

Internship Report On
Effects of Employee Engagement in Increasing Productivity of RMG

By

Mohona Jahan Muna

ID: 21164001

An internship report submitted to the BRAC Business School (BBS) in partial
fulfilment of the requirements for the degree of
Master of Business Administration

BRAC Business School

BRAC University

July, 2023

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Declaration

It is thusly proclaimed that:

1. The Internship report submitted thus is my own unique work and was finished during my residency as an understudy at BRAC University.
2. I assert that this report consolidates no material that has been recently distributed or wrote by any outsider, aside from where I have given full and precise references as per proper referring to guidelines.
3. I further affirm that this report has not been submitted for the satisfaction of some other degree or recognition at any University or instructive establishment.
4. I have properly recognized all essential wellsprings of help and backing got during the arrangement of this report.

I figure out the significance of scholarly trustworthiness and the results of counterfeiting. By making this statement, I authenticate the uprightness of my work and acknowledge any outcomes coming about because of infringement of these standards.

Student's Full Name & Signature:

Mohona Jahan Muna

Supervisor's Full Name & Signature:

Dr. Salehuddin Ahmed

BRAC Business School

BRAC University

Letter of Transmittal

Dr. Salehuddin Ahmed

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

As a component of my MBA program, I'm pleased to introduce my internship report on Ha-Meem Company Limited. Finishing this internship position and having the chance to compose this report is a huge achievement for me. I'm appreciative to you for giving me this valuable chance to exhibit my capacities and gain pragmatic experience. I would be appreciative if you would audit my report and make any ideas to work on its clearness and content.

Sincerely yours,

Mohona Jahan Muna

ID: 21164001

BRAC Business School

Acknowledgment

Above all else, I offer my most profound thanks to the Almighty, for without His favors and direction, this excursion could never have been conceivable.

It is my pleasure to stretch out my genuine appreciation to Dr. Salehuddin Ahmed sir, who has been a mainstay of help and direction all through my scholarly Internship. His priceless experiences, exhortation, and steady devotion assumed a vital part in the fruitful culmination of my report. I might want to pass my sincere appreciation on to honorable Dr. Salehuddin Ahmed for allowing me the amazing chance to attempt this entry level position under his regarded management. His support has been the main thrust behind each achievement I accomplished during this period.

I'm particularly grateful to **Jalal Ahmed** the Head of HR, Admin & Compliance at Ha-Meem Group. His help in giving the perplexing subtleties that turned into the foundation of my report on Enlistment, HR Systems, HR Assignments, and related issues was central. His ability and experiences have enlightened numerous region of my examination. I save exceptional affirmation for every one of my partners, departmental pioneers, and each person at Ha-Meem Group. My ardent appreciation goes out to the decent boss, whose benevolence and backing were unflinching during my time at the association. The glow, collaboration, and amazing skill I encountered from the whole group were instrumental in understanding the goals of my task. Ultimately, my process would have stayed inadequate without the affection, backing, and support of my family, companions, and associates. I appreciate their confidence in my capacities and their consistent spirit supporting all through this undertaking.

All in all, my most profound appreciation goes to every individual referenced above and numerous other people who were quietly present in this excursion. Your commitments have carved an extraordinary blemish on my intellectual and expert excursion.

Executive Summary

The Ready-Made Garments (RMG) area is a significant supporter of the worldwide material scene. This report completely analyses the basic job that worker commitment plays in expanding RMG unit efficiency. As per our discoveries, there are major areas of strength for a relationship between the degree of representative commitment and efficiency results in the RMG area. Representatives who are locked in reliably exhibit expanded proficiency, fewer mistakes, and predictable work quality. An eminent finding is the connection between commitment and representative maintenance. Drawn-in experts stay with their organizations longer; however, they continually work on their abilities, bringing about predominant craftsmanship and expanded efficiency. Besides, work environments with elevated degrees of commitment will generally cultivate amicable conditions with fewer struggles and debates. Such charming conditions work with continuous work processes, bringing about a general expansion in yield. Fundamentally, it is in excess of an ethical basis to encourage and support worker commitment; it is likewise an essential road for RMG organizations to increment efficiency and, subsequently, market intensity.

Table of Content

Contents

Declaration.....	3
Chapter 1.....	9
Overview of Internship	9
1.1 Student Information	9
1.2 Internship Information.....	9
1.3 Internship Outcomes	11
Chapter-2	13
Organization Part	13
2.1 Introduction.....	13
2.2 Overview of the Organization.....	14
2.3 Management Practices	16
2.4. Marketing Practice	19
2.5 Finance Performance.....	20
2.6 Operation Management and Information System Practices and Supply Chain Management (SCM)	20
2.7 Industry and Competitive Analysis.....	21
2.8 Conclusion	23
2.9 Recommendation	23
Chapter-3	25
3.1 Introduction.....	25
3.2 Objective:.....	25
3.3 Literature Review:.....	26
3.4 Quantitative Assessment of Engagement Levels vs. Productivity Metrics.....	27
3.5 Impact of Communication Practices on Engagement	28
3.6 The Impact of Leadership Styles on Fostering Engagement.....	28
3.7 Evaluation of Career Development Opportunities and Employee Engagement	29
3.8 Analysis the Impact of Work-Life Balance Initiatives on Productivity	29
3.9 Methodology:.....	31
3.10 Findings and Analysis.....	34

3.11 Discussion of Findings.....	38
3.12 Recommendations.....	39
3.13 Conclusion	41
Reference.....	42

Chapter 1

Overview of Internship

1.1 Student Information

Name: Mohona Jahan Muna

ID: 21164001

Program: MBA

Major: Human Resource Management (HRM) and Financial Management

1.2 Internship Information

1.2.1 Period

Company Name: Ha-Meem Group

Department: HR, Admin & Compliance

Address: 387 Tejgaon I/A, TML Building Dhaka-1208

1.2.2 Internship Company Supervisor Information

Name: Imran Ahmed

1.2.3 Job Scope

Job Description

1. **Talent Management Strategic Initiatives 45%:** Spearheaded various strategic Recruitment, OKRs implementation for PMS, Succession Planning, Salary Benchmarking, Leading Future Leaders Program Project, Employee Feedback Assessment, and more, to proactively enhance strategic work out for the company.
2. **Ownership of OD initiatives & Budget Preparation 15%:** Take ownership of designing, monitoring, and implementing organizational development tools and practices to empower the workforce and exceed set targets (Updating HRIS tools with new features incorporation with IT, developing Forms, metrics, HR Budgets and different google sheets for smooth work process, etc).
3. **Policy Development and Implementation 10%:** In collaboration with the Head of HR, prepare and lead the development and implementation of policies aimed at enhancing organizational effectiveness, including creating comprehensive organizational charts, job descriptions, and objectives.
4. **Effective Collaboration & Team Management 10%:** Collaborate seamlessly with both internal teams and external teams in zones, vendors to ensure the flawless execution of multiple projects and ensure organizational development team management.
5. **Employee Engagement 10%:** Taking different employee engagement initiatives for encouraging employees, ensuring well-being and increasing productivity. (LinkedIn Post Management, Celebrating festivals, Blood Bank, Worker engagement activities)
6. **Data Analytics & Report Generation 10%:** Data Analysis for budgeting and other activities related to the workers, non-mgt and management employees. Ensure on time submission of Monthly report and all metrics are up to date.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

As an HR intern, I diligently fulfilled all assigned responsibilities, recognizing the restricted yet impactful position I held within the larger company structure. I played a crucial role in improving personal file management and optimizing the recruitment & selection process under the guidance of my supervisor. Due to my prior familiarity with the Tally software, my supervisor assigned me the responsibility of producing and inputting vouchers, which I successfully carried out with skill and efficiency. In addition to these responsibilities, I occasionally assumed a leadership role in overseeing specific aspects of employee engagement, highlighting my adaptability and determination to make meaningful contributions to the company's HR operations.

1.3.2 Benefits to the student

The HR internship provided me with valuable knowledge about company culture, leadership dynamics, and office management systems. It improved my skills in integrating new personnel and using software like Excel. The challenging role taught me the importance of maintaining poise in high-stress situations and achieving work-life balance. This internship improved both technical and soft skills, preparing me for a successful career in human resources.

1.3.3 Problems faced during the internship period

Throughout my tenure as an HR intern, I faced numerous obstacles. Initially, I found it challenging to navigate the corporate landscape due to the complex company policies and HR protocols, which required a significant amount of effort to understand. The extensive administrative tasks, particularly the onboarding documentation and the upkeep of staff records, frequently seemed overwhelming. I struggled with multitasking, especially while managing interview schedules, coordinating events, and inputting data. Dealing with delicate personnel issues proved to be particularly difficult given my lack of expertise. Gaining the confidence and admiration of experienced staff members required ongoing dedication, while adjusting to the

advanced HR software and the fast-paced nature of the company presented significant challenges.

1.3.4 Recommendations on Future Internships

In order to optimize the internship experience at Ha-Meem Group, it is imperative to prioritize the comprehensive growth and development of interns. Providing stipends can attract a wider range of highly skilled candidates and enhance motivation. Implementing regular check-ins can guarantee on-going feedback and personalized guidance, so allowing a seamless transfer into the corporate realm. Moreover, providing interns with a comprehensive perspective of the organization's diverse processes helps enhance their comprehension and cultivate loyalty. By providing basic items such as hand sanitizers and masks, the firm demonstrates its dedication to the well-being of its personnel, while also following international standards for health and safety.

Chapter-2

Organization Part

2.1 Introduction

The Bangladesh Ready-Made Garment (RMG) industry plays a crucial role in the country's economy, employing a large number of people and producing significant cash through exports. It is widely recognized for manufacturing a diverse array of apparel items and making a substantial contribution to the industrial development of Bangladesh.

Ha-Meem Group, a Bangladeshi apparel company, is a global leader in ready-to-wear clothing and denim fabric production. With a workforce of 50,000, they produce 7 million units of woven clothing per month. Their subsidiary, Ha-Meem Knit, aims to enhance their activities and promote Bangladesh's industrialization and economic progress. With a proven track record and extensive global reach, Ha-Meem is a prominent industry leader.

This chapter will provide a description of the Ha-Meem group. Here, I will provide a concise summary of the company's background and key details. The company's management practises encompass several areas such as human resource management (HRM), marketing, financial performance, operations management, information systems, supply chain management, industry analysis, and SWOT analysis. In the concluding section of chapter two, I have provided a summary and suggested several areas of improvement for our organisation. The third chapter addresses a key concern: the impact of employee engagement on the productivity of RMG, such as the Ha-Meem group. I also addressed the examination of both quantitative and qualitative data, as well as the study of data value through descriptive analysis. During the regression review of the data, I discovered additional discoveries that are shown below. Lastly, I provided recommendations based on that data.

2.2 Overview of the Organization

2.2.1 Ha-Meem Group

Ha-Meem Group, settled in Bangladesh, is a conspicuous clothing maker in South Asia, known for its far-reaching exercises in the textile and garment industry. It incorporates a different cluster of exercises like turning, denim creation, sewing and weaving fabrics, and making clothing. Ha-Meem Group keeps up with its own washing, printing, and weaving divisions, which add to the attire creation through vertical combination, in this manner guaranteeing ideal productivity and quality control. The organization's construction is portrayed by a progressive and divisional system, which considers specialization in different creation stages and guarantees proficient coordination of exercises all through the assembling system.



The essential initiative group, situated at the most noteworthy point, is liable for corporate administration, key preparation, and pursuing significant choices at an undeniable level. Beneath this, the authoritative design veers into numerous divisions, each committed to explicit merchandise or market gatherings and is regulated by divisional pioneers who control activities, finance, HR, and marketing departments inside their purview. Ha-Meem Group, which has north

of 50,000 employees, is focused on corporate social obligation, with an emphasis on supportable practices and the prosperity of its laborers. The organization has laid out a critical overall presence by zeroing in on trading its items, particularly in the European and American business sectors. It has additionally guaranteed that its items fulfill worldwide guidelines of value and moral assembling rehearses.

Company Name	Ha-Meem Group
Company Address	Building 387, Times Media Limited, Dhaka-1208
Business Type	Apparel Exporter & Manufacturer
Legal Standing	Private Limited Company
Manufacturing Nature	Woven, Denim, Washing Plant
Export Percentage	100%
Years of Commercial Manufacturing	1992
Years of Its establishment	1984
Number of Core Products	374 production lines & 7 washing plants
Lower limit Worker Age	18 Years (Certified by a Medical Officer)
Minimum Worker Wage	BDT 12500
Working Hour	8 Hours a Day
Trade Banks	Standard Chartered Bank & Shahjalal Islami Bank Ltd.
Annual Revenue	950 million USD

2.2.2: Vision

Make diligent efforts to maximise profits by conducting transparent business operations and enhance competitiveness in both the internal and external market.

2.2.3 Mission

Generate client demand by producing and delivering high-quality items, while maintaining a high level of excellence. The HA-MEEM Group upholds the motto "Quest for Excellence."

2.3 Management Practices

According to Tiwari, P., Patel, S., & Saxena, K. (2012) the management practices in HRM, envelop the conscious strategies, procedures, and methods used to regulate an association's human resources proficiently. These practices include the cycles of selecting, preparing, and creating workers, dealing with their presentation, taking care of representative relations, and overseeing compensation and advantages. The objective is to streamline worker execution and accomplish the organization's essential goals.

Ha-Meem Group utilizes present-day HRM methods, including worker enrollment, preparation, and execution of the executives. They focus on fair wages, employee empowerment, and a positive workplace. They keep up with moral work rehearses and administrative standards to guarantee work fulfilment and effectiveness. Their HRM practices incorporate working environment well-being measures and wellbeing drives, showing a pledge to representative government assistance in the work serious material industry. These practices show a devotion to representative government assistance.

2.3.1 Transactional leadership style

According to Types of Leadership Styles in HR. (2022, March 14) transactional leadership is a management style where leaders set expectations and benchmarks for staff, rewarding them if they meet them, and is best suited for large teams with clear objectives.

2.3.2 Transformational leadership style

Transformational leadership promotes employee unity and loyalty inside an organisation by encouraging creativity and innovation. HR specialists can employ this leadership style to foster their professional and personal development within the organisation (Types of Leadership Styles in HR. 2022, March 14)

2.3.3 Servant leadership style

Servant leadership prioritizes employee needs and support, believing contented employees achieve better outcomes and contribute to the company's vision. It creates a workplace environment where employees feel valued and recognized, directing them towards the company's objectives (Types of Leadership Styles in HR. 2022, March 14)

2.3.4 Democratic leadership style

In “Types of Leadership Styles in HR,” 2022 describe that Democratic leader’s value the input of their subordinates regarding important procedures inside a team or the organisation. The company fosters a culture of employee participation in the decision-making process, which enhances collaboration and fosters trust among team members.

2.3.5 Delegative leadership style

The delegative leadership style is occasionally referred to as a zero leadership style. Leadership entails establishing objectives and providing guidance. They do not monitor the progress but anticipate outcomes. This strategy fosters the cultivation of self-management abilities in subordinates. Employees are granted increased latitude in structuring their schedules and fostering teamwork. Additionally, they acquire the skill of adhering to deadlines.

2.3.6 Strategic leadership style

Strategic executives and HR specialists work together to define an organization's purpose, vision, and values, inspire employees, optimize procedures, and foster talent growth, ultimately contributing to the company's culture development.

Ha-Meem Group, formerly noted for its autocratic leadership style, has shifted towards a transformational leadership strategy in order to cultivate a more vibrant and inventive workplace atmosphere. This transition signifies a change away from a strict hierarchical structure towards a model that prioritises inspiration, intellectual stimulation, and empowering employees. Ha-Meem Group seeks to improve motivation and morale by adopting transformational leadership. This approach strives to inspire team members to surpass performance goals and make a more impactful contribution to the company's vision and progress. The contemporary leadership paradigm plays a crucial role in facilitating the ongoing enhancement and adjustment of the organisation in the rapidly changing global economy.

2.3.7 Human Resource Management Practices

The HRM practises of Ha-Meem Group prioritise the strategic integration of human resources with the company's objectives, while cultivating a nurturing work atmosphere. The company places great importance on staff development, performance management, and compliance requirements, which contribute to a forward-thinking, inclusive, and efficient workplace that leads to organisational success.

KPI-based PMS of Ha-Meem Group

Ha-Meem Group's Performance Management System aligns with KPIs through staff training, enhancing individual growth and fostering a focus on progress, thereby enhancing productivity and fostering a skilled workforce.

Salary Structure of Ha-Meem Group

Ha-Meem Group, a prominent textile producer in Bangladesh, has a compensation structure that is highly competitive. Salaries are contingent upon factors such as job title, level of expertise, and prevailing norms within the specific field. The group enforces adherence to the legislation of minimum wage and offers additional perks such as bonuses, medical allowances, and gratuities, in accordance with the labour laws and prevailing market conditions of the country.

Training and Development

Ha-Meem Group prioritises staff growth by providing extensive training and development programmes. These efforts are designed to improve skills and promote career growth, ensuring that employees stay up-to-date with industry practises. The group's dedication to continual learning highlights its commitment to achieving workforce excellence and maintaining a competitive advantage.

Compensation and Benefit Policy

The compensation and benefits strategy of Ha-Meem Group is designed to effectively attract, incentivize, and retain highly skilled individuals. The package encompasses attractive remuneration; bonuses tied to performance, comprehensive healthcare coverage, and retirement benefits. The policy undergoes periodic evaluations to ensure conformity with industry norms and to promote the welfare and financial stability of their staff.

Employee Engagement of the Company

Ha-Meem Group promotes employee engagement by cultivating a culture of transparent communication, implementing recognition initiatives, and organising team-building events. They foster feedback and innovation, providing a nurturing atmosphere where accomplishments are acknowledged and honoured. By involving employees in the decision-making process, Ha-Meem fosters a feeling of ownership and camaraderie, resulting in higher levels of productivity and job satisfaction.

Job Satisfaction and Motivation

Ha-Meem Group promotes job satisfaction and motivation by creating a respectful work environment, offering equitable compensation, transparent career advancement opportunities, and performance recognition, fostering a harmonious work-life balance, resulting in low turnover rates and high morale.

2.4. Marketing Practice

According to American Marketing Association, 2017, marketing research facilitates the connection between marketers and consumers, customers, and the public by providing information. It helps in finding opportunities and issues, developing and evaluating strategies, measuring performance, and understanding the marketing cycle. It also aids in identifying the required information for effective marketing.

Marketing Strategy

A marketing strategy is a comprehensive plan that outlines a company's strategy to effectively communicate its unique selling proposition to clients, considering factors like corporate objectives, target market, buyer profiles, competitors, and incentives (CoSchedule. 2022, December 22)

Ha-Meem Group leverages strategic alliances, trade exhibitions, and digital marketing to expand globally, focusing on product quality, competitive pricing, and strong client relationships.

Target Customer, Targeting & Positioning Strategy

Ha-Meem Group, a prominent OEM, aims to attract international garment retailers and brands by delivering high-quality, ethical production, cost-efficiency, and personalized service in the competitive textile and garment sector.

Marketing Channels

Ha-Meem Group uses direct sales, digital platforms, international trade shows, industry networks, and a robust online presence to target B2B clients, enhancing their marketing channels.

Product/New Product Development and Competitive Practices

Ha-Meem Group maintains competitiveness through innovation, sustainability, and quality in textiles and garments, observing market trends to meet consumer expectations and maintain a competitive advantage in the fashion industry.

Advertising and Promotion Strategies

Ha-Meem Group uses advertising, trade publications, digital marketing, social media, and international trade events to showcase their manufacturing capabilities and sustainability commitments, attracting foreign buyers and partners.

2.5 Finance Performance

Ha-Meem Group's financial performance is evaluated through revenue growth, profitability margins, liquidity ratios, and return on investment. Public filings reveal operational efficiency, market share growth, and cost management success, determining the group's competitive position in the textile sector.

2.6 Operation Management and Information System Practices and Supply Chain Management (SCM)

Ha-Meem Group improves its operational management by incorporating cutting-edge production technologies and implementing lean manufacturing principles to increase efficiency and minimise waste. Their information systems practises entail utilising ERP technologies to optimise procedures spanning from procurement to distribution, hence guaranteeing seamless and instantaneous data transmission across all departments. This technologically advanced technique enhances their ability to quickly adapt and respond to the rapidly changing garment market.

Ha-Meem Group effectively oversees its supply chain by prioritising efficiency, sustainability, and ethical sourcing. The group ensures punctual delivery of materials and completed goods by cultivating strong relationships with suppliers and making strategic investments in logistics

optimisation. Their supply chain management (SCM) practises are strategically developed to minimise expenses, boost product excellence, and optimise client contentment.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

- **Threat of New Entrants**

Ha-Meem Group overcomes textile sector challenges with financial commitment, economies of scale, and supply chains, while globalisation presents potential risks due to reduced production costs.

- **Bargaining Power of Suppliers**

Ha-Meem Group's enduring ties and large-scale purchasing can mitigate the influence of specialized suppliers, who typically have limited negotiating leverage due to global availability of resources.

- **Bargaining Power of Buyers**

Buyers in the textile business, such as fashion shops and brands, generally possess significant bargaining power as a result of the market's saturation. The approach of Ha-Meem Group to distinguish itself through quality and sustainable practises has the potential to increase buyer loyalty and diminish their ability to negotiate.

- **Threat of Substitute Products or Services**

The potential for synthetic and alternative fibres to replace traditional materials poses a significant risk of substitution. Ha-Meem Group prioritises research and development to maintain a competitive edge through the creation of inventive textiles and designs that align with evolving consumer tastes.

- **Rivalry among Existing Competitors**

Fierce competition dominates the textile sector, as multiple participants compete for a portion of the market. While price rivalry is intense, Ha-Meem Group distinguishes itself by competing on extra aspects such as quality, delivery times, and CSR practises.

2.7.2 SWOT Analysis

The SWOT analysis of Ha-Meem Group identifies its strengths, weaknesses, opportunities, and threats in the global textile sector, aiding in the development of strategies for its continuous growth.

Strengths:

Ha-Meem Group, with its strong production capabilities and established manufacturing facilities, efficiently handles large orders. With extensive market experience, they have established strong connections with global clothing brands. Their commitment to corporate social responsibility (CSR), including environmental stewardship and social initiatives, enhances brand recognition and aligns with ethical sourcing trends.

Weaknesses:

The group's dependence on worldwide retail markets renders it vulnerable to variations in global demand and currency exchange rates. Furthermore, effectively managing the staff, which encompasses controlling labour expenses and ensuring employee retention in a competitive industry, might provide an ongoing internal difficulty.

Opportunity:

Expanding into developing markets presents opportunities for expansion, including incorporating sustainable and technologically advanced textile solutions to meet ecologically conscious consumers' needs. Potential expansion can also be found in digital transformation and e-commerce.

Threats:

External challenges for manufacturers include fierce competition, changes in regulations and trade policies, and economic recessions or supply chain disruptions. These factors can impact pricing, margin pressures, and operations, particularly in industries influenced by tariffs and international trade agreements. Economic recessions and geopolitical tensions can also pose significant risks.

Ha-Meem Group can utilise its advantages to take advantage of fresh prospects, while its strong base can help reduce internal shortcomings and external risks.

2.8 Conclusion

Ha-Meem Group is a prominent textile and garment company in South Asia, known for its impressive manufacturing capacity, efficient vertical integration approach, and dedication to sustainability and corporate social responsibility (CSR). The company's strategic approach to human resources, marketing, financial performance, operations, and supply chain management enables it to effectively handle industry obstacles. Ha-Meem's expansion and competitiveness persist due to its unwavering commitment to quality, innovation, and ethical practises, even in the face of possible challenges posed by market volatility and competition. The company's capacity to adjust to shifting market realities while upholding its fundamental principles highlights its resilience and potential for future expansion.

2.9 Recommendation

Ha-Meem Group is enhancing its market leadership and sustainability through diversification, technical innovation, digital expansion, sustainability, and staff development, aiming to adapt to the evolving global textile industry and ensure long-term operations.

- **Market and product line diversification:**

Ha-Meem Group should continue expanding its market presence by targeting rising economies and exploring specialized textile sectors like technical textiles and environmentally sustainable products, as diversification protects the organization from market volatility and offers additional income sources.

- **Technological Progress:**

Adopting new technology and automation can optimise operational efficiency, lower manufacturing costs, and boost product quality. Ha-Meem Group stands to gain advantages by embracing cutting-edge technology such as 3D printing, artificial intelligence in supply chain management, and advanced analytics for predicting market trends.

- **Enhance Online Visibility and Optimise Electronic Commerce:**

Enhancing the digital marketing strategy and developing a robust e-commerce platform can provide direct sales channels and enhance client interaction. Additionally, it can confer a competitive advantage in the ever changing digital landscape, by satisfying the needs of a wider international customer base.

- **The Focus is on Promoting the use of Sustainable and Long-lasting Methods:**

Advancing sustainable practises in manufacturing and supply chain management can effectively address the increasing need for ethically manufactured products. Ha-Meem Group should strive to take the lead in sustainability, leveraging it as a distinctive selling point to attract and keep clients who prioritise environmental consciousness.

- **Enhance and broaden the Scope of Employee Development Programmes:**

Ha-Meem Group ought to broaden its personnel development initiatives to include leadership training, technology enhancement, and acquisition of cross-functional abilities. These endeavours have the potential to enhance job contentment, diminish attrition rates, and guarantee a pool of proficient personnel prepared to confront forthcoming obstacles.

Chapter-3

Effects of Employee Engagement in Increasing Productivity of RMG

3.1 Introduction

Employee engagement or commitment is a basic variable in essentially improving the efficiency of the Ready-Made Garment (RMG) industry. Connected with employees in this area are bound to be profoundly dedicated to their work and the association, prompting a large number of constructive outcomes. At the point when employees are locked in, they will generally be more centred on their assignments, which bring about expanded effectiveness and greater results. Engaged workers are less likely to make costly mistakes in the RMG industry, where precision and attention to detail are of the utmost importance. This reduces waste and raises production standards overall. Additionally, a workforce that has a strong sense of connection to the company's values and mission is more likely to contribute novel concepts, resulting in cost reduction and process enhancements. A more stable and experienced workforce is ensured by a lower rate of absenteeism and turnover as a result of high employee engagement, in addition to the immediate gains in productivity. In an industry described by serious contest and worldwide market requests, supporting representative commitment arises as an essential goal, driving expanded efficiency as well as long-haul supportability and intensity for RMG organizations.

3.2 Objective

The following are the primary goals of this internship report:

- ✓ To figure out the idea of worker commitment and its different aspects.
- ✓ To examine the state of employee engagement in the RMG industry at the moment.
- ✓ To investigate the connection between employee engagement and output.
- ✓ To recognize techniques and best practices for improving worker commitment in the RMG area.
- ✓ To provide RMG organizations with suggestions for increasing productivity and employee engagement.

3.3 Literature Review

The element of worker commitment is a multi-layered and basic viewpoint in grasping the elements of the Instant Ready-Made Garment (RMG) industry, particularly inside the setting of Bangladesh. This part will fundamentally analyze different components of representative commitment by drawing experiences from pertinent examinations and academic articles, as referred to in the given references.

Right off the bat, Azim, Uddin, and Haque (2021) propose that consistency with industry guidelines can essentially impact representative mentalities. In the RMG business, where adherence to quality and well-being norms is vital, workers' commitment levels might be impacted by their view of the association's obligation to these principles. This aspect highlights the significance of adjusting worker commitment to authoritative consistency endeavors.

Besides, the concentrate by Hamja, Maalouf, and Hasle (2019) dives into the impacts of rest rehearses on word-related well-being and security inside the RMG business. This aspect underlines that representative commitment ought not to be seen in detachment yet ought to envelop the physical and mental prosperity of laborers. Drawing in representatives includes establishing a protected and sound workplace that adds to their general work fulfillment and responsibility.

Thirdly, Hossan, Mansor, and Jantan (2021) investigate persuasive elements and the interceding job of administration in representative commitment inside the RMG business in Bangladesh. This aspect features that representative commitment is impacted by persuasive variables, and successful initiative assumes an essential part in forming these elements. It highlights the meaning of authority rehearses in encouraging a feeling of commitment among workers.

Worker commitment in the RMG business is a complex issue influenced by industry norms, word-related wellbeing, security rehearses, inspirational variables, and initiative styles. Understanding these aspects is crucial for improving efficiency and hierarchical execution in the RMG sector. This study examines worker commitment in Bangladesh's Ready-Made Garment (RMG) industry, analysing its impact on hierarchical culture and execution, based on relevant studies and academic articles. Ahad, Busch, Blount, and Picoto (2021) highlight the capability of cell phone-based data frameworks for strengthening inside the RMG area. This aspect features the job of innovation in improving worker commitment, particularly in an industry that

vigorously depends on data spread and correspondence. Powerful utilization of innovation can engage workers with admittance to data and assets, cultivating commitment.

Hasan and Reza (n.d.) research the connection between execution evaluation, worker strengthening, monetary advantages, and representative responsibility in the RMG business. This aspect accentuates that representative commitment is unpredictably connected to variables like execution evaluation and monetary motivations. It recommends that authoritative practices connected with execution assessment and prizes can fundamentally impact commitment levels.

Hossan, Dato'mansor, Islam, and Nabi (2022) investigate the connection between persuasive variables and worker commitment in Bangladesh's RMG industry. This aspect highlights the significance of figuring out the fundamental persuasive drivers that influence representative commitment. Inspirational elements, like acknowledgment and vocation useful learning experiences, can straightforwardly impact a worker's responsibility and commitment inside the business.

Employee engagement in Bangladesh's RMG business is influenced by innovation, execution evaluation, inspirational variables, manageability efforts, and green production networks. Understanding and improving representative commitment is crucial for cultivating a strong labor force, contributing to hierarchical achievement and sustainability.

3.4 Quantitative Assessment of Engagement Levels vs. Productivity Metrics

The quantitative evaluation of the RMG sector of the Ha-Meem Group principally analyses the relationship between levels of employee engagement and results related to productivity. Surveys are utilized to accumulate information on significant markers of commitment, like worker fulfilment, inspiration, and responsibility. In this manner, these factors are compared with efficiency estimations, for example, production per hour, work quality, non-appearance, and turnover rates. The examination plans to uncover the immediate connection between high commitment levels and further developed efficiency by assessing these elements. It is anticipated that increased involvement will improve performance indicators such as increased productivity, improved work quality, and lower rates of absenteeism and turnover. This strategy offers an unmistakable starting point for comprehending the profound influence that cultivating a favourable work atmosphere, where individuals are valued and driven, may have on the general productivity of Ha-Meem Group's RMG area. The research tries to represent the substantial

benefits of putting resources into worker commitment drives to improve efficiency inside the organization.

3.5 Impact of Communication Practices on Engagement

To thoroughly examine the influence of internal communication practices on employee engagement levels at Ha-Meem Group, a full study of communication channels, feedback mechanisms, and the alignment of organisational aims and duties is necessary. The study seeks to find trends that illustrate the substantial impact of clear, open, and reciprocal communication in promoting a more engaged workforce. The evaluation examines the organization's communication of objectives, expectations, and feedback, and analyses how these practices impact workers' feelings of inclusion, value, and motivation, using survey data and employee input. The notion posits that efficient internal communication not only guarantees that employees are adequately informed and in sync with the organization's goals, but also cultivates a feeling of belonging and acknowledgment, resulting in heightened levels of engagement. Consequently, this is anticipated to boost productivity, since those who are actively involved are more inclined to demonstrate commitment, motivation, and effectiveness in their positions. The study seeks to provide persuasive evidence that investing in strong internal communication strategies is a crucial element in fostering employee engagement and attaining organisational success within Ha-Meem Group's RMG sector.

3.6 The Impact of Leadership Styles on Fostering Engagement

This research examines the correlation between different leadership styles at Ha-Meem Group and their influence on employee engagement. The objective is to elucidate the impact of various leadership styles on employee engagement and consequent productivity. This will be achieved

by gathering data on workers' impressions of management's inclusion, supportiveness, and recognition initiatives. The research encompasses various leadership styles, such as authoritative, participatory, transformational, and transactional approaches, with the main objective of determining the most effective style or combination of styles in promoting a sense of belonging, motivation, and appreciation among employees. Leadership styles that prioritise open communication, empowerment, and appreciation of employee contributions are anticipated to have a favourable correlation with higher levels of engagement, resulting in notable enhancements in productivity. The paper aims to provide practical insights on how leadership in Ha-Meem Group's RMG sector may adjust and develop in order to foster a more engaged and productive workforce.

3.7 Evaluation of Career Development Opportunities and Employee Engagement

This research examines the impact of professional development options on employee engagement and productivity within Ha-Meem Group. The study seeks to investigate the correlation between investments in employee development and improvements in productivity by analysing the accessibility and quality of training programmes, promotion opportunities, and efforts for professional advancement. The theory posits that offering career advancement prospects not only serves as an indication of the organization's commitment to its workers but also substantially enhances their motivation, feeling of direction, and allegiance, resulting in increased levels of engagement. Moreover, individuals who are actively involved in their work and have acquired new expertise and understanding via extensive training initiatives are anticipated to exhibit higher levels of productivity, creativity, and dedication towards achieving the organization's objectives. The investigation aims to prove that a strategic emphasis on career development is a vital tool for enhancing employee engagement and, as a result, boosting productivity in Ha-Meem Group's RMG sector. The objective is to emphasise the concrete advantages of cultivating a culture that appreciates and encourages professional development.

3.8 Analysis the Impact of Work-Life Balance Initiatives on Productivity

This study investigates the impact of work-life balance measures undertaken by Ha-Meem Group on employee engagement and productivity levels. The research aims to provide trends that illustrate the impact of initiatives like as flexible working hours, generous leave policies, and other support systems on enhancing employee engagement. This will be accomplished by

analysing the execution of these efforts and their impact on the equilibrium between work and personal life. The fundamental premise is that the implementation of work-life balance programmes yields a satisfied and less stressed workforce, eventually resulting in heightened levels of employee engagement. Engaged employees exhibit elevated levels of motivation, have decreased absence rates, and generally manifest increased productivity, so making a valuable contribution to the overall output of the company. The objective of this study is to demonstrate that the implementation of work-life balance initiatives not only improves the welfare of employees but also serves as a strategic tool to boost productivity in Ha-Meem Group's RMG sector. The desired outcome is to demonstrate the benefits of promoting a balanced synergy between work and personal life, leading to increased employee engagement and enhanced productivity for the organisation.

3.9 Methodology

The internship report will use both qualitative and quantitative research methods in a mixed-methods approach:

- ❖ **Qualitative Research:** The goal of this qualitative study is to gain a thorough understanding of employee engagement practices in Bangladesh's Ready-Made Garment (RMG) industry. The research takes a qualitative approach by conducting focus groups and interviews with HR managers, employees, and industry professionals. The goal of the study is to learn more about the current state of employee engagement in the RMG industry, including the practices that are in place, the obstacles that have to be overcome, and the strategies that are used to increase engagement through these conversations. By drawing in with a different arrangement of members, this examination looks to reveal significant bits of knowledge and viewpoints that can illuminate and further develop representative commitment rehearses in an area of basic significance to Bangladesh's economy and workforce.
- ❖ **Quantitative Research:** Surveys will be given out to a select group of RMG employees in Bangladesh as part of this quantitative research strategy. The goal is to accumulate quantitative information on different angles, including worker commitment, work fulfillment, and impression of efficiency. In order to accurately quantify these variables, the surveys will include structured questions and standardized scales. By using factual strategies and logical devices, this exploration means to determine quantifiable experiences that can give a reasonable comprehension of the connections between these elements. Researchers will be able to draw statistically valid conclusions and identify patterns or trends with the help of this quantitative approach, which will allow for the analysis of large datasets. The discoveries from this exploration will offer a quantitative viewpoint on the elements of representative commitment to the RMG area, adding to prove based navigation and systems to upgrade worker prosperity and hierarchical efficiency.

3.9.1 Interview

A conversational but structured technique would be used to interview colleagues at Ha-Meem Group on the influence of employee engagement on productivity in the RMG business. The procedure would start by scheduling individual visits at a mutually convenient time with each colleague, with the objective of establishing a serene and concentrated environment. During the interview, the major focus of the discussion would be emphasized, emphasizing the need of keeping identities secret and the value of obtaining honest opinions. Afterwards, a series of open-ended questions would be carefully guided to elicit thorough ideas. These queries would explore their personal experiences and viewpoints about workplace engagement, including their opinions on how the company's culture and rules affect their productivity and satisfaction in their job. Colleagues would be encouraged to offer specific instances of how employee engagement initiatives have either positively or negatively impacted their productivity. Furthermore, inquiries would be made on the effectiveness of communication channels, leadership approaches, recognition programs, and opportunities for professional advancement offered by Ha-Meem Group. During the interview, it is important to have a concentrated and empathetic demeanor, actively participating in attentive listening and making more questions to get a deeper comprehension or delve into their responses more thoroughly. The goal is to create a favorable atmosphere where colleagues feel valued and heard, enabling them to give sincere and insightful feedback that may significantly contribute to understanding and enhancing employee engagement in the RMG business.

3.9.2 Sample Strategy and Sample Size

An optimal sampling method for the research on employee engagement and productivity in the RMG sector at Ha-Meem Group would include many crucial aspects in order to achieve representativeness. The sample will be selected from a heterogeneous pool of workers in the organization, using stratified selection to classify people based on their jobs, experience, and departments, so guaranteeing a full representation of the whole workforce. The sample size required to achieve statistical significance will be determined using statistical principles. This will be based on the total number of employees, with the goal of reducing sampling error and bias and improving the dependability of the results. The objective is to authentically represent the viewpoints and experiences of the larger employee community by meticulously choosing the

sample. This will provide genuine insights into the correlation between employee engagement and productivity.

3.9.3 Thematic Analysis

Thematic analysis is a qualitative approach of examining data in order to find recurring patterns and themes, with a specific emphasis on the researcher's subjective perspective.

Thematic analysis is often used in qualitative research. The primary emphasis is in the identification, analysis, and interpretation of qualitative data patterns. This analysis is a technique used to examine qualitative data, often consisting of texts such as interviews or transcripts, with the aim of identifying repeating themes or concepts (Villegas, F. 2022, July 28).

The organization does a systematic thematic analysis to evaluate the impact of employee engagement on productivity in the Ready-Made Garment (RMG) sector. They thoroughly analyse the data via several readings. This procedure includes the initial coding of replies, the categorization of these codes into probable themes, and later refining and defining them. Through the meticulous application of these concepts over the whole dataset, notable revelations arise, demonstrating the clear correlation between heightened employee engagement and amplified productivity. This research offers a thorough comprehension of patterns within the RMG sector, allowing the organization to make well-informed choices that use the beneficial effects of staff engagement on operational efficiency and productivity.

3.10 Findings and Analysis

The study utilizes a qualitative approach to conduct a theme analysis, aiming to explore the intricate details of employee experiences and viewpoints in the Ready-Made Garment (RMG) business. The main objective is to reveal the complex dynamics of workplace culture, employee involvement, and the many relationships between workers and organizational procedures. The research aims to analyse and investigate the fundamental patterns that appear in many aspects of the work environment by carefully studying the replies to a carefully selected set of survey questions. The thematic inquiries aim to investigate key aspects within the RMG sector, including the effects of job roles and industry experience on workplace culture, the impact of professional growth opportunities on employee satisfaction, and the importance given to employee input by management. Furthermore, the study examines the correlation between job duties and employee skills, the efficacy of internal communication, and the dynamics of collaboration and camaraderie among workers. Moreover, its objective is to examine the impact of acknowledgment and feedback on employee morale, the factors influencing individual productivity, the correlation between employee motivation and job performance, and the significance of the work environment in enhancing productivity. In addition, it evaluates the alignment between corporate values and individual moral standards, the level of support from leadership, employee participation in decision-making, and the organization's receptiveness to employee feedback. This research aims to provide significant insights into the employee experience in the RMG business via a thorough thematic analysis. The particular emphasis is on identifying the primary elements that affect workplace satisfaction and engagement.

This analysis examines the impact of employee engagement on productivity in Ha-Meem Group's RMG sector. It focuses on the influence of communication, recognition, and professional development on morale and efficiency. The aim is to provide valuable insights for enhancing workforce engagement and productivity in the RMG industry. The analysis aims to provide valuable insights to improve the overall performance of the company.

How do RMG employees describe their level of engagement at work?

RMG workers at Ha-Meem Group often attribute their degree of engagement to workplace variables such as effective communication, acknowledgement, prospects for career advancement, and supportive leadership. These factors greatly boost their morale and productivity, hence leading to a more favourable and effective work environment.

What factors do workers in the RMG sector identify as key motivators for their engagement?

The workers in the RMG business, especially at Ha-Meem Group, pinpoint fair pay, safe working conditions, career growth prospects, and acknowledgment as the essential factors that motivate their contribution. These factors extraordinarily help to expanding efficiency in the RMG business.

How do employees perceive the relationship between their engagement and their productivity?

Employees see a clear connection between their level of involvement and their productivity. It is believed that promoting active involvement, facilitated by encouraging management and favourable working circumstances, results in heightened motivation and effectiveness, hence improving overall productivity in the RMG sector at Ha-Meem Group.

Can employees provide examples or stories where increased engagement led to higher productivity?

Employees depict circumstances in which expanded contribution, worked with by team-building activities and expertise upgrade drives, brought about higher participation and spirit. The execution of these systems altogether upgraded the certainty and commitment of the employees, prompting obvious enhancements in both the efficiency and nature of the Ha-Meem Group's Ready-Made Garments (RMG) sector.

How do RMG workers describe the role of management in fostering employee engagement?

The employees in the RMG sector at Ha-Meem Group acknowledge the crucial impact of management in promoting employee engagement. Management's efforts to assure equitable

remuneration, establish a secure work environment, give training, and recognise employee accomplishments are seen as pivotal in enhancing their commitment and, subsequently, their efficacy in the workplace.

What are the perceived barriers to employee engagement in the RMG industry?

The RMG business, specifically at Ha-Meem Group, has many obstacles that impede employee engagement. These include insufficient remuneration, unfavourable working conditions, restricted prospects for professional progression, and a lack of acknowledgment. These issues are seen as obstacles to cultivating a deeply dedicated staff, which is crucial for maximising productivity.

How do employees describe the impact of workplace culture on their engagement levels?

Employees assert that company culture has a substantial influence on employee engagement. An affirmative, all-encompassing, and courteous work atmosphere at Ha-Meem Group amplifies their contentment and impetus for their occupation. The supportive environment cultivates a feeling of inclusion and dedication, which directly impacts their efficiency in the RMG sector.

What role do career development opportunities play in influencing employee engagement in the RMG sector?

The availability of career progression prospects within the RMG sector at Ha-Meem Group has a substantial influence on the level of employee involvement and commitment. Offering opportunities for professional advancement and the development of abilities not only inspires workers but also cultivates a feeling of allegiance and dedication, resulting in heightened involvement and therefore greater efficiency.

How do RMG workers perceive the effectiveness of internal communication in promoting engagement?

RMG staff consider internal communication to be a crucial element in fostering engagement. The implementation of efficient communication practices within Ha-Meem Group, which encompasses unambiguous directives, systems for receiving and providing feedback, and an environment that encourages open and honest discourse, cultivates a feeling of inclusiveness and

comprehension. This fosters their active involvement, resulting in enhanced efficiency and a more harmonious work atmosphere.

What are the employees' views on the significance of teamwork and collaboration for enhancing engagement and productivity?

Employees in the RMG industry, namely at Ha-Meem Group, acknowledge the importance of cooperation and collaboration in improving engagement and productivity. They hold the belief that a cooperative work setting promotes more involvement and enhanced efficiency, hence contributing to the overall triumph of the organisation.

How important is recognition and feedback in influencing RMG workers' engagement and productivity?

The Ha-Meem Group perceives that giving input is vital to affecting the commitment and efficiency of RMG staff. Reliably perceiving their endeavors and providing constructive criticism elevates morale, supports a sensation of worth and consideration, and inspires people to maintain and work on their presentation, so straightforwardly impacting complete efficiency.

What are the perceived impacts of work-life balance on employee engagement in the RMG industry?

Ha-Meem Group, a prominent firm in the RMG market, recognises the need of maintaining a harmonious work-life balance to enhance employee engagement. Employees perceive that achieving a harmonious equilibrium between work and home life reduces stress, increases mental welfare, and augments job contentment, eventually resulting in heightened engagement and productivity.

How do employees view the alignment of corporate values with their personal values in relation to their engagement?

Employees at Ha-Meem Group believe that the alignment between the company's principles and their personal values is crucial for their commitment and involvement. They argue that when the company's values and principles resonate with their own, it fosters a stronger connection, increased dedication, and consequently, improved productivity.

What are the perceived effects of leadership styles on employee engagement in the RMG sector?

The impact of different leadership styles on employee engagement is substantial in Ha-Meem Group's ready-made garment (RMG) sector. Employees see that leadership shown by inclusion and supportiveness cultivates a favourable work atmosphere, promotes open and honest communication, and establishes trust. As a consequence, this leads to higher levels of involvement, resulting in enhanced effectiveness.

How do RMG employees perceive the influence of organizational changes on their engagement and productivity?

RMG workers at Ha-Meem Group believe that organisational changes significantly impact their level of engagement and productivity. They see the successful implementation of improvements that enhance operational efficiency and working conditions as motivating aspects that increase their involvement, hence enhancing productivity and overall job satisfaction.

3.11 Discussion of Findings

The in-depth analysis of employee experiences and perspectives within Ha-Meem Group's Ready-Made Garment (RMG) sector emphasizes the critical importance of employee engagement in enhancing efficiency. Key drivers of this dynamic include effective communication, recognition, opportunities for professional growth, and supportive leadership. These elements collectively contribute to a positive work environment and bolster employee morale. The research underscores that fair compensation, safe working conditions, and acknowledgment of employee contributions are pivotal factors that stimulate employee engagement, ultimately leading to significant improvements in efficiency and productivity within the RMG sector.

The research highlights the crucial importance of effective management in cultivating a work climate that encourages employee engagement. It emphasises the significance of managerial strategies that promote equitable remuneration, stable working conditions, and acknowledgment of employee accomplishments in fostering commitment and efficiency in the workplace. However, it also recognises that limitations such as insufficient compensation, unfavourable

work environments, and restricted chances for career growth hinder the attainment of optimum levels of engagement.

The study also underscores the importance of a positive workplace culture, opportunities for professional growth, effective internal communication, teamwork, and collaboration in promoting employee engagement and productivity. Recognition and feedback are vital components that boost morale and motivation, directly influencing productivity levels. Additionally, the correlation between the alignment of corporate principles and personal values, as well as the impact of leadership styles, are recognized as critical factors that affect employee engagement and productivity.

According to the results, it is crucial for Ha-Meem Group to develop a thorough strategy to improve employee engagement. This entails reassessing remuneration structures, enhancing working conditions, offering supplementary professional advancement prospects, and establishing efficient communication channels. In addition, establishing a setting that acknowledges and appreciates accomplishments, ensuring that company and individual values are in sync, and embracing inclusive and supportive leadership styles can also enhance employee engagement, ultimately resulting in a significant boost in productivity within the RMG sector.

3.12 Recommendations

According to the results of the research on the impact of employee engagement on productivity in Ha-Meem Group's RMG sector, there are various suggestions that may be made to improve worker engagement and productivity:

Enhance Internal Communication:

Ha-Meem Group ought to continue upgrading its internal communication strategies to ensure clarity, receptiveness, and proportional discussion. Predictable communication on the goals, obligations, and achievements of the organisation develops a sensation of consideration and heading among staff members.

Recognize and Reward Efforts:

Developing a meticulously organised system for recognising and incentivizing staff has the capacity to greatly enhance morale and motivation. This strategy should not only praise outstanding performance but also identify notable accomplishments and progress, ensuring that workers feel appreciated for their vital contributions.

Expand Career Development Opportunities:

Organisations may enhance employee engagement by offering comprehensive training programmes and creating well-defined career trajectories, which enable employees to pursue professional growth. The emphasis should not just be on improving skills, but should also include activities for developing leadership abilities in order to effectively prepare people for future responsibilities.

Improve Work-Life Balance:

Implementing flexible work arrangements, granting mental health days, and giving assistance for personal duties may enhance workers' capacity to efficiently handle their work-life equilibrium, resulting in heightened engagement and productivity.

Strengthen Leadership Engagement:

The leadership styles of Ha-Meem Group should provide utmost importance to diversity, supportiveness, and honest communication. Providing managers with training to successfully engage with their workforce may cultivate a more favourable climate for productivity.

Address Barriers to Engagement:

It is fundamental to perceive and conquer impediments like deficient remuneration, ominous workplaces, and limited opportunities for professional development. It is fundamental to apply endeavours to further develop the workplace and change Ha-Meem Group into a really engaging working environment for both existing and prospective workers.

Conclusion

The qualitative research done inside Ha-Meem Group's RMG sector has shown the complex correlation between employee engagement and production. The importance of effective communication, recognition, career development opportunities, and supportive leadership in promoting a highly engaged and productive staff is clear. The significance of employees feeling appreciated, having well-defined opportunities for career progression, and working in a supportive atmosphere has been emphasised by their experiences and perspectives. These factors contribute to boosting their engagement and, as a result, their productivity.

The study results indicate that Ha-Meem Group has a noteworthy chance to enhance its organisational performance by prioritising employee engagement initiatives. By applying the suggested measures, the organisation may overcome current obstacles to employee involvement, therefore promoting a staff that is more driven, dedicated, and productive. This will not only improve the quality and productivity of the RMG sector, but also foster a more favourable and dynamic organisational culture.

To summarise, the research highlights the crucial importance of employee involvement in enhancing productivity in Ha-Meem Group's RMG sector. Ha-Meem Group may get elevated levels of employee satisfaction and performance by implementing a comprehensive strategy that encompasses communication, recognition, professional development, and leadership. The dedication to improving employee engagement will play a crucial role in obtaining the company's competitive advantage and guaranteeing its enduring prosperity in the ever-changing RMG business.

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