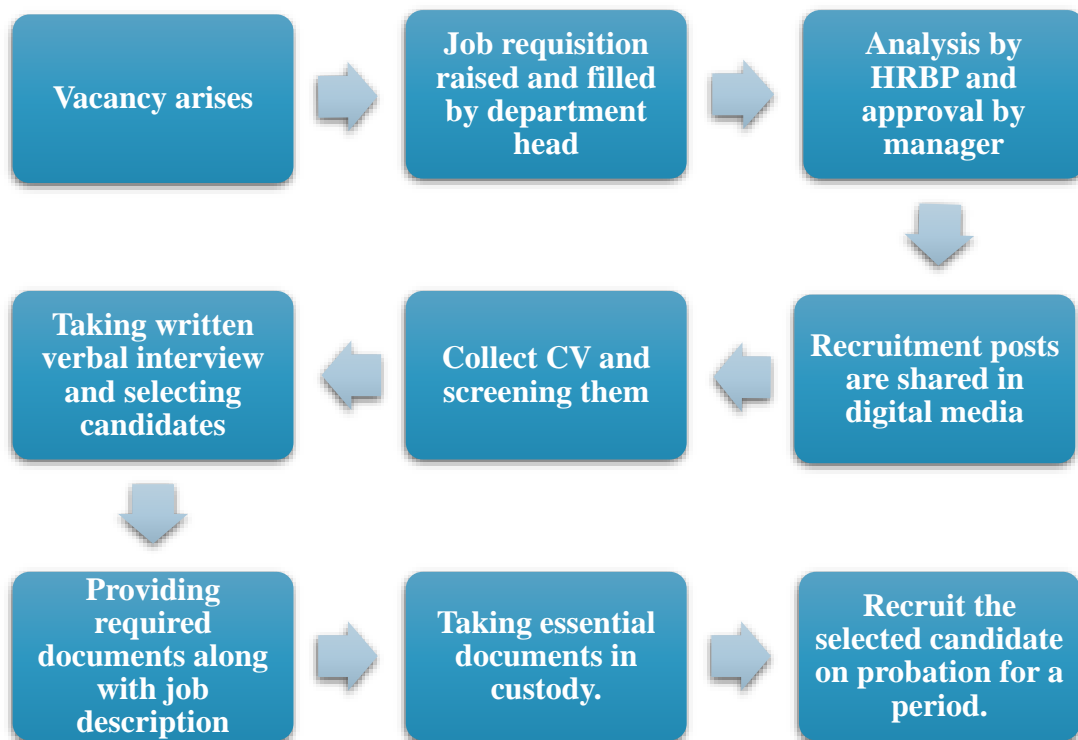


Fig 4: Step by step process of recruitme 1

Vacancy arise : In Syngenta Bangladesh vacancy arise in any department for the reason of engaging with new talent and Launching new products or services necessitates the creation of new positions to manage the new items' various functional tasks in field.

Job requisition raised and filled by department head : the department head raises and fills up the job requisition form along with providing job description and job specifications.

Analysis by HRBP and approval by manager : The HRBP then inspects and evaluates the actual requirement for the job request. If the results of the analysis are positive and in support of the job requisition, they obtain management approval.

Recruitment posts are shared in digital media: Syngenta Bangladesh use digital media for posting recruitment related activities. In example: social media job posts, job application sites etc.

Collect CV and screening them : Syngenta Bangladesh emphasizes on external and internal sources to collect resume. They get CVs of referrals from existing Syngenta Bangladesh employees, and they even refer interns for open positions. They also acquire CVs by holding workshops at various universities. Collect CV from online applicants through job posting. HRBP then sorts the CVs based on the requirements of the department where the position is located.

Taking written verbal interview and selecting candidates: Firstly, they take a written online based interview select candidate for the second phase. In second phase they take verbal interview with the Head of department. After evaluating their interview, they select their candidates within a week.

Providing required documents along with job description: The HR department supplies all required documentation, including acceptance letter, appointment letter, joining letter, employee details record form, and job description following salary negotiations. And orientation program is arranged for new joiners to understand the job and know more about the company.

Taking essential documents in custody: Employees are instructed to submit some vital documentation for HR departments, such as-

- Photocopy of Academic certificates
- Photocopy National ID card
- Employee details record form (containing personal information of the new joiner)
- Nomination for final settlements and provident fund
- 6 copy passport size pictures
- Bank account details
- Declaration of previous job
- Copy of income tax certificate

After receiving these documents, the HR department checks their authenticity, generally known as a background check.

Recruit the selected candidate on probation for a period: The new employee is then hired on probation for six-month, during which the employee's performance on the job is evaluated. If the new hires' performance is deemed satisfactory, they are hired on as permanent employees.

4.2 Training and Development of Syngenta Bangladesh

Training and development are regarded as one of the most effective techniques for improving an organization's human resources. Syngenta Bangladesh believes that an employee will become more effective and productive after receiving training that bridges the gap between the required and expected abilities of employees. Training makes the employees proactive and increase their work efficiency. Different training programs are done in every month in this organization. For on-site training purpose employees have to visit in the Learning and development center of Syngenta Bangladesh. Syngenta also use “learning edge” platform by collaborating with Degreed for their employee skill development.

In Syngenta Bangladesh Training programs are arrange according to the need of the employees. Every month different training programs are arranged. Every employ is encouraged to participate in this training program. After training a Quiz session held where employee are questioned about what they learned in their training session.

Learning Edge is used as external training tool for the employees. Where employees can learn from online courses. Syngenta use this platform by collaborating with Degreed. This helps the employee to develop their professional and personal skills.

4.3 Performance appraisal of Syngenta Bangladesh

The employee's overall performance and working skills are assessed through performance appraisal. It offers organizations with the most comprehensive guidelines for bonuses, raises, promotions, and also terminations. The following are the primary goals of Syngenta Bangladesh's performance evaluation:

- To analyze the employees' real performance over time
- Employees' potential for future advancement is evaluated
- Determine promotions, rewards, and bonuses based on the outcomes.

- evaluating improvements or gaps between past and present performance and giving feedback.

In Syngenta Bangladesh employee contributions are monitored and properly judged. They maintain some strict rules for their employees such as employees can not do any office travel after 9 pm. Also they monitor the driving behavior of their sales representatives which includes the breaking, speeding , acceleration, cornering by using the telematics based app Green Road Drive.

Chapter 5

Employer Branding Practice at Syngenta Bangladesh

Syngenta Bangladesh Ltd. maintain a diverse workforce. People from different age group and culture work together here. Employer Branding activities are practiced in Syngenta Bangladesh several times in a year. Digital media postings are regularly activity. These post shows the work culture and also the life events of the employees at Syngenta. HRBP is responsible for the employer branding practice at Syngenta Bangladesh. Syngenta also attend career fairs as a part pf their branding activities to attract students and give them knowledge about the company.

5.1 Internal Employer Branding of Syngenta Bangladesh

5.1.1 Onboarding of Employees

Onboarding is an important part for any new joiners. At Syngenta Bangladesh an orientation program organized for the employees where the department heads hove brief details about the company and their department. A Diary of Syngenta Bangladesh is given to the new joiners in which product details are mentioned and other information's are also written. They give a gift fox to the new joiners' field with Syngenta key ring, Pen with the HR logo, information book and some other accessories. Also new employees get their computer or laptop on their first day at office. Also new joiners are introduced with each and every employee in their head office at their first day with a welcome ceremony.



Fig 5 : Joining occasion 1

5.1.2 Celebrating Occasion

At Syngenta Bangladesh every occasions are celebrated with different activities. Different significant days such as , Women’s day , Pohela Boishakh , Mother’s day etc. are celebrated. They organize some plans for every occasion. For example in employees birthday celebration everyone cuts cakes together and shares thoughts by making wishing videos. Gifts are also given. In women’s day employees are given cards to write something about the female coworkers and share thoughts, they are also given gifts . Also some game activities are also arranged is different occasions.

5.1.3 Nutrition Health Wellness program

Syngenta is also very sincere about their employees health safety and security, they organize “Nutrition health wellness program” for creating awareness among the employees about the importance of following a healthy diet according to their age and activities. They also arranged two days of individual session with dietitian. They also organized a session with a liver specialist on “world hepatitis day”.



Fig 6: Individual Session with dietitian 1

5.1.4 Diversity and Inclusion program

Syngenta Bangladesh HRBP is now working on a Women mentorship program where women workers of this region will collaborate with other countries women leaders and get mentorship from them. This program moto is empowering women employees on leadership activities.

5.1.5 Learning Initiative

Syngenta organize training session for the employees where they learn technical skills, leadership skills, communication skills, problem solving skills, these skills also helps in their personal development.

5.1.6 Recognition and Reward

Syngenta Bangladesh arrange rewards for their performing employees. They give exclusive gifts to motivate their employees. These recognitions encourage them to perform better. This makes them proactive in work.

5.2 External Employer Branding of Syngenta Bangladesh

5.2.1 Social Media Promotion

Syngenta use social media sites such as Facebook, Linked in, job website for promotional activity. They post in social media mainly for branding purpose. And to be connected with the youth.

Their social media posts are divided into three categories :

- **JOB posts :** they post recruitment posts. When ever they need to recruit new employees for their organization they make job posts in social media to attract new talent.
- **Life at Syngenta :** they post their regular activities , celebrations, HR activities to make people know about employee life cycle. Also post significant day related posts to be updated with the trend. They do these activities to make their brand more recognized and attract new talent towards the
- **Development initiatives:** Syngenta also posts about the key initiatives they are taking for development in others life and for the environment. In example: giving free medical service to their customers. Also creating education opportunity for female students.

5.2.2 Career Accelerator

Syngenta Bangladesh had its career Accelerator session at BUET where students get valuable information on “ the art of presenting” from the head of supply chain and HR head. This session gave the students an augmented learning experience through real life story sharing and getting tips from the experts which they can apply in their life to become a better presenter.

5.2.3 Aspire Internship Program

Syngenta Bangladesh Organized their Aspire internship program this year and took five interns from different university for different department in their organization. This is a three month learning program. They are making this internship program as a learning opportunity for students through involving in real life corporate culture and business projects. This internship program is made for promoting their brand among students and make them realize the importance of agriculture. It also enhancing the capability of the interns and preparing them for future career projects. This is the first time they have organized the internship program.

This internship will be continued from now. They may conduct this program for three time in a year.

Chapter 6

Internship Experience at Syngenta Bangladesh

I was recruited as an intern in the Human Resources department. I was assigned in employer branding and key HR practice projects. These projects are handled by experts of the department. During the internship period I was under the supervision on Shahnila Ahmed , Human Resources Business Partner

6.1 Job Responsibility

The HR department works employ branding on employee engagement activity a frequently. They very often do recruitment activities.

Making Promotional Posters : I was given responsibility on making a poster for the upcoming women mentorship project. This project will be posted soon. Women's mentoring program is a project where female employees from this region will work with female leaders from other nations and receive guidance from them on how to become future leaders.

Creating Campus Engagement Plans: I was asked to create a plan for campus engagement . where university students can get proper idea about the organization. I designed a campus engagement plan for then which they already started using.

Did campus Engagement activity such as:

- Attending job fair at Jahangirnagar University. It was a day long activity. We collected CV for upcoming Internship project and new recruitment for Trainee Sales Unit Officer.
- I engaged with the students and explained our job opportunities.

Website development : I was assigned to identify gaps in the website and come up with new ideas for website development. I created a QR code for the career website. Which were used in job fare through visiting cards.

Involvement in recruitment process: I was involved in the recruitment process by doing some activities such as :

- CV shorting. I identified the potential candidate for different job positions
- Scheduling interviews. I scheduled the interviews through phone calls and emailing the details about the interviews.

- I coordinated the interviews.

Editing videos: I was assigned on video editing for celebration purpose.

6.2 Learning from the internship

As this is the first time I am having any corporate experience in my life, I believe the work experience I am getting from here will definitely help me in my future career.

I learned that no matter how small the work looks to others but it is important in its own ways. I have gained respect for workers in all sectors. I understood no matter how hard the situation is, it has to be handled calmly. I learned to work under pressure.

I learned that business of Syngenta Bangladesh is not only limited to the head office but also in the field level.

Brand Promotion: Doing their projects I gained experience in brand promotion I learned how corporate engage with the target audience.

Communication : I learned how to communicate with the candidates and employees

Operating Tools : I learned how to operate outlook app and also practiced PowerPoint skills of mine in a professional field. And scheduling meetings and creating posters for brand promotion.

Organizing Programs : I have experienced in organizing training programs and also assisting some other HR programs.

CV Sorting : I have learned while CV sorting brands focuses on the educational background and experience a candidate gained in his life time and how they implemented their experience.



Fig 7: Aspire Internship Program 1

Syngenta Experience program

- We visited in Syngenta learning and development center at Bogura. From there we get the live experience of the products of Syngenta Bangladesh.
- We learned how researches are done for product development
- We visited warehouse where we learned how they store their products.
- They gave us a product demonstration. And also how they demonstrate and promote the product to the farmers are also experienced by us
- We get field experience.

This experience helped me to relate with the product they doing business on. I have received a practical experience on brand promoting and product development.



Fig 8: site visit at Bogura L&D centre 1

Chapter 7

Limitation of HR Practice of Syngenta Bangladesh

Some key limitations of Syngenta Bangladesh in their various HR practices that I examined are listed below:

- They have fewer female employees which they are planning to overcome by recruiting new female employees.
- They do not have any account creation option in their career site. So there is no option for new job notification in their career website.
- Online trainings do not verify whether or not the person completed the training.
- The performance appraisal process is complicated, with several lengthy processes that must be followed throughout the year.
- There is no monthly/weekly periodic review of employee performance.
- There is no internal facility for employee recreation
- Because of insufficient space of office, they are unable to create any baby care center for women workers.

Chapter 8

Conclusion and Recommendation

8.1 Conclusion

In a summary, I would like to state that Syngenta Bangladesh makes every effort to perform all HR activities accurately and without error. It utilizes structural mechanisms to carry out their human resource policies, such as effective recruitment and selection practices. A substantial training and development structure, precise performance appraisal, and competent expatriate management are all utilized. I can connect it better to my learning because I worked in their HR department. Based on my observations, HR, however not being a physical component of doing business in the market, contributes even more to the total performance of the organization. Working in this firm and being a part of the HR processes provided me with the opportunity to apply my theatrical knowledge in a practical environment.

8.2 Recommendation

On the basis of learning and observation I have recommended that they should focus more on recruiting female employees and also work on their website development more frequently. This thing will be beneficial in Employer development.

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Appendix

**আগামের সেরা জাত
ফলনে বাজিমাতি**

আগাম থেকে মধ্যম মৌসুমে
চাষ উপযোগী

বেশি দামে বেশি লাভ

৬০ দিনের মধ্যে
গড়ে ১২০ গ্রাম ওজন

দ্রুত ফলনে বেশি লাভ

রোগ সহনশীল জাত

ঝুঁকিমুক্ত নিশ্চিত ফলন

Wellness Week at Syngenta Bangladesh Ltd.

Wellness Camp

From Taj Sahura
Personalized Diet Plan

Omega 3 fatty acids
Enhances the function of immune cells
Sources: Chia seeds, walnuts, pumpkin seeds, watermelon seeds, sunflower seeds, fish like Tuna, Salmon

Get your personalized Diet Plan



“ At Syngenta I had the unique opportunity to be a part of transformational projects that allowed me to truly break out of my comfort zone and create significant impact. A Barrister by profession, I was able to make a smooth transition to corporate life and grow towards my aspirations. ”

Jasmine Khan

Legal Manager
Syngenta Bangladesh

www.syngenta.com.bd

