



Report On

**[Organizational Development through Performance & Reward in
Kazi Farms Limited]**

By

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BracU ID : 19104145

An internship report submitted to BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

BRAC Business School

BRAC University

May, 2023.

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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 which 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.

Student's Full Name & Signature:

Syeda Nishat Tasnim
19104145

Supervisor's Full Name & Signature:

Dr. Syed Far Abid Hossain
Asst. Professor, BRAC Business School
BRAC University

Letter of Transmittal

Dr. Syed Far Abid Hossain

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on **Organizational Development through Performance & Reward in Kazi Farms Limited.**

Dear Sir,

This is my pleasure to have completed and submitted my internship report on “**Organizational Development through Performance & Reward in Kazi Farms Limited**” in accordance with your guidance. I have tried to present the Human Resource Management practices and the procedures of conducting them. All the 5 teams of Kazi Farms HRM department including Talent & Acquisition, Payroll, Performance & Reward, Legal Affairs & Training and their insights are included in this report. I have given my immense dedication and efforts to get the best outcome from this internship report with minimal errors. Hoping there are no major mistakes in my report, I would like to convey my gratitude to you for your cooperation & understanding.

I have given my best attempt to use the most feasible & correct data and methods possible for the relevance of this internship and my overall experience of the internship period of three months. Thank you again, for your kindness and help. Please accept my sincere apologies if there has been any mistake made in this report and with my behavior.

Sincerely yours,

Syeda Nishat Tasnim

19104145

BRAC Business School

BRAC University

Date: May 05, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between **Kazi Farms Limited** and the undersigned student, **Syeda Nishat Tasnim** at Brac University.

- I have to give a copy of my report in order to get my certification from Kazi Farms Limited.
- The exact procedures in detail or the names of the personnels working in the organization along with all the names of the organizations under Kazi Farms cannot be disclosed in my internship report.
- The locations of the organizations cannot be disclosed in the internship report.
- Kazi Farms would not give me the financial statement, annual report or accounting report.

Acknowledgement

I would like to convey my heartfelt gratitude towards Almighty Allah and I am thankful for the opportunity of being able to do both the internship and the report under such comfortable circumstances. I couldn't have done the report without the immense help and cooperation of my assigned faculty, **Dr. Syed Far Abid Hossain**. I am so thankful to have been working under and alongside him.

Furthermore, I couldn't have been anywhere in my life without the help and support of my parents and siblings. This internship program and experience had been a first in life as I had to work in a corporate environment for the first time.

Additionally, I would like to convey my gratitude towards my supervisor at Kazi Farms Limited, Sabrina Iqbal Nisha who is working there as an assistant manager and manages the Performance & Reward team in the HRM department. The executives of the team being Ahmed Al Rafsan and Asif Wazed Mahmood helped me a lot throughout the entire internship as well.

Lastly, I cannot go without mentioning the BRAC Business School for pushing us to the opportunity of getting the real life experience of working in an organization before getting into the full on working life. To conclude, OCSAR (Office of Career Services & Alumni Relations) made the whole process of finding the internship very easy and accessible for us.

Executive Summary

Kazi Farms Limited is one of the biggest organizations in the poultry industry of Bangladesh. Even being a local company, they have been able to make a name for themselves globally. Kazi Farms Limited has three major parts of their organization being Kazi Farms Limited, Kazi Media and Kazi Food Industries Limited. Almost 225 organizations are being functioned under the name of Kazi Farms Group and over 8800 employees are needed to function all these organizations. Kazi Farms was established in 1996 and it has never looked back since.

The Human Resources Practices & organizational development through performance and reward play a vital role in the prosperous part of Kazi Farms. I have seen the job satisfaction of the employees within my stay from February 01, 2023 to April 30, 2023 in the company. We all know and understand that if the employees are satisfied and motivated then it would only bring fortune for the organization. Being at the head office of the company in Dhanmondi, seeing the management work for employees all over Bangladesh has given me a new perspective and respect of how carefully they do their jobs.

This paper discusses the various types of enterprises operated by Kazi Farms Limited, as well as their various functions. Kazi Farms Limited's organizational development through performance and reward program strives to boost staff productivity and job satisfaction by recognizing and rewarding top performers and giving chances for professional development. This report includes a summary of the study's methodology, including data collecting and analysis. The study's findings highlight the program's favorable influence on employee engagement, retention, and job performance. The report continues with a number of recommendations for further strengthening the program, such as broadening the variety of performance measurements, including employee

feedback into the performance evaluation process, and increasing chances for employee growth and development. Overall, Kazi Farms Limited's organizational development via performance and reward program has been successful in developing a healthy work culture and boosting employee performance, and the recommendations presented can assist the business in building on this success.

Key Words : Kazi Farms Limited, Performance & Reward, Organizational Development, HRM Department.

List Of Acronyms

HRM - Human Resources Management

MD - Managing Director

GM - General Manager

OD - Organizational Development

SOP - Standard Operating Procedure

KFL - Kazi Farms Limited

GS - Goal sheet

JD - Job Description

Glossary

Organizational Development (OD)	A process of planned change aimed at improving an organization's effectiveness through changes in its culture, structures, and processes.
Performance	The level of achievement of an employee's duties and responsibilities as set out in their job description.
Reward	An incentive or recognition given to an employee for their job performance or contribution to the organization.

**“Organizational Development through Performance &
Reward In Kazi Farms Limited”**



কাজী ফার্মস লিমিটেড

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Chapter 01: Overview of Internship

1.1 Student Information

Name : Syeda Nishat Tasnim

ID : 19104145

Program : Bachelor of Business Administration (BBA)

Major 01 : Human Resources Management (HRM)

Major 02 : Finance

1.2 Internship Information

1.2.1 Company : Kazi Farms Limited

Department : Human Resources Management (Performance & Reward Team)

Internship Duration : 3 months (February 01, 2023 - April 30, 2023)

Address : Ahmed Kazi Tower, House-35, Road-02, Dhanmondi, Dhaka-1205

1.2.2 Internship Company Supervisor's Information

Name : Sabrina Iqbal Nisha

Position : Assistant Manager (Performance & Reward), HR

1.2.3 Job Scope :

As mentioned before, I joined Kazi Farms as an HR intern but I was specifically assigned in the Performance & Reward Team, the name gives it away. The team mostly worked with employees' goal sheets, appraisal, confirmation, job description etc. My duties and responsibilities included making job descriptions for employees who join in the company and making their goal sheets for the 6 month's confirmation appraisal, I also worked on making organograms for different departments. I was involved in making different MIS reports for the organization. I was in charge of making the Birthday MIS and Contact MIS project of the organization so that it was easier for them to reach out to people of the organization if needed and to wish them on everyone's birthday. The company maintains different kinds of softwares and ERPs and I had the responsibility of inputting data and information into the system at times. Kazi Farms believes in treating every employee equally, so the interns are treated as full time employees from the very first day. Training the new interns in my team was a part of my job responsibilities as well.

Other than the Performance & Reward team, I worked very closely with the Talent & Acquisition team too because Kazi Farms encourages us to get an idea of all the different parts of HR so that it'll be easier for us to have knowledge in different sectors of HR in the future. For the Talent & Acquisition team, I helped in sorting out CVs, calling people for interviews, helping in the process of taking interviews and IT tests, helping in the process of onboarding new employees.

Interns are highly encouraged and involved in making events happen at the company. During my stay at the organization, I had the opportunity of celebrating Women's Day, Pohela Falgun with the company. I was involved in arranging the events and had the opportunity of using my write ups for the respective events. A few other duties included -

- Making a Region wise MIS, designation by level of employment MIS, Top management MIS, Contact details MIS, Confirmation tracker MIS, Birthday MIS.
- JD, Goalsheet, Confirmation Appraisal
- Promotion letters, Designation Change letters, Salary Revision letters.
- Sorting out CVs.
- Scanning, photocopying and printing out documents.
- Data input in their system.
- Helping with onboarding of new joiners.
- Updating the status of the employee on ERP.
- Conducting performance evaluation rating history of the employees.
- Assisted in working with the Eid payslip calculation.
- Replied to emails for industrial training and attachments.
- Assisted in Annual Appraisal of 2023.
- Made SOPs.
- Made exit interview questionnaires.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company :

Upon joining the organization, I discovered that there was a pretty decent backlog of work because of Covid-19 situation and the documents of some sections were not sorted. I worked from the 2021 documents and could take it up to date. I shared my ideas in selecting gifts for employees for Women's Day and for overall conducting the event. I have helped my team's executives and assistant manager throughout my internship program. As an HR intern I gained valuable knowledge regarding recruitment procedure, employee engagement, performance management, employers branding, and talent development. A clearer grasp of the obligations carried out by the assistant manager or manager of HR. Runner provided me with such a fantastic opportunity to develop and apply my cognitive abilities that I felt compelled to offer something back to the firm. I had to work under a lot of pressure as my internship fell in Ramadan, so I had to come up with different methods to get my work done as soon as possible but efficiently.

I noticed during my internship period that the security guards standing outside the doors of every floor in uniform and boots don't have a fan in the corridor and I really felt for them because the heat and humidity is crazy in our country, I took this upon to the General Manager of HR and made it effective immediately that they install fans for the guards.

1.3.2 Benefits to the student

My office was luckily very close to my home, it was a walking distance. So I didn't have to spend any extra hour in traffic or on the commute. The benefits I think I have gained from this internship experience are -

- Real life experience of corporate culture.
- Better understanding of communicating with people, a better understanding of working with people in general.
- Understanding the psychology of different kinds of people and behaving accordingly without losing my own identity.
- Gaining the confidence of raising a topic of concern if it makes me uncomfortable.
- Being able to build a robust resume or CV for an upcoming career.
- Being able to manage time and work more effectively.
- An overall understanding of the HRM Department in general and how it functions on a broader perspective.
- An extensive knowledge of understanding confidentiality and its importance in an organization.

1.3.3 Problems/Difficulties

The problems of difficulties that I faced during my internship period would be -

- Not being able to focus on my internship report and doing full time office simultaneously at the same time. I had a pretty hard time balancing the two out.

- My internship period was during the Ramadan period, naturally the working hours were less but the workload remained the same. So that made it a little difficult for me to get everything done with the finesse I would have loved to.
- Next would be understanding all the locations and types of the organizations Kazi Farms has because they have 225 organizations right now in 4 main regions and all over Bangladesh.
- Negotiating with my internship supervisor for giving out the necessary information I need for my report. For example, the company insisted on not giving out their financial report or statement.

1.3.4 Recommendations

Even though I am beyond satisfied with my internship experience at Kazi Farms Limited, I do have some recommendations for them for the future internships including -

- More involvement with other departments. There is no designated marketing department for Kazi Farms Limited.
- Clearer briefing before handing out a task to an intern on confidentiality.
- Designated working desks with proper equipment for the interns.
- Most companies my batchmates did an internship at had at least one paid leave per month, Kazi doesn't have any paid leave for the interns. In my opinion, at least one paid leave for sickness or any other issue should be there.
- Giving the interns the opportunity to participate in the monthly presentations for getting a better understanding of the organization.

Chapter 02: Organization Part

2.1 Introduction

Kazi Farms Limited was founded by Kazi Zahedul Hasan in 1996 as a hatchery for imported eggs. He's the managing director of the company. We could call this organization a family owned business because the entire family of the managing director are dedicatedly working with Kazi farms. Dr. Parween Hasan, the wife of our respected MD, is working as a director for all the organizations. Both the sons, Kazi Zahin Hasan and Kazi Zeeshan Hasan are working for the company too. Kazi Farms has established grand parent farms, Day Care Centre, Cattle Farm, Compost Plant, Cybersecurity, External and Internal IT consulting Division, Digital Marketing Organization, Fish Feed Plant, Tray Factory, Poultry Farm, Broiler Farm, Egg Sales Office, Contract Broiler Farming, Feed Mills for chicks & fishes, Filling Station, Petrol Pump, Lab for the farms, a picnic spot, Scrape & Spray Center, Transport Workshop, Tray Washing Center, Kazi Media (Deepto TV), Bakery, Dry Fish Plant factories, Ice Cream factory (Bellissimo and ZaNZee), Slaughtering plant since. Even though the company has organizations all over Bangladesh, they mainly have their business spread in 4 regions of the country, Sylhet, Gazipur, Rangpur & Panchagarh. These four regions have regional offices and these regional offices alongside the head office situated in Dhanmondi work together to keep the business afloat perfectly.

All the top management employees work alongside the MD and do their best to get the best outcome for the organization collectively. I have seen and worked with the General Manager, Md. Moniruzamman, of the HRM Department very closely during my internship to see the hardships he goes through to look after every little task at hand. The organization's working

environment is very friendly and everyone has a positive attitude at all times. Every feedback is given in a helpful manner so that the person receiving it takes it as a learning experience. The organization is working towards employee job satisfaction, motivation and organizational development everyday. Each and every employee is encouraged to do their tasks sincerely with utmost concentration in the manner that as if it is their final product of work to keep them motivated. HRP is an important aspect of HR management and plays a critical role in accomplishing the firm's goals and objectives. (Dirkx et al., 2004)

2.2 Overview of the Company

2.2.1 Company Background

Kazi Farms Limited began as an imported egg hatchery in 1996 before creating its own parent farms the following year. The Grandparent (GP) farms began production in 2004, and they were responsible for Bangladesh's first exports of hatching eggs and day-old chicks. That year, Managing Director, Kazi Zahedul Hasan, was crowned Businessperson of the Year at the Daily Star/DHL Business Awards. Kazi Farms expanded and began to offer a huge number of day-old chicks, meeting an expanding demand. Every week, it produces over three million day-old chicks (Sarker, 2021).

2.2.2 Company Purpose

Our Purpose

To produce high quality chicks and feed so that poultry farmers can be productive and prosperous.
To produce safe eggs and chicken which consumers can eat with confidence.
To produce organic fertilizer which replenishes the organic content of the soil, increases long-term fertility and protects farmers' profits.

Figure 01 : Purpose of Kazi Farms Limited

2.2.3 Vision of the Company

Our Vision

We have a vision of a more prosperous Bangladesh, where poultry farmers are generating income by producing safe food.

Figure 02 : Vision Of Kazi Farms Limited

2.2.4 Mission of the Company

Client satisfaction is achieved through the development of high-quality agro-based products and services that promote healthy living. Improving the working lives of all employees, as well as encouraging and establishing a motivated team of professionals whose purpose is to achieve the organization's vision. They are continually responding as quickly as possible to stakeholder, societal, and environmental demands.

2.2.5 Organizations under Kazi Farms Limited

2.2.5.1 Broiler parent chicks and broiler chicks

KKazi Farms Limited is the Grand-Parent franchisee for Avigen Indian River and Cobb-Vantress, two of the world's greatest broiler breeds. Kazi Farms Limited broiler chicks are the best performing in the domestic market and are more expensive than other broiler breeds.



Figure 03 : Parent chicks and Broiler chicks at Kazi Farms CBF

2.2.5.2 Layer chicks and table eggs

Kazi Farms Group also sells Hy-line brown and white layers in Bangladesh. Hy-line International is the world's oldest chicken breeding company and the world's largest layer breeder. Kazi Farms is Bangladesh's largest producer of commercial table eggs, thanks to its own commercial layer farms.



Figure 04 : Layer chicks & Table eggs

2.2.5.3 Kazi Feeds

Kazi Farms Limited began producing chicken feed in 2006. It has quickly established itself as a quality and volume market leader. To assure feed quality, the Gajaria feed mill was created employing technical expertise from the United States and Europe. They follow all the Government of Bangladesh feed regulations. They do not employ any MBM in their feed. (MBM is a low-cost protein made from heated and dried abattoir waste.) Antibiotics are not employed in the diets of the chicks or the fish feeds.

2.2.5.4 Kazi Organic fertilizer

Kazi Farms is the market leader in composted organic fertilizer production. This product has numerous advantages for farmers. It is created through the composting action of aerobic bacteria on poultry manure, resulting in a natural fertilizer rich in organic matter. Because of the high frequency of cultivation and the excessive use of chemical fertilizers, many soils in Bangladesh are deficient in organic matter. Increased organic content in soil improves water retention and hence lowers irrigation costs. Increased water retention also reduces chemical fertilizer run-off waste caused by rainfall.



Figure 05 : Kazi Organic fertilizer

2.2.5.5 Kazi Media (Deepto TV)

Deepto TV is a satellite and cable television channel broadcasting in Bangladesh. It is owned and run by Kazi Media Limited, a subsidiary of the Kazi Farms Limited. It officially began broadcasting on November 18, 2015, and within two weeks had become Bangladesh's most watched television channel. The office is in Tejgaon. Kazi Media's Deepto TV has become extremely popular around the whole country because of broadcasting the turkish tv series in bangla. Deepto TV is vastly involved in showcasing shows about social problems and agriculture.



Figure 06 : Kazi Media (Deepto TV)

2.2.5.6 Kazi Foods Industries Limited

There are three major food brands under Kazi foods. Two ice cream brands including ZaNZee and Bellissimo, and frozen food items under Kazi Farms Kitchen.

- **Kazi Farms Kitchen** : Kazi Farms frozen items are not a new thing to any household in Bangladesh. They have paratha, variations of nuggets, sausages, burger patties, french fries, cupcakes, plain cakes, dates etc. It is claimed that there is no MSG in any of their products and Kazi Farms have their own slaughtering house. All the animals are slaughtered in the halal way. The animals are raised and kept under european standards. The animals are not fed any kind of antibiotics. The bakery items fall under Kazi Farms Kitchen too. Kazi Farms Kitchen has received the Best Brand Award 2022 in Frozen Foods Category at the 14th "Best Brand Award 2022" organized jointly by Bangladesh Brand Forum (BBF)Nielsen IQ and The Daily Star (Kazi Farms Kitchen Wins Best Brand Award 2022 in Frozen Foods Category, 2022).



Figure 07 : Kazi Farms Kitchen

- **ZaNZee** : ZaNZee is most famous for their brand ambassador. Shakib Al Hassan being the brand ambassador does a lot of good for the brand. Ice lollies of this brand are the most famous item. Other flavors are a hit too among the youth because this brand is

comparatively a little cheaper than the rest of the brands in the market. The main office for all the Kazi foods is at Shimanto Shombhar at Dhanmondi 02.



Figure 08 : ZaNZee Ice Cream

- **Bellissimo Ice Cream** : Bellissimo is the bigger brand of ice cream by Kazi Foods. This has the more premium options and flavors available. The factory is situated in Ashulia. The chain restaurants and fine dining restaurants also use Bellissimo ice cream for their restaurants. All products of Bellissimo contain 10% of milk fat as per international standards.



Figure 09 : Bellissimo Premium Ice Cream

2.2.5.7 Digital Marketing Agency (Hawkeye)

Hawk Eye Digital Limited is Bangladesh's only conversion-driven digital marketing agency, catering to the needs of the modern day. It is fairly new to the Kazi Farms edition, established in 2021. They pledge to bring their A-game to assist businesses in going the additional mile. They aim for winning streaks, not wins, according to their credo. Every data point is an arrow in their quiver, ready to be used to unlock the full potential of a brand. They sift through trends and patterns to determine our best course of action, assisting us in making the intended impact with intelligent and personalized content. They don't believe in one-size-fits-all communications; instead, each communication is tailored to strike the sweet spot. Their goal is to simply make the most of digital so that brands may expand intelligently.



Figure 10 : Hawk Eye Digital

2.2.5.8 Sysnova

Sysnova Information Systems Limited is an IT company specializing in open source solutions. It supports all Kazi Farms Group companies with Adempiere ERP.



Figure 11 : Sysnova IT

2.2.6 Contact Information

Corporate Office:

Ahmed Kazi Tower, House-35, Road-02, Dhanmondi, Dhaka-1205.

Telephone: +880-2-9612290-93, 9612184

Fax number: +880-2-9612185

IP No: +09613606060

Email address: info@kazifarms.com

প্রধান ডিম বিক্রয় কার্যালয়:

মোবাইলঃ ০১৭১৩-২৩৯১৩৫ & ০১৭১৩-২৩৯১৩৩

Figure 12 : Contact Information

2.2.7 Organogram of the HRM Department of Kazi Farms Limited

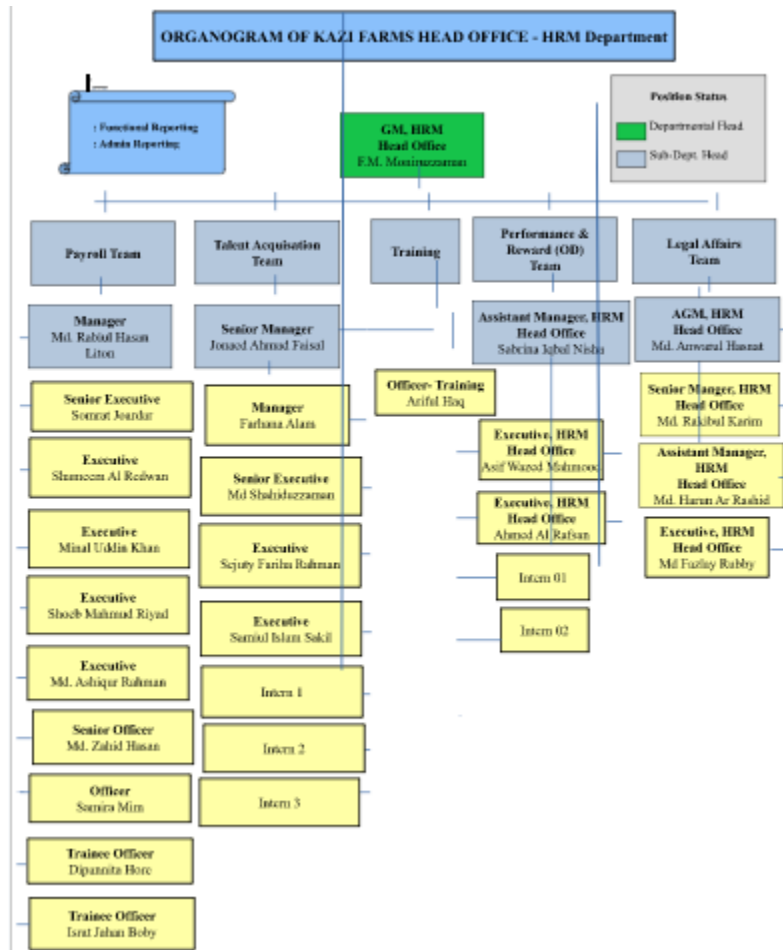


Figure 13 : Organogram of Kazi Farms Limited HRM Department

2.3 Management Practices

2.3.1 Leadership Style of Kazi Farms Limited

Kazi Farms Limited follows two types of organizational leadership styles. They are - **a) Transformational Leadership & b) Strategic leadership.** According to a research conducted from Langston university, Transformational leadership is defined as a leadership style that affects both individuals and social systems. Its optimal form produces valuable and positive change in

followers, with the ultimate goal of growing followers into leaders. Transformational leaders take command of events by articulating a clear vision of the group's objectives. These leaders have a clear love for their profession and the capacity to refuel and energize the rest of the group. Transformational leaders focus on assisting group members in supporting one another and providing them with the support, advice, and inspiration they require to work hard, perform well, and remain loyal to the group. Transformational leadership's key goals are to inspire growth, foster loyalty, and instill confidence in group members. I have noticed all the qualities of transformational leadership and the practices of it in Mr. Md. Moniruzzaman, the GM of Kazi Farms HR Department. Strategic leadership is a method in which executives use various management styles to create a vision for their firm that allows it to adapt to or remain competitive in a changing economic and technical environment. Most of the leadership qualities of strategic planning are present in all the employees working at Kazi Farms Limited.

2.3.2 Human Resource Planning Process

- a) **Talent & Acquisition** : Recruitment is an essential component of a company's talent strategy and competitive advantage. Talented people in the correct roles can be a great resource for your firm, serving as a core competency or strategic asset. The recruiting process's goal is to discover a sufficient number and quality of talent to support the company's goals. With the same purpose in mind, recruiting contributes to the development of a company's pool of potential employees, from which management can select the best candidates for the best roles. Create applicant surveys, collect question and answer data from candidates, create interview-qualified applicants and job seekers, manage employee records, edit documents, update critical documents, access files, view

background information, email candidates, call and discuss with candidates. Outbound connection information is kept up to date.

If a department is in need of employees, they must complete a Recruitment Request Form (RRF) and have it signed by the department head. RRF must justify its reasons. The department looks for new employees or acquires new employees if someone leaves the organization. This employee's successor must be listed in RRF and location, responsibilities, number of employees required, employee designations and salaries. This RRF form will be signed by the top management and the RRF form will be sent to the Talent Acquisition team. Once the RRF form is approved, the Talent acquisition team starts looking for employees on various platforms such as linkedIn, BDjobs and newspapers. Sometimes CVs come in from internal sources too. Then the CVs are sorted after the deadline is over. The candidates are called for an interview at the head office. At first they have to go through a written exam based on their designation, then an IT test is conducted for all the candidates. The ones who do well in both the written exam and IT test are called in for an interview. After the interview session is done, the selected candidates are called in to confirm their joining dates within a week. They have to bring in specific documents on the day of their on boarding and all their certificates and results are checked online before giving them out the joining letter.

b) Payroll Team : After an employee is onboarded, the payroll team comes into play because on the day of joining, they provide the employee with a bank account and book for their bank account. Payroll team is also in charge of salary, festival bonuses, the discount or compensation on the farm's products like meat, eggs, and frozen items. The employees get a whopping discount of 20% on all the frozen items available in Kazi

Foods Industries Limited. The employees also get the benefit of taking loans through Kazi Farms and a cut would be taken from their salary every month if they decide to take a loan. There is the option of having lunch at the cafeteria and if you decide to do that then 40tk would be cut from your salary for every meal and Kazi Farms Limited use their own products for the catering business. The hygiene is never compromised. Other than that, the payroll team looks after the travel, fuel, mobile and medical allowance if an employee has to go somewhere for work purpose or if someone is injured in any type of way while being at work. The family of the employee gets an allowance too if there is a sudden death. Any kind of transfer, leave, or financial settlement has to go through the payroll team of the HR Department of Kazi Farms Limited.

c) Performance & Reward (OD) Team : I worked under this team for my internship program. This team mainly works with probation to confirmation, confirmation with increment, without increment, probation period extension, annual increment, salary revision, promotion, termination etc of existing employees based on their performance. Every employee is given a specific Job description on the day of joining and their appraiser is given their Goalsheet which has the KPIs and KRAs the employee needs to fulfill in order to get the confirmation after his 6 months of probation. The OD team works with the GM of the HR department most closely. They are also in charge of creating and updating all kinds of information and data of the employees into the ERP system and organograms for necessary departments. Kazi Farms' performance management system is highly premeditated. At the beginning of the year, reporting managers identify targets or key areas of performance. The most important aspect of the result should be consistent with the purpose of the function and, consequently, with the

overall purpose of the operation. Clarify what your goals are and how you can develop your management skills. Kazi Farms Group employs a strong performance management approach. Employees are ranked based on their performance. Employees are ranked based on their performance. Employees are often judged by what they are served and what goals they achieve. KFL conducts inspections to find out what employees are doing and whether they are doing their job correctly. You also want to know if you have achieved your goals. Managers want their employees to be more effective and efficient, so they strive to motivate their employees through promotions, bonuses, and raises. As an outcome, employees who are considered highly qualified are considered to have potential for promotion or improvement. Outstanding employees may be recommended for job postings or letters of appreciation. Intermediate graders may be recommended for study or trial adjustment. Employees with poor performance ratings may be advised to terminate their employment. This team and their management system motivates all the employees to excel in their responsibilities and keep the employees motivated. Thus, through the performance of the employees comes reward from the organization and that gives the organization the opportunity of development because we all know, employees are the biggest asset of any company.

d) Legal Affairs : This is the only team of Kazi Farms Limited that never takes any interns in their team. Most of the HR Department of the local companies do not even have a legal team and Kazi Farms takes pride in having one. The legal team mostly follows the rules of Bangladesh Labour Act, moreover they're in charge of all the policies and procedures of all the legal acts. Any kind of assault, be it physical or verbal, Safety Precaution as to fire, Maternity Leave, Health Hazard, Ergonomic, Avoiding Child Labor, Register

According to Labor Law, Maintaining DIF Inspectors, Maintain DIF Inspectors, Disciplinary, Working Hour, leave, and Overtime are all looked after by the legal & affairs of KFL. Employment and labor practices comply with existing laws and regulatory and overall human capital goals for the company. One of HR's most important responsibilities is to bridge the gap between the company's growth trajectory and goals and the compliance regulations that affect recruitment, development, and retention. A well-defined set of goals helps balance strategy and compliance. Understanding the organization's strategic goals can help to better grasp different scenarios and how compliance issues affect behavior. HR goals should be developed to complement business strategy, taking into account various conditions and regulatory factors. Legal compliance is essential to the survival of the business. It is very important to protect the company from legal problems. All corporate human resources departments should be informed about laws and regulations. Kazi Farms adheres strictly to the law and compliance. The legal and compliance team also takes action when employees violate the laws that Kazi Farms complies with.

- e) **Training Team** : This team is the newest addition to Kazi Farms HR starting in April 2023. There is no extensive knowledge in my expertise about this team but as far as my knowledge goes, this team is supposed to deal with all the training sessions and necessities of the organization. From finding the need of a specific training to selecting the people who need the training, selecting the people who would conduct the training, preparing the calendar of the training sessions, deciding on the period of training to actually measure out the outcomes and results after the training is done are all conducted by the training team.

2.4 Marketing Practices

Even though Kazi Farms Limited is one of the biggest establishments of Dhaka, this organization does not consist of a full blown marketing department in their head office. Even after having a complete tv channel, Deepto TV which basically works in promoting the organization in every kind of way possible, I have yet to see a full marketing department. But that has not stopped the organization from reaching out to people at their full capacity. They have a sister concern named, Hawkeye Digital which is working for Kazi Farms Limited as their Digital Marketing Agency.

The marketing strategies of Kazi Farms Limited are laid below -

- a) **Marketing Strategy** : When it comes to marketing strategies, Kazi Farms Limited follows a few including Content marketing, advertising, influencer marketing, social media marketing, promotion, event management, product development, online advertising. Hawkeye digital has pages on all social platforms possible, they do all the content creation for the organization. Kazi Foods are on billboards and displayed at different kinds of events and stores all the time. Even without Deepto TV, the products of Kazi Farms, Chickens, Eggs and frozen items and their ads are always shown on different channels of Bangladesh. Shakib Al Hassan, the national cricketer is working exclusively with ZaNZee of Kazi Farms Limited which also helps them in promoting their products.
- b) **Target customers, targeting and positioning strategy** : Kazi Farms Limited primarily serves clients that esteem nourishment that's tall in quality, secure, and sound. Clients who anticipate reliable, high-quality poultry items incorporate general stores, eateries, quick nourishment chains, and other food benefit suppliers. Person buyers who are health-conscious and concerned about the root and quality of their nourishment are too catered to by the company. Kazi Farms Limited utilizes a differentiated focusing on

technique to target certain showcase sections and give items and administrations that are custom fitted to their particular necessities. The company offers a few shopper fragments with unmistakable item lines such as broiler meat, laying hens, grandparent and parent breeding, incubation centers, and creature bolster. Kazi Farms Limited, for example, targets the extravagance portion of the showcase with chicken items arranged beneath rigid quality control and in agreement with worldwide benchmarks. With grandparent and parent breeding units that generate the finest quality breeding animals for their customers, the company also targets the high-end part of the market.

Kazi Farms Limited Restricted has built up itself as a premium provider of secure, nutritious, tall quality poultry things and animal feed. The company emphasizes its commitment to quality and supportability, which is reflected in its operations and things. Kazi Farms businesses diverse channels such as publicizing, social media, and sponsorships to communicate its arranging to target clients. For example, the company's publicizing campaigns highlight its commitment to animal welfare, food security and common practicality. Kazi Farms as well underpins a combination of wearing events and programs to development prosperity and thriving, fortifying its position as a provider of quality, nutritious food.

In diagram, Kazi Farms Limited Confined includes a clear understanding of their target clients and can utilize practical centering on and arranging methods to meet their needs. A center on quality, supportability and improvement combined with a isolated center and predominant arranging has engaged the company to remain competitive in a rapidly progressing industry.

c) **Marketing channels** : Here are some of the key marketing channels used by Kazi Farms

-

- **Direct Sales:** Kazi Farms employs a sales team that interacts with customers and takes product orders. This route is particularly effective for contacting restaurants, hotels, and other food service companies who require large quantities of chicken products and animal feed.
- **Retailers:** The company sells its products through an organization of retailers, which includes grocery stores, basic supply stores, and strength nutrition stores. This channel allows the organization to reach out to individual customers who value high-quality, nutritional food products.
- **Distributors:** In order to expand its market reach, the company also works with a network of distributors. These distributors are in charge of marketing and delivering Kazi Farms products to their own clients across the country.
- **Institutional Sales:** Kazi Farms Limited also has a dedicated team that focuses on providing its products to government educational institutions, non-governmental organizations, and universal help offices.
- **Export Sales:** The company exports its products, especially the frozen food items to various countries in Asia, the Middle East, and Africa. Even though it was not clear to me throughout my internship period which specific countries of the aforementioned regions, the continents were mentioned. It has a well-established export network that includes distributors, agents, and representatives in these countries.

- d) Product/New product development and competitive practices :** Kazi Farms Limited is committed to nonstop item advancement and development in order to suit customers' advancing requests and inclinations. The organization contributes in R&D in order to produce unused things and make strides in the quality of existing ones. Kazi Farms Limited too follows competitive strategies such as routinely checking the showcase and altering to changing shopper inclinations and competitive challenges. This empowers the company to stay competitive and keep its position as a noteworthy agribusiness competitor in Bangladesh.
- e) Branding activities :** Kazi Farms Limited places a high esteem on branding endeavors in order to extend brand awareness and qualification within the advertisement. The company's symbol, bundling, and publicizing campaigns all speak to an unmistakable brand picture. In order to advance its brand and move forward customer ties, Kazi Farms too supports an assortment of occasions and programs. The branding operations of the company are expected to communicate the company's commitment to quality, supportability, and advancement, which are fundamental columns of its brand character. Kazi Farms Limited can increment brand devotion and build up a solid showcase nearness by locking in in branding activities.
- f) Advertising and promotion strategies :** Kazi Farms Limited promotes their items and reaches out to their target clients employing an assortment of promoting and limited time strategies. To raise brand mindfulness and exhibit item highlights and benefits, the organization contributes in different media channels such as tv, radio, print, and web media. Besides, Kazi Farms Limited supports an assortment of occasions and activities that coordinate with differing brand values, such as B. sporting occasions and Wellbeing

& Wellness activities. To empower individuals to test its items, the organization organizes campaigns and offers rebates on them.

g) Critical Marketing issues and gaps : Although Kazi Farms Limited is an established and successful business, it still faces some marketing issues and gaps that need to be addressed in order to remain competitive. Some of the main issues and gaps are -

- **Limited brand awareness:** Kazi Farms Limited could be a well-known brand within the agricultural industry of Bangladesh, in any case it has restricted brand acknowledgment among personal customers. To raise brand mindfulness and draw in a bigger gathering of people, the organization ought to contribute more in promoting and publicizing.
- **Inadequate Distribution Network:** Kazi Farms Limited contains a vigorous dispersion arrangement, be that as it may it is limited to particular areas and does not reach all potential clients. To guarantee that all clients have simple access to the company's items, the company's conveyance arrangement must be extended and modern dispersion channels built up.
- **Lack of Customer Engagement:** Kazi Farms Limited may lose openings to memorize their consumers' prerequisites and inclinations due to low client maintenance and criticism channels. The organization ought to fortify its client maintenance technique and look for customer input proactively in order to make strides in its items and administrations. I think a big part of it comes from the lack of marketing and promoting their food products under Kazi Foods Limited specifically.

2.5 Financial Performance and Accounting Practices

Even after a lot of trials and negotiations, I was not given the annual statements for reports to do this part by Kazi Farms Limited. According to them, they have never disclosed this information to any other intern and it was not going to change for me. I could not find the consolidated version on the internet even after trying a lot.

2.6 Operations Management and Information System Practices

Kazi Farms Limited places a tall need on operations administration and data framework methods. The company's commitment to quality and maintainability is clear in its operations, which are supported up by cutting-edge innovation and effective data frameworks. The accentuation on incline manufacturing concepts is one of the foremost imperative parts of Kazi Farms' operations administration. A few incline activities have been actualized by the organization, counting Just-In-Time (JIT) stock administration, Add up to Profitable Upkeep, and Persistent Enhancement. These measures have helped in decreasing squander, expanding proficiency, and moving forward the quality of its items and administrations.

Kazi Farms Limited's exercises are also backed by an assortment of innovation and data frameworks. The company has created a completely coordinated Enterprise Resource Planning (ERP) framework that empowers real-time observing and control of the total supply chain, from crude fabric sourcing to generation and conveyance. Kazi Farms Limited can presently optimize its operations and react expeditiously to changes in showcase requests much appreciated to this approach. Moreover, Kazi Ranches has contributed in cutting-edge innovation to progress its fabricating operations. For illustration, to preserve ideal circumstances for its feathered creatures, the company has introduced progressed poultry cultivating gear such as robotized nourishing

frameworks, temperature control frameworks, and ventilation frameworks. To guarantee the most elevated levels of cleanliness and food security, the company has introduced imaginative handling innovations, such as a state-of-the-art poultry handling production line. Kazi Farms' data framework methods are moreover steady with the company's commitment to maintainability. To ensure that its exercises are naturally feasible, the company has consolidated an assortment of natural administration frameworks, such as ISO 14001. In expansion, the organization utilizes data frameworks to screen and control its vitality and water utilization, squander administration, and carbon emanations. The server or ERP has been built by the IT sister concern, Sysnova and it has two servers. Server 3 is for Kazi Farms Limited and server 9 is for Kazi Media.

Overall, Kazi Farms Limited may be a demonstrated agribusiness that has viably coordinates operations administration and data framework standards to make strides proficiency, generation, and maintainability. The company's accentuation on lean manufacturing, advanced innovation, and natural supportability, alongside its commitment to quality control and nonstop improvement, has permitted it to stay competitive in a persistently changing division.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis



Figure 14 : Porter's Five Forces Analysis Diagram

Porter's Five Forces analysis is a useful tool for evaluating the competitiveness of an industry and the potential profitability of a company operating within it. Here is a Porter's Five Forces analysis for Kazi Farms Limited -

- **Threat of New Entrants:** The poultry and agriculture businesses in Bangladesh have low section boundaries. Kazi Farms Limited, on the other hand, contains a solid showcase position, a recognized brand, and tremendous economies of scale, making it troublesome for modern competitors to compete viably in perspectives of Bangladesh and its competitive industry.
- **Bargaining Power of Suppliers:** Provider arranging control within the agrarian industry is frequently low due to the wealth of providers of inputs such as bolster and medication. Kazi Farms Limited, on the other hand, has built connections with its providers and may have a few arranging capacity to get profitable estimating when it comes to bargaining.

- **Bargaining Power of Buyers:** Buyers' bartering control within the agrarian industry is direct since there are numerous buyers and a tall level of competition. However, Kazi Farms Limited features a solid brand acknowledgment and a devoted client base, which may offer it significant arrangement control over costs and terms.
- **Threat of Substitutes:** Kazi Farms already has their name established and the threats in the agricultural industry is comparatively low in Bangladesh but when it comes to Frozen food items or media, there are a lot of substitutes and competitions for the company. Other than that, Imported items, for example eggs with Omega three which are imported from outside of the countries could be taken as threats or substitutes even though the eggs of Kazi Farms limited are high in Omega 3 too.
- **Competitive Rivalry:** The agriculture industry is exceptionally competitive, with a few critical competitors dynamic within the showcase. Kazi Farms Limited, on the other hand, incorporates a strong showcase position, an built up brand, and an expanded item line, giving it a competitive advantage over its competitors.
- **2.7.2 SWOT Analysis**

SWOT ANALYSIS



Figure 15 : SWOT Analysis

- **Strengths :**

- a) Solid advertising position and brand notoriety within the poultry and animal feed industries.

- b) Broadened item portfolio counting poultry, creature nourishment, and prepared food items.

- c) Experienced dissemination organization and supply chain administration.

- d) A solid accentuation on quality control and operational maintainability.

- **Weaknesses :**

- a) Other agrarian portions have restricted item expansion.

- b) Client interaction and input strategies are restricted.

- c) Person shoppers have a moo level of brand mindfulness.

- d) In a few areas, the dispersion arrangement is deficient.

- **Opportunities :**

- a) Increasing need for high-quality, long-lasting nourishment goods.

- b) Expansion into new product categories and markets.

- c) Increasing the number of advanced and e-commerce channels available in the agribusiness industry.

- d) New technology developments and advancements within the sector.

- **Threats :**

- a) Expanded competition from both household and worldwide competitors.

- b) Cost variances in nourish and crude materials.

- c) Administrative issues and compliance needs.

d) Buyer inclinations and patterns are changing.

2.8 Summary and Conclusions

The study of human resource management (HRM) has been invigorated by the promise that there is a best-practice, high-involvement management (HIM) that can guarantee superior organizational performance (Woods, 2003). Kazi Farms Limited has numerous commerce fragments, which incorporate broiler cultivating, layer cultivating, grandparent and parent stock breeding, a incubator, and creature bolster generation. The broiler cultivating operation of the organization is one of the biggest in Bangladesh, creating high-quality chicken meat items that fulfill universal guidelines. The layer cultivating unit at Kazi Farms produces eggs for both domestic and worldwide markets, whereas the grandparent and parent stock breeding office produces exceptional quality breeding stock. The incubator unit of the company is outfitted with cutting-edge innovation to guarantee fabulous bring forth rates and the generation of sound chicks. Kazi Farms moreover has its claim creature bolster generation operation, which produces high-quality bolster for both inside and outside clients. Aside from its essential commerce of poultry and creature feed, Kazi Farms has extended into other businesses such as dairy cultivating, fish cultivating, and vegetable development. The dairy division of the company produces high-quality drain and dairy items, whereas the angle cultivating division produces a different extend of fish for domestic and worldwide markets. The vegetable unit produces a wide extend of vegetables utilizing cutting-edge agrarian strategies. In general, Kazi Farms Limited may be a dynamic and creative endeavor that has made a difference Bangladesh's agrarian economy develop. The company's accentuation on quality, supportability, and community improvement plans it for proceeded development and victory.

Kazi Farms Limited is a leading agribusiness company in Bangladesh, with a strong market position and brand reputation in the poultry and animal feed industry. The company has a diversified product portfolio, including poultry, animal feed, and processed food products, and has established a robust distribution network and supply chain management capabilities. Kazi Farms has a strong focus on quality control and sustainability in its operations, and has been able to maintain its position in the industry through continuous innovation and adaptation to changing market trends. Despite some challenges, such as increasing competition and regulatory requirements, Kazi Farms has demonstrated its ability to overcome these obstacles and remain a successful competitor in the agribusiness industry.

2.9 Recommendations/Implications

Here are some key recommendations and implications for Kazi Farms Limited -

- Indeed in spite of the fact that Kazi Farms has been unimaginably imaginative, they proceed to make strides in their development and adaptation capacities in order to be competitive in their trade.
- Kazi Farms places an awesome accentuation on supportability in its operations, which is progressively vital for both clients and specialists. This may persuade other industry members to prioritize maintainability in their operations as well.
- Kazi Farms has been able to expand its item assortment and showcase share, which may spur other industry members to consider comparative development strategies in order to expand their income streams. As a result, individuals ought to be cautious in taking after patterns and ought to not constrain their extension or thoughts.

- Kazi Farms ought to grasp digitalization by contributing in e-commerce and advanced stages in order to create conveyance systems and reach more clients.
- To superior to client needs and inclinations, Kazi Farms might prioritize client engagement and criticism.

Chapter 03: Project Part

3.1 Introduction

Kazi Farms Limited could be a critical agribusiness company in Bangladesh, specializing in chicken and creature feed. The company encompasses a solid brand picture and an assorted item portfolio, which incorporates live poultry, solidified chicken, processed food, and creature feed. As an HR intern at Kazi Farms, I was able to get hands-on encounters within the human asset division and see firsthand how the firm oversees its work force and cultivates a high-performance culture. This report looks to show a rundown of my internship encounter, counting the HR parts and exercises in which I took an interest, the issues I confronted, and the proposals I have for the company's HR arrangements. Through this inquiry, I trust to supply noteworthy experiences into Kazi Farms' HR hones and contribute to the company's continuous endeavors to progress organizational advancement and representative engagement.

Kazi Farms' center on organizational improvement through Performance and Rewards is one of the essential viewpoints that has contributed to its victory. A few activities have been executed by the organization to set up a high-performance culture and incentivise individuals to do their best. Kazi Farms has been able to develop a motivated and locked in group that's committed to

the company's objectives and values through contributing in employee advancement and acknowledgment. In this article, we'll see at Kazi Farms' organizational improvement methods based on execution and remuneration and how they have driven the company's victory.

3.1.1 Background/Literature Review

- **Background :** Kazi Farms Limited, established in 1996 by Kazi Zahedul Hasan, may be an eminent Bangladesh agricultural firm. The company started as a little commercial broiler generation incubator but has presently created into a differing venture with a strong industry reputation. Kazi Farms is presently included within the poultry and creature bolster businesses, and its item line comprises live chicken, solidified poultry, prepared dinners, and animal feed. The company is committed to quality and supportability, and it has different activities to advance moral trade practices within the industry. Kazi Farms has set up a solid advertise position and brand acknowledgment both inside and exterior of Bangladesh by centering on advancement, client fulfillment, and staff engagement.
- **Literature Review :** Organizational development through performance and reward is an essential aspect of HR management that focuses on creating a high-performance culture and incentivizing employees to achieve their best. Here is a literature review of some key practices and strategies that are relevant to Kazi Farms -

Performance-based pay is a compensation strategy that links employee pay to their performance. According to a study by the Society for Human Resource Management (SHRM), performance-based pay can increase employee motivation, productivity, and job satisfaction. Kazi Farms could consider implementing a performance-based pay system to incentivize

employees to achieve their best and create a culture of high performance (Banham, 2019). Human resource planning (HRP) may be defined as an endeavor to foresee future business requirements and environmental demands for an organization. Human resource planning (HRP) may be defined as an endeavor to foresee future business requirements and environmental demands for an organization, (Griffins, 2006). (Mutua, 2019). A multitude of new problems, including globalization, technology, innovation, new markets, consumer trends, and competitiveness, have an influence on workforce availability. To guarantee that an organization or corporation has a healthy work environment, professional Human resource management strategies are required. This information is required for the future. Training and development programs are essential for building the skills and knowledge of employees and promoting a learning culture within the organization. According to a study by the Association for Talent Development (ATD), companies that invest in employee training and development have higher levels of employee engagement, satisfaction, and retention. Kazi Farms could consider investing in training and development programs to enhance the skills and knowledge of its employees and promote organizational development (Jain et al., 2019). estimates of human resource demand and supply in order for businesses to maintain optimum staffing levels. An HRP process guarantees that a firm has an acceptable number of personnel with suitable skills who are deployed or positioned, according to the expertise (O. Samwel, 2018). Recognition and rewards programs are essential for promoting a culture of recognition and incentivizing employees to perform at their best. According to a study by Globoforce, (2018) companies with effective recognition and rewards programs have higher levels of employee engagement, satisfaction, and retention. Kazi Farms could consider implementing a recognition and rewards program to recognize and incentivize employees for their contributions to the organization. Worren, Ruddle, and Moore

(1999) investigated how individuals have shifted through time from organizational growth to a more holistic approach of change management.

3.1.2 Objectives

The strategies, rules, and processes required to guarantee that the value of people and the contribution they make to accomplishing organizational, departmental, and team goals are recognized and rewarded are referred to as reward management.

It is about the design, implementation and maintenance of reward systems interrelated reward processes, practices and procedures) that aim to satisfy the needs of both the organization and its stakeholders and to operate fairly, equitably and consistently (Armstrong, 2010). The objectives of organizational development through performance and rewards for the HR internship report in Kazi Farms Limited may include-

- To comprehend the significance of execution and rewards in cultivating a high-performance culture inside the organization.
- To survey Kazi Farms Limited's current execution administration and rewards frameworks and discover any holes or openings for advancement.
- Prescribe strategies and best practices for progressing Kazi Farms Limited's execution administration and rewards frameworks.
- The reason for this is to examine the impact of performance-based pay, preparing and advancement, and acknowledgment and motivating forces programs on worker engagement, fulfillment, and maintenance.
- To urge commonsense encounters in HR administration whereas creating a more profound understanding of the HR work in a real-world company setting.

By satisfying these objectives, the HR internship report will be able to supply critical bits of knowledge and suggestions to Kazi Farms Limited in arrange to move forward its execution and motivating forces frameworks and, as a result, construct a culture of tall execution and worker engagement all through the firm.

3.1.3 Significance :

The significance of composing an internship report on Kazi Farms Limited is that it permits me to get commonsense information and bits of knowledge into the human assets work of a real-world corporate firm. Working closely with Kazi Farms Limited HR specialists permitted me to pick up a better and an improved grasp of HR administration, counting selecting and choice, execution administration, preparing and advancement, and employee relations. Besides, the internship report can grant Kazi Farms Limited with critical experiences and proposals to progress its HR strategies and cultivate a high-performance culture inside the firm. I was able to provide educated suggestions to assist Kazi Farms Limited finish its organizational objectives and destinations by distinguishing any crevices or openings for change in current HR forms.

In expansion, the internship report can act as a connection between the scholastic and corporate universes, permitting me to apply hypothetical concepts and mastery gotten within the classroom to real-world commerce settings. This will help me in creating basic considering and problem-solving aptitudes that managers profoundly esteem. Generally, the internship report on Kazi Farms Limited is critical since it permits me to pick up viable encounters in human resource administration, make important commitments to the organization, and create vital abilities and information that will get me ready for a fruitful career within the field of human assets.

3.2 Methodology

I Created a survey using Google Forms and sent it to participants via Facebook (messenger), email and WhatsApp. Methods of questionnaires have been used to collect the data. Summarization of the information is presented in the report. In this particular case, The poll was produced using both nominal and ordinal scales. Compilation of necessary and important information from both primary and secondary sources data is used. The HR department consists of almost 30 people and all of them have been interviewed for the report purposes. Both primary and secondary data collection involve collecting data through various sources, such as interviews with HR professionals at Kazi Farms Limited, surveys of employees, and analysis of performance and rewards data. Data analysis involves analyzing the collected data using statistical techniques to identify patterns and trends, and draw meaningful conclusions and recommendations. Feedback and validation involves sharing the report with HR professionals at Kazi Farms Limited and obtaining feedback and validation to ensure that the findings and recommendations are accurate and relevant.

Overall, the methodology for conducting a study on Kazi Farms Limited has been rigorous and systematic, using a combination of qualitative and quantitative methods to gather and analyze data and draw meaningful conclusions and recommendations.

3.3. Findings & Analysis

From the current data and information on Kazi Farms Limited's organizational development through Performance & reward system, here are some findings and analysis on the organization -

3.3.1 Findings

Kazi Farms Limited features an organized execution administration framework input, which incorporates creating SMART (Specific, Measurable, Achievable, Relevant, Time-bound) targets, giving normal input and coaching, and conducting annual execution surveys. Kazi Farms Limited gives its representatives an assortment of remunerate and acknowledgment programs, counting performance-based rewards, motivations, and non-monetary grants such as certificates, trophies, and gift cards. To promote employee engagement and inspiration, there's a got to move forward communication and clarity around execution objectives and motivating force frameworks.

- Confirmation Appraisal (Goalsheets)

Kazi Farms			
Employee Confirmation Appraisal			
Employee Name			Education
Employee ID			Joining Date
Designation			Salary (Taka)
Department			Confirmation Due Date
Job Location			
Performance Rating			
Functional Performance		Behavioral Performance	
KRA/KPI	Score	Behavioral Competency	Score
Total Functional Score	0.00	Total Behavioral Score	0.00
Final Score	0.00		(75% of Functional Score + 25% of Behavioral Score)
Comments			
Recommendation: <input type="checkbox"/> Confirmation <input type="checkbox"/> Service Not Confirmed (Termination) <input type="checkbox"/> With Salary Adjustment <input type="checkbox"/> Without Salary Adjustment <input type="checkbox"/> Promotion/Designation Change <input type="checkbox"/> Probation Extended () months			Reported By: Immediate Supervisor/Manager Date: Recommended By:

Figure 16 : Goalsheet template of Kazi Farms Limited


Confirmation appraisals are given to employees after 6 months of joining when their probation period is supposed to end. Every employee has a functional appraiser and a behavioral appraiser. They are the ones to give the ratings of the employee for the management to decide on the further processes. Other than that, every employee has to get through the goalsheet every 6 months to evaluate their performance ratings in order for HR to decide if they should get an increment.

Generally the confirmation appraisal has three parts. One is for functional ratings, second is for behavioral ratings and the last part is the confirmation appraisal. Every part has the basic information of the employee given on them. The functional part consists of 75% of the total

number and the behavioral part consists the rest 25%. The functional part has KPIs, KRAs, Measurable criterias and the ratings to input. The behavioral part has to be in sync with the functional part in order to get the perfect ratings and then if there's too bad or good of a rating then the appraisers have to give an explanation to the HR for it. The last part has the options of confirmation, termination, confirmation with or without salary adjustment, probation extension and the promotion/designation change. The rating is out of 5 and you need at least 2.5 to get the confirmation to become a full time employee.

This specific feature of the Performance & reward team encourages employees to do their best at their jobs, to keep them motivated and the work enthusiasm is alive in them because through their good performance, they have the options and more possibilities of getting more incentives , bonuses, facilities, gratuity and increments.

- **Job Description**



Job Description

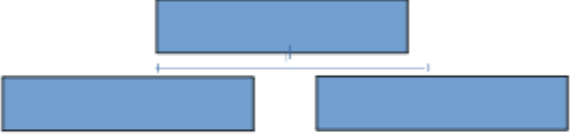
Employee Name		Employee ID	
Designation		Job Grade	
Department		Sub - Department	
Job Location		Business Unit	
Reporting Structure:			
Functional Reporting		Administrative Reporting	
Subordinates (Name/No.)		Employment Type	Permanent
Organization Structure			
			
Job Purpose / Objective:			
Duties and Responsibilities:			
Signature of Line Manager/ Dept. Head/ Functional Head Incumbent		Signature of	

Figure 17 : Job description template

This job description is intended to provide a general overview of the position and is not intended to be an exhaustive list of all duties, responsibilities, and qualifications required for the job. Kazi Farms Limited reserves the right to revise the job description at any time. A general framework for a job description that can be customized to fit the needs of different roles in the organization includes job title, department, reports to, job summary, key responsibilities, qualifications, skills, experience and working conditions.

- **Equality**

One thing that has been very much highlighted in my internship period's observation is equality. The way Kazi Farms Limited has the requirement of having a certain percentage of women employees no matter which sector or department was impeccable to me. Working in the HR department, I noticed managers of two of the 5 teams were women. Other than that, they have a whole university run by Kazi Farms Limited named Central Women's University. Moreover there are daycare centers run by KFL for the female employees' children. There are 3 farms run by women completely. Starting from the incharge to the security guard, every employee is a female.

The way Kazi Farms Limited is encouraging females to engage themselves in all kinds of work and are not discriminating could result in better performance and that would bring more development for the company as a whole.

- **SOP Formats**

The full form of SOP is standard operating procedures. Kazi Farms believes in creating SOPs for all kinds of tasks so that when someone new joins in the company, they have a very simplified directional way to do the tasks even after the initial briefing. This has and continues to be proven to be very helpful for everyone and ultimately works in resulting in better performance from the employees.

3.3.2 Analysis

Kazi Farms Limited may be a noteworthy agro-business in Bangladesh, creating and conveying poultry, fish, and dairy items. The company was established in 1996 and has since grown to be a noticeable player within the country's agrarian industry.

Kazi Farms Limited is one of Bangladesh's major chicken companies, with a showcase share of roughly 25%. In later years, the company has moreover developed into the fish and dairy divisions, which has made a difference to broaden its income streams. With over 100,000 retail stores around the nation, the company features a capable dissemination organization. Kazi Farms Limited has moreover contributed in cutting-edge handling hardware and foundation, which has made a difference to increment item quality and protect its showcase position.

Kazi Farms Limited has executed a number of endeavors to advance social and natural obligation. Different ventures to advance creature welfare have been conducted by the enterprise, counting the improvement of a veterinary office and the execution of great rural practices. Kazi Farms Limited has taken steps to reduce its natural impact, counting the usage of maintainable cultivating practices, the lessening of water and vitality utilization, and the diminishment of squander creation.

Organizational development (OD) is the method of expanding an organization's adequacy and effectiveness through think mediations. Kazi Farms Limited has utilized OD activities to make strides in commerce operations, culture, and execution over a long time.

- **Culture :** One of the key areas of OD in Kazi Farms Limited is culture. The company has a strong culture of innovation, which has helped it stay ahead of the competition. The company encourages its employees to think creatively and come up with new ideas for improving processes and products. This culture of innovation has helped the company to

develop new products and processes, which has helped it maintain its market position. Every sister concern of the firm also gets to participate showing their creativity and are highly encouraged to showcase our culture through digital platforms so that the reach is better and more.

- **Training & Development :** Kazi Farms Limited has made significant investments in employee training and development initiatives. Employees are given regular training courses to help them enhance their skills and expertise. This training promotes employee job satisfaction and helps them perform better on the job. Kazi Farms Limited also offers its staff the opportunity to attend conferences and workshops to develop new skills and expertise.
- **Performance Management:** Kazi Farms Limited has built up an execution administration framework utilizing goalsheets to move forward company operations. The organization contains a well-defined execution administration procedure that helps it in setting objectives, checking advance, and giving criticism to its staff. This approach helps the organization in recognizing regions for change as well as in recognizing and fulfilling high-performing laborers.
- **Leadership :** Kazi Farms Limited features a solid authority group that's committed to the company's vision and mission. The company's pioneers are experienced and learned, and they give direction and support to their workers. The company too energizes its workers to require authority parts, which makes a difference to create their authority aptitudes and contributes to the company's general victory.

- The execution organization system at Kazi Farms Limited is balanced with best sharpens inside the HR industry, which can offer help to form strides in laborer execution and productivity.
- By advancing communication and straightforwardness around execution wants and rewards systems, Kazi Farms Limited can update agent motivation and course of action with organizational destinations and targets.
- The rewards and affirmation programs publicized by Kazi Farms Limited can offer help to progress specialist engagement, fulfillment, and support.

Overall, the analysis suggests that Kazi Farms Limited has a strong foundation for organizational development through performance and rewards. Change management has the potential to become a discipline that can unite the different “thought worlds” operating in the field of planned organizational change (Warren & Ruddle, 1999). Kazi Farms Limited has illustrated supported development and benefit all through the a long time, and it contains a solid advertise position. In expansion, the organization has taken steps to encourage social and natural obligation, which may be a good indicator. In any case, as with any company, Kazi Farms Limited may experience dangers and impediments within the future, such as competition, regulatory changes, and financial frailty. When surveying the company's future, it is basic to keep these things in mind. Within the case of execution and organizational development, there may be chances to move forward the current framework by tending to communication and straightforwardness issues, which can offer assistance to construct a high-performance culture and worker engagement inside the commerce. Kazi Farms Limited has propelled a number of organizational advancement activities to move forward its operations, culture, and execution. The organization has an inventive culture, spends broadly in preparing and advancement, includes a well-defined

execution administration framework, and a solid administration group. These approaches have helped the organization in keeping up its showcase position and being ahead of the competition. To stay competitive and respond to changing showcase conditions, the organization ought to proceed to contribute in OD exercises.

3.4 Summary/Conclusion

Kazi Farms is one of the most successful companies in our country. Through many businesses over the last 20 years, it has created a broad sense of engagement across multiple companies. They operate their business through regional offices. From 1996 to the present, KFL has been profitable. They are currently the most profitable companies in the poultry industry in Bangladesh. I started working with the Performance & Reward team at Kazi Farms Limited. There was a great opportunity to discover real solutions to real problems at a corporate level within these 3 months. The knowledge I have received is very different and pretty similar from our actual environment at the same time. By working with people from different ages, backgrounds, mindsets and cultures, I learned a lot about office work and learned a lot about behavioral skills. I had a great time working with the wonderful people at KFL and learned valuable skills. I aspire to use them when contacting people and endeavoring my career in the future. Kazi Farms is a large domestic poultry farm that dedicates all its resources and efforts to its customers, employees and workers. From what I have learned and gathered from my experience in the organization is that it is clear that good human resource planning and strategy can help you achieve your desired goals of business success. KFL's Human Resources Department is in the midst of a major transformation to provide employees with future benefits, a strong culture and safe work environment, and a commitment to greater professionalism in the future . A successful talent & performance management strategy can be considered necessary. A

source of innovation and competitive advantage for the company's future growth. Performance management is a common technique for planning and maintaining employee performance improvements to meet goals. As a result, a personnel must build strong connections with their employees and build their confidence in your performance evaluation methods to improve performance and achieve your organization's goals and objectives which is visibly noticeable in the HR Practices of Kazi Farms Limited, especially in the Performance and Rewards team because i have worked with them closely for the 3 months duration of my internship.

3.5 Recommendations/Implications

Based on the analysis of Kazi Farms Limited, here are some recommendations that the company could consider -

- **Expand product diversity:** While Kazi Farms has a diversified product portfolio, it could explore new product categories in the agribusiness industry to reach a wider customer base.
- **Improve client interaction:** To better get its client prerequisites and inclinations, Kazi Farms ought to construct frameworks for client input and engagement.
- **Fortify computerized presence:** As e-commerce and computerized channels have become more well known, Kazi Farms may need to contribute in moving forward its online presence and developing its dissemination organization through advanced stages.
- **Center on sustainability:** In order to distinguish itself within the advertisement, Kazi Farms seems to increment its maintainability activities and pass on them to clients.

- **Contribute in R&D:** Kazi Farms may contribute in R&D (research & development) to create modern merchandise and technology that would offer assistance the company separate itself within the advertise and progress its operations.
- **Explore international markets:** Kazi Farms could explore opportunities to expand into international markets to diversify its revenue streams and increase its market share with not just exporting frozen food items but with every kind of products they have. For example, they could try to expand their horizon by broadcasting their channel, Deepto TV, to the countries where there are more Bengalis residing compared to other countries.

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THANK YOU!