

Report On
Avery Dennison Bangladesh

By

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An internship report submitted to the Executive Development Center, BRAC Institute of Governance and Development (BIGD), BRAC University in partial fulfillment of the requirements for the degree of Post Graduate Diploma in Knitwear Industry Management (PGD-KIM)

Executive Development Center, BIGD
BRAC University
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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 have acknowledged all main sources of help.

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Letter of Transmittal

Dr. Sheikh Touhidul Haque

Assistant Professor, Research Fellow,

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66 Mohakhali, Dhaka-1212

Subject: Submission of the industry attachment report on Avery Dennison Bangladesh

Dear Sir,

I am pleased to present this report as a reflection of my professional experience during internship within the organization. In preparing this document, I have strived to incorporate the essential information along with the recommendations in a manner that is both concise and comprehensive. My internship learnings are enhancing significantly the advancement of my professional competencies and shaping the trajectory of my corporate and industrial career in knitwear industry. The knowledge and insights that I have acquired, are covered in this report. I am confident that it will meet the expected objectives.

Sincerely yours,

Mohiuddin Ahmed Ahnaf

Student ID: 24281022

Batch: 29

PGD-KIM

BIGD, Brac University

Date: Month Day, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between Avery Dennison Bangladesh and the undersigned student at EDC, BIGD, Brac University.....

Student's Full Name & Signature:

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Sandra Adhikary
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Acknowledgement

At the outset, I would like to convey my sincere gratitude to the course mentors who have taught and trained us necessary skills for developing own position and furnishing own potential in knitwear industry in Bangladesh. The knowledge they shared with us is so practical in modern industry and for future aspects.

I am sincerely indebted to Avery Dennison Bangladesh for giving me opportunity to serve as one of its valued internee. I wish to convey my sincere appreciation to my industrial supervisor, Mrs. Sandra Adhikary, for his continuous guidance and generous cooperation. It has been contributory in the completion of the internship successfully and preparation on the internship report.

I am profoundly grateful to the employees and seniors who assisted me understand the manufacturing processes and marketing of the products. Without them, it would be barely possible to get clear ideas on different sections.

With great respect, I would like to express my gratitude & acknowledgement to the respected academic supervisor, Dr. Sheikh Touhidul Haque, Assistant Professor, Research Fellow, BIGD who has provided the required guidelines during the internship period. With his support and push, it was possible for me to complete the internship report along with my regular and busy job activities.

I would like to express my gratitude to the BIGD authority, especially the course co-coordinator, Mohammad Sirajul Islam, Senior Academic Coordinator, BIGD and the program evaluator, Md. Hasib Al Mamun Sumon, Sr. Program Associate, BIGD for the initiation and support which we needed throughout the entire course.

Executive Summary

Avery Dennison is a global company which has specialized in the manufacturing of textile accessories and functional packaging materials.

The products of Avery Dennison are used in almost every major industry. Such as adhesive materials for labels and graphic applications; tapes and other solutions for medical, industrial and retail sectors; tags and labels for apparel industry; and RFID (radio frequency identification) solutions serving the retail apparel industry and other markets.

Avery Dennison delivers RFID solutions that help to gain efficiencies, cost reducing, enhancing the customer experience and help increase sales and profitability. Avery Dennison RFID technologies give consumers what they want as a convenient, simple and transparent shopping experience.

The broad objective of the report is to bring to light how Avery Dennison is growing RFID business all over the world and helping to establish a future where there will be a unique digital identity for every physical item. A better world with strong connections, a future of possibility and potentiality which will benefit our daily lives.

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Chapter 1

About Organization

1.1 Overview of the Industry

Avery Dennison Corporation is a Fortune 500 global leader in materials science, branding, and labeling solutions. The company specializes in the design and manufacture of a wide array of products, including pressure-sensitive labeling materials, graphic and packaging applications, industrial bonding solutions such as tapes, apparel branding elements like tags and embellishments, and advanced technologies such as radio-frequency identification (RFID) systems. Its innovative offerings also extend to healthcare, logistics, food, and retail industries, enabling the company to serve virtually every major sector worldwide.

Avery Dennison began in 1935 by Ray Stanton Avery. He started Avery Adhesives in Los Angeles. He had an idea with only \$100. He invented the first self-adhesive label. In 1990, Avery Adhesives merged with Dennison Manufacturing, forming Avery Dennison. Since then, the company has grown from a small startup to a global leader, ranking 425th on the Fortune 500 list in 2019. The Headquartered of Avery Dennison established in Glendale, California. Avery Dennison employs more than 35,000 people across six continents. They have operations in over 50 countries and more than 180 facilities worldwide. Its global reach and extensive expertise in materials science provide a significant competitive advantage allowing the company to consistently deliver innovation and maintain its position as an industry leader. In 2019, the corporation reported sales exceeding USD 7.1 billion with its Retail Branding and Information Solutions (RBIS) division alone contributing USD 1.5 billion.

Through a legacy of continuous innovation, operational excellence, and customer-focused solutions, Avery Dennison remains committed to shaping the future of materials science, advancing digital identification, and creating value across industries.

1.2 Vision & Mission

1.2.1 Vision

Avery Dennison aims to lead globally in materials science and digital identification technologies to enhance brand impact and foster a more connected and intelligent world.

1.2.2 Mission

Avery Dennison seeks to strengthen its global leadership by investing in R&D, pursuing strategic acquisitions, and enhancing operational efficiency while focusing on sustainability. The company specializes in materials science with innovative products, aims to reduce greenhouse gas emissions by 30% by 2030, and offers digital identification solutions like RFID to improve brand experiences and contribute to a smarter, connected world.

1.3 Goals & Objectives

1.3.1 Goals

- Avery Dennison is committed to achieving its sustainability objectives by 2030.
- These goals build upon and extend progress from the 2025 sustainability targets.
- The 2030 objectives were developed after evaluating the most critical areas for the business and stakeholders.
- Focus is on areas where Avery Dennison can make the most significant impact.
- Achieving these goals will test the company's innovation capacity.
- The process offers an opportunity to strengthen the foundation for long-term success.
- Avery Dennison's 2030 sustainability targets align with seven United Nations Sustainable Development Goals (SDGs).

- The SDGs, established by 193 countries, provide a global framework for sustainable progress.
- Alignment with SDGs enables governments, businesses, and civil society to track and promote sustainability efforts.

1.3.2 Objectives

- **Circular Economy:** Innovating recyclable, compostable, and reusable packaging & apparel solutions.
- **Sustainable Products:** Labels, packaging, RFID solutions — all meeting verified environmental standards.
- **Environmental Goals:** Cut GHG emissions, use deforestation-free paper, reduce waste, improve water efficiency.
- **Global Alignment:** Committed to net-zero and SBTI targets.
- **Social Impact:** Inclusive workforce, safety, gender diversity, community grants & volunteering.

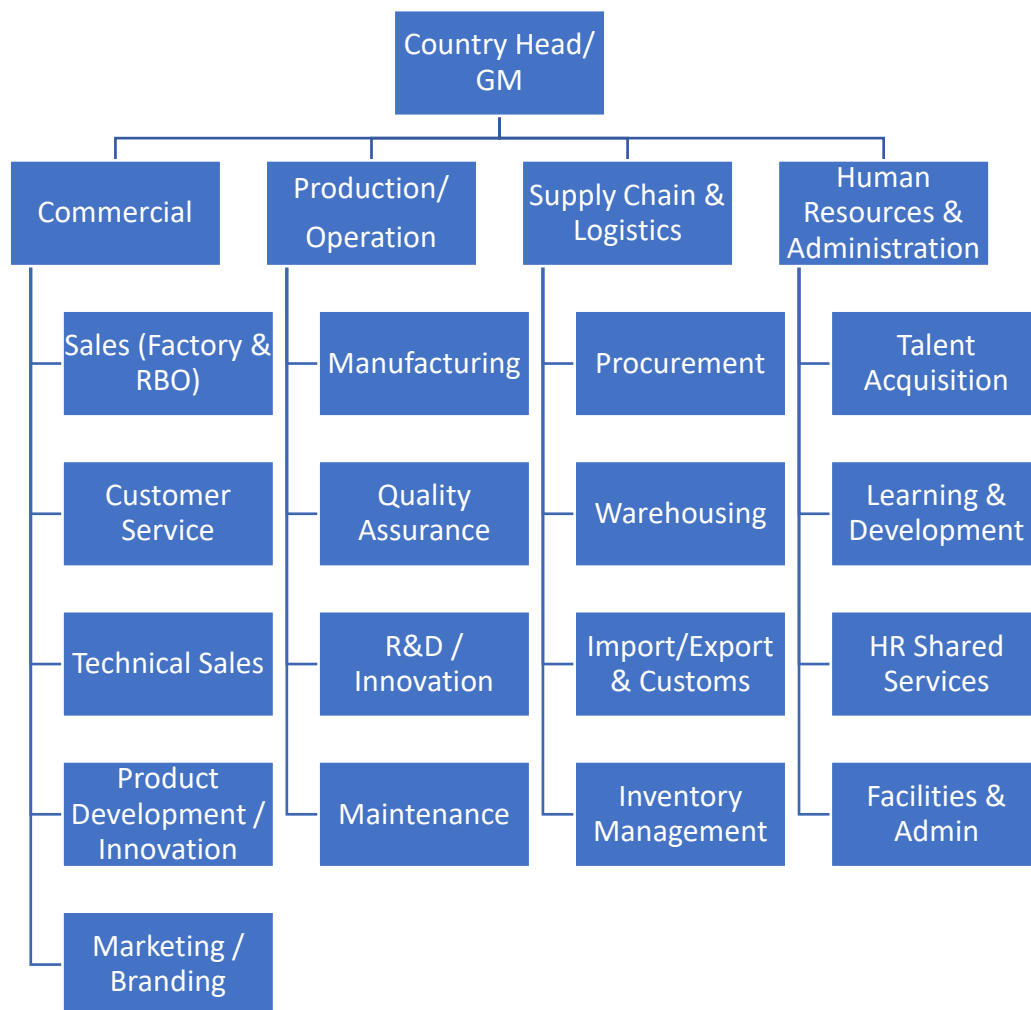
1.4 Organizational structure, Organogram, Branches and Departments

1.4.1 Organizational structure

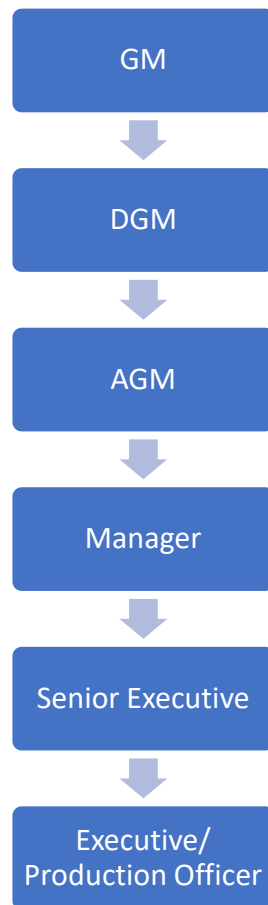
Avery Dennison Bangladesh operates with functional departments including Sourcing, Procurement, Product development, Customer service, Commercial, HR and Administration, and Finance and IT, structured around a flat hierarchy to streamline decision-making. Avery Dennison Corporation is recognized as a global leader in the development of advanced merchandising systems for retailers and apparel manufacturers. There are 4 factories of Avery Dennison located in Savar, Chattogram and Uttara. The company's operations encompass the design, production, and distribution of a broad spectrum of tags and labels, including bar-coded labels, as well as the provision of printers and related supplies that enable clients to generate labels and tags on demand within their own facilities. Avery Dennison possesses a wide range of core competencies, extending from graphic design, coating, and weaving to the engineering of mechanical and electronic printing systems, systems integration, and software development.

1.4.2 Organogram

Organizational organogram of Avery Dennison Bangladesh:



Departmental organogram of any department of Avery Dennison Bangladesh:



1.4.3 Branches

There are four factories including Head Office:

Location	Number of Factories
Uttara, Dhaka	Head Office and a Factory
DEPZ, Savar	2 Factories
KEPZ, Chattogram	1 Factory

Manufacturing Sites

KEPZ Facility: In collaboration with Youngone Corporation, Avery Dennison set up a 2,052-square-meter production unit within the Chattogram KEPZ.

DEPZ Plant: The company's factory and official registered office are located in the Dhaka Export Processing Zone, Savar, as noted in a 2013 fact sheet.

Additional Locations

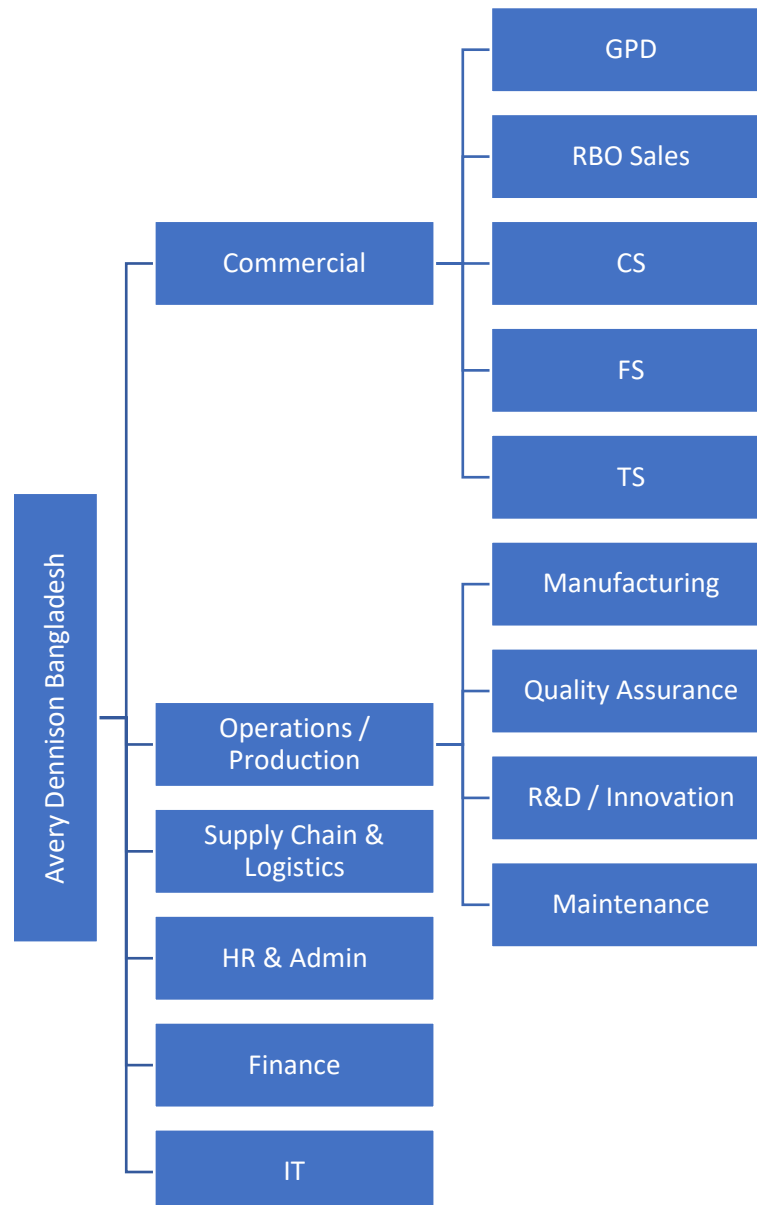
Corporate Office: The Bangladesh corporate office of Avery Dennison is situated on the 3rd floor of Uday Tower, 57 Gulshan Avenue, Gulshan-1, Dhaka.

Fast Response Unit: The company also operates a Fast Response Unit in Uttara.

Company Operations & Collaborations

Avery Dennison is recognized worldwide for its expertise in labeling and packaging solutions. The KEPZ manufacturing facility has been developed in the partnership with Youngone Corporation. The company emphasizes backward linkage production for apparel and textile industries. The DEPZ plant which was initially established in 2002 as Paxar Bangladesh, continues to serve as a key production site.

1.4.4 Departments



1.5 Products/services produced by the AD

Avery Dennison offers a diverse portfolio of products and services. Its operations span the design, manufacture and distribution of various identification solutions. It includes tags, bar-coded labels, RFID tags, and tickets. The company plays a leading role in supporting customers with the adoption and application of RFID technology. Its core expertise has expanded a wide range of areas such as graphic design, coating, weaving, the engineering of mechanical and electronic printing systems, systems integration, software development. Avery Dennison is a key contributor within the apparel industry. It produces five distinct categories of labels.

Types	Offerings
Woven	Taffeta Label, Damask Label, Satin Label
Litho	Hanger Tickets, tags, price ticket, inside card, swing tickets
Flexo	Hook label, Blank transit label, Blank Unit price label(UPC blank), Hanging promotional label
Rotary	Fabric label, size label, age label
Thermal	Transit label, Box end label (BEL), Unique price label, ONS
RFID	Radio frequency identification tags
Digital	Digital printed labels
PFL	Printed fabric label

Chapter 2

Description about task accomplishment

RFID Tag:

RFID, stands for Radio-Frequency Identification. It has transformed the way apparel manufacturers and retailers to manage inventory, supply chains, and customer experiences. I visited the RFID section of AV for 2/3 days. I got clear idea and experience of the processes of RFID label making and how the overall data can be incorporated by RFID tag with an apparel.

The floor supervisor gave me a brief description about the making process of RFID label. He managed necessary equipment for me that would give me protection and safety. After wearing protective equipment, I entered the RFID production unit. There were advanced machines of RFID print that were operated by highly skilled workers. Firstly, I observed the preparation of the RFID inlays. The inlays contain antenna and microchip. These antenna and microchip are the functional core of the tag. Operators carefully started running the automated RFID machine which was printing and embedding the microchips into thin layers of the fabric. Precision was mostly needed and critical in the whole process. A small error could deviate the tag's ability to transmit data effectively.

Then I focused on the process of lamination. Here, the inlays were sealed into several layers that give it protection. There were several mechanical tests for the inlays after lamination. It ensures the durability of the lamination. I observed the testing process very carefully. Then the thin sheets of fabric passed through rollers at a certain speed. The speed was determined in the screen of microcontroller. There were multiple sensors that detect alignment and quality. After lamination, the sheets were cut into individual tags using high speed cutting machines. I observed about 400-450 RPM of the cutting machines. Each tag carries a unique identity in retail stores or warehouses. The identity can be confirmed by the RFID scanners.

Then I entered the quality control unit. I noticed that every batch of tags went under precise testing to confirm functionality. Operators used manual RFID scanners and automated passing systems to check whether each tag transmitted its data accurately. Any faulty pieces were immediately separated for remake. The rejected tags were sent for recycling that highlighted the company's

concern about minimizing waste. One technician explained to me how recycling process takes place. It ensures sustainability of the materials and industrial goals.

I visited the software integration team. They mainly ensure that the physical RFID tags worked seamlessly with the digital systems of apparel brands and retailers. I learned how the tags link to databases, enabling businesses to track items in real time. It incorporates the production lines in Bangladesh to retail buyers in Europe or North America. This combination of physical production and digital system demonstrated the company's capability to cope up with 4th industrial revolution (4IR).

My supervisor ma'am told them to show me the software system of scanners to detect the identity of an apparel. I tried scanning 8-10 baby sweatshirts by myself. I wondered about the speed of scanning. It really reduces manual process of data assembling.

Printed Fabric Label:

Today I visited the factory floor of screen printing and rotary printing of fabric labels. Fabric label is a printed small fabric that tells the brand name, fabric components, special care direction of the garment, standards that have been maintained through production and so on. From starting to ending of labelling process, I observed the precision, speed, print paste thickness, adhesive chemicals and other parameters.

The floor manager gave a briefing about safety equipment and distance. In the factory, they take care about worker safety. First, I visited the screen printing section. There were 30 screen printing machines running together in the floor. The machines were oriented in a precise manner according to the layout plan. At first I was attracted by the rhythm of the machines. The speed of the machines varied to the thickness of the print paste, width of the label and design inside the label.

I was introduced with the order specification list from different buyers. Depending on client specifications, different materials like cotton, polyester, or blends were used. Each batch was carefully inspected before being fed into screen printing machines. On the top, brand logos and name were printed. Different colors and design were depicted through brand logos. Inside the label, care direction and component percentage were printed.

There were 5 feet by 3 feet screens with each machine. The base fabric was entangled with the frame. A screen was design with the required design. It was a meshed fabric by which color component can be penetrated through. A print paste mixed with thickener was imposed on the fabric. Then the screen was attached with the frame. A wooden bar pressed the screen with the fabric 4-5 times. I observed a certain angle was there between the screen and the bar. After being printed, the base fabric was collected and went for washing. Washing is necessary for washing out the excessive print paste from the fabric.

Next, I moved to the weaving section, where labels that required woven elements were produced. The weaving machines are used to weave the patterns into the fabric with cotton or polyester blend threads. It is related with the fabric of the garment. The operators were running the electronic Jacquard machines with high precision. The patterns were input on the machine microcontroller. Threads were manually set according to the design. Keeping a constant tension, the weaving machines were run with a speed of 500-600 rpm. It was a clear demonstration of how human skill and advanced technology simultaneously.

Once the labels were printed and woven, they went through finishing processes. Finishing processes includes cutting, folding, and sealing edges to prevent fraying. I watched operators carefully checking each label for alignment, color accuracy, and uniformity. After making few labels, these were sent for physical tests. The GSM is measured by GSM cutter and the weight machine.

Then the labels were tested for durability, colorfastness, and resistance to washing and heat. These are tested chemically and physically. If the labels failed to required result, they were sent for recycling and reinforcement.

By the end of the day, I felt a mix of exhaustion and interest on making process. I saw some advanced testing equipment and machines. I observed how the precision is maintained while making the labels.

Rotary Printing of Labels:

After screen printing, I wanted to visit rotary printing. However, there was not enough time to cover the rotary printing process that day. This is why, I decided to visit rotary printing on the next day.

I was scheduled to observe the rotary printing process for fabric labels, size labels, and age labels. These are the key components in apparel manufacturing that ensure brand identity and product compliance. I again introduced with the organized layout, where advanced rotary printing machines and additional machines were set together. The environment was dynamic and clean as much as possible.

After having brief discussion, I moved toward the floor and took necessary safety tools. There were about 15 Rotary printing machines for printing labels. I observed the working principle of rotary printing machine. In a brief, the working mechanism of rotary printing involves using a rotating cylindrical plate to transfer ink onto a surface. The main part of a rotary press is the printing cylinder. The cylinder was made of metal with pre-engraved texts or designs according to buyer requirements. However, I learnt that these designs or texts depend on the printing method. The process began with careful alignment of the printing cylinders. Ink is applied to the printing cylinder to engrave text onto the fabric label.

After this, the fabric was fed to the press. The fabric moved between two cylinders. One cylinder applied the ink while the other pressed the fabric to secure the ink. Operators monitored the machines closely, ensuring that the prints were sharp, clear and aligned.

After securing the ink on its surface, the fabric went through a drying process. The drying step involved UV light, heat and air drying. Afterward, the handler collected the printed fabric. Then the fabric went for folding, cutting, or laminating.

Each label included not only functional information but also the brand's visual identity, making quality control paramount. Following this, the same process was applied to size labels and age labels. Any defective labels were separated and sent for remaking.

At quality control section, I found similar tests as before in screen printing labels. Though in rotary printing, operators also used scanners to verify batch numbers and ensure traceability for clients.

I came to know that, rotary printing is more cost effective because of its high efficiency, versatility and automation preciseness. Though there is a high initial cost for rotary printing. Moreover, it requires more skilled operators.

Thermal Printing:

On the following day, I visited the thermal printing section. Thermal label printing is very well-equipped in Avery Dennison. I focused on producing transit labels, box end labels (BEL), unique price labels, and On-Shelf Navigation (ONS) labels. Each on these plays a vital role in supply chain management, retail operations, and inventory tracking.

For entering the floor, I had to wear apron and safety glasses. Once equipped, I entered the thermal printing section. There were 15 thermal printing machines. The atmosphere was quite warm although the floor was air conditioned. The operators were monitoring machines that produced thousands of labels per hour.

The first process I observed was the production of transit labels that are used to track shipments from factories to warehouses and retail stores. Thermal printers applied barcodes and alphanumeric codes onto adhesive labels. The barcodes ensure that each shipment can be scanned and traced in real time. Operators carefully operated the printers by adjusting temperature, print speed, and alignment.

Next, I watched the production of box end labels. These provide critical information such as product details, size, color, and batch numbers. These labels are scanned at multiple points in the supply chain. The thermal printing machines produced large rolls of labels that were then cut for packaging. There were sensors in the machines for alignment, contrast, and barcode readability.

The production of unique price labels was also observed by me. It shows flexible labeling for retail pricing. Each label contained specific price information, stock keeping unit numbers and promotional codes. The speed and efficiency of the thermal printing were top to the mark. It also allows customization. Then I viewed ONS labels. These are used for shelf navigation and inventory management. These levels were printed with unique codes to guide store operations.

After lunch I visited the quality control unit. The quality control process ensured that all labels met necessary standards. Each batch went for scanning tests to verify barcode readability. The print consistency was checked through digital scanning machine. Defective labels were immediately removed and sent for recycling if possible.

I discussed about the advantages of thermal printing with my industrial supervisor. She explained me that thermal printing ensures on-demand production, complete flexibility that can be customized even a single label with the precisely desired content. Thermal printing also meets low cost per label.

HR Department:

Having instructed by my academic supervisor, I spent a day in the Human Resources (HR) Department at Avery Dennison Bangladesh. It was truly a great experience that gave me a deep understanding of how the company nurtures its people and builds a strong organizational culture. Unlike the production floors, the HR department gave me a different kind of experience that focused on people, collaboration, and manpower improvement. Avery Dennison is a worldwide renowned multinational company ranked in top hundred multinational companies. It is because of its decent HR practices.

The day began with a initial briefing led by the HR Manager, Maria Huq ma'am. She outlined the day's schedule and key priorities. I learnt that the department takes over a wide range of activities including recruitment, onboarding, training and development, employee engagement, performance management, and compliance. The day started with a recruitment meeting, where the team reviewed applications for several technical and managerial positions. I observed how each candidate's CV were carefully evaluated based on both skill and experience. The team discussed how important it was to find individuals who could not only perform well but also thrive in a collaborative and ethical work environment.

Then, I was introduced to the ongoing process for newly hired operators. I attended a seminar arranged for new operators in the factory. It was a structured instructive system. New operators

were, introduced to departmental heads, briefed about workplace safety, code of conduct and individual duties.

In the afternoon, I participated in a training and development session. A group of employees was attending a workshop on communication and leadership skills. It was led by one of the HR officers. The session was interactive. There were group discussions and practical activities designed to enhance workplace collaboration.

Another noticeable part of the day was observing how employee engagement programs are managed. The HR team was planning an upcoming event to celebrate employee performance appreciation program. They discussed KPI, logistics, communication strategies and participation incentives.

After that, I had a chance to review some HR documentation related to compliance and labor laws. I noticed how diligently the department ensures that all policies align with national labor regulations and global ethical standards.

I realized that the HR department is the backbone of Avery Dennison's organizational culture. It not only manages people but also shapes the values, motivation, and growth that drive the company forward.

Chapter 3

Critical assessment of Internship work

3.1 Application of generic and industry specific courses during internship

The Communication Skills course from my PGD-KIM has been highly beneficial during my industrial internship. The lessons on soft skills and basic communication have helped me interact confidently with supervisors and team members in the industry. I could analyze technical documents, production reports, and emails more effectively by critical and speed reading practices. Speed reading saves time and improves accuracy in daily report analysis. The lessons on cross-cultural communication helped me as Avery Dennison operates is a multinational company. Additionally, I observe the communication barriers through negotiation of merchandizers. However, the negotiation skills has enhanced my ability to discuss ideas, clarify requirements, and handle workplace challenges diplomatically. Learning CV and résumé writing also helped me while observing HR activities and present myself professionally during the internship selection process. Overall, the verbal and written communication skills have significantly improved my confidence, clarity, and efficiency. It has allowed me to perform and communicate more effectively and positively to the organizational environment.

I could relate analytical skills in the factory and corporate activities during my internship period. The knowledge gained from basic statistics, mean, median, and mode helps me interpret production and quality data properly. Concepts like linear equations and regression analysis enable me to identify patterns and relationships between variables such as production parameters, production efficiency and defect rates. Understanding normal distribution and hypothesis testing allows me to analyze process assumptions and understand decision making in production planning. The lessons on present and future value are also helping me evaluate the financial aspects of production and cost optimization. The analytical course has enhanced my capability to think critically, evaluate data effectively that directly related to improving operational efficiency and performance in the factory and corporate office as well.

The HR skills course has been directly beneficial during my internship. The company emphasizes on teamwork, ethical conduct, and employee development. The lessons that I learnt on leadership

traits and leadership styles help me understand how supervisors and team leaders guide their teams effectively while maintaining a supportive work environment. I found ethical leadership and gender diversity sensitivity inside the company's culture. Here fairness and respect are shown towards the employees. The programs on employee motivation, team dynamics and organizational culture enable me to observe how AD encourages a positive atmosphere. Moreover, knowledge of HR strategies, practices, and performance management helps me relate the concepts to real workplace operations. I observed performance evaluation methods and goal setting in various departments. Overall, this course has strengthened my understanding of human resource functions inside a textile industry and corporate office.

The business operation skills course helped me understanding the business modules of Avery Dennison Bangladesh. This course provided me with comprehensive knowledge in business strategy, marketing management, accounting, and operations management, all of which are directly connected to the company's daily functions and global business model.

Our instructor on the business operation course Mahbub sir taught us about Sun Tzu's war strategies which are applicable for business modules. I have observed those business strategies aligned with innovation and efficiency to maintain the company's strong reputation in labeling and packaging solutions. My learning on management principles helped me understand the structured hierarchy and teamwork culture within the organization. Knowledge of basic accounting assists me in comprehending cost control, resource allocation, and financial planning involved in production and supply chain decisions.

The theories of project management has helped me as I can now relate theoretical concepts to real-life production processes and quality management systems. Furthermore, the concepts of quality management and sustainability in the course quality management make me understand deeply about the company's commitment to environmental issues, responsible production and waste management system. I have witnessed how the company integrates sustainable materials and energy efficient methods to meet global compliance standards and buyer expectations.

I observed the application of ergonomics in industrial production that I learnt on industrial engineering course. The concepts of efficiency calculation and production calculation helped me understand the factory's daily efficiency and production.

The whole process of labelling and garmenting reminded me about the course introduction to garments knitwear industry. I correlated every steps that I learnt on the course. I visited the merchandizing team of AD where I noticed the merchandizing traits that I learnt in production management and merchandizing course. I found TNA scheduling to maintain real time shipment. I also found fashion designing modules based on mood board in AD. It was fascinating for me to witness the practical application of it. They keep their innovation in their magazines and data files.

3.2 Suggestion for Industry improvement

In the industry, I found that standard deviation is rarely used for data analysis let alone hypothesis testing and regression analysis. It would be better if they use these statistical measurements for precise analysis.

I found communication barriers while dealing with international buyers. Moreover, cross cultural etiquettes are maintained in very few cases. It affects buyer attraction and hampers relation with giant buyers in a long term. The employees especially, the merchandizers should be trained enough with communication skills, language proficiency skills and cross culture communication skills for keeping the buyers by better understanding.

Avery Dennison is a highly rated multinational company. However, there are some issues with human resource managements. There were some bitter experiences with employees although these were solved through proper supervision. They can make more improvements using modern tools to keep employee satisfaction and healthy environment for the workers.

I think AD should be more concern about GOTS, OCS, GRS, OEKO TEX etc. while preparing printed labels and RFID. It will provide more confidence from buyers to run with AD. For attaining sustainable goals, environmental measures have to be taken under consideration.

3.3 Learning for self-improvement

I have learnt a lot of industrial factors along with corporate knowledge through my internship journey. At first, I faced some difficulties regarding communication. I learnt how to be more approachable for getting attached with employees and learn from them.

I came to learn that analytical reasoning has strengthened my logical thinking and problem solving ability which are crucial in a fast paced industrial environment. However, I could realize that I have to work upon more on analytical reasoning to understand deeply about the balance sheets and production analysis over a time period.

I have to learn more about business and financial terms to feel the business traits going inside a textile industry. There is big gap between bookish knowledge and practical practices which I have to demonstrate myself for better understanding.

Chapter 4

Conclusion

My internship at Avery Dennison Bangladesh was nothing but a journey of continuous learning and professional growth. I had the opportunity to gather small details about various processes. During this time, I had to explore multiple departments. I witnessed the company's world-class operations in labeling, packaging, and identification solutions. I had an amazing opportunity to learn the precision-driven processes of RFID, rotary, printed fabric, and thermal label production. It helped me understand the strategic functions of the HR department. These very experiences contributed to expanding my industrial knowledge. I could also sharpen my technical and interpersonal skills.

The internship also allowed me to recognize theoretical concepts from my academic courses such as communication skills, analytical reasoning, HR practices, business operations, industrial engineering, quality management, production planning, merchandizing and so on. I gained experience to how teamwork, sustainability and innovation drive in an apparel accessories factory. Moreover, the experience highlighted the importance of workplace safety, quality assurance, and sustainability initiatives that has taken company's reputation at a high rank on global market.

Under the supervision of my industrial supervisor Sandra Adhikary and my academic supervisor Dr. Sheikh Touhidul Haque, I could explore different dimensions of an apparel industry specialized on trims, accessories and packaging. Under continuous observation and interaction, I have learnt professionalism, departmental collaboration and effective communication. The challenges I faced during this period helped me develop adaptability, critical thinking and confidence in a corporate environment. It has enriched necessary skills to cope up with industry culture. I have become more confident to take job responsibilities under pressure that can increase my key performance indicator (KPI).

Overall, the Post Graduation Diploma in Knitwear Industry Management has boosted my capabilities and strengthened my skills. As I am a graduate in Textile Engineering under department of Fabric Engineering, PGD-KIM program is highly beneficial to my career growth. I appreciate the initiatives taken by SICIP for executing such an effective program. Since Bangladesh is a

developing country mostly dependent on textile industries, such programs are blessing for the individuals working on this sector.

12. References

Google (<https://www.google.com/>)

Avery Dennison Website (<https://www.averydennison.com/en/home.htm>)

13. Acronym

AD – Avery Dennison

AGM – Assistant General Manager

BEL – Box End Label

CS – Customer Service

CV – Curriculum Vitae

DEPZ – Dhaka Export Processing Zone

DGM – Deputy General Manager

FS – Financial Service

GHG – Greenhouse Gas

GM – General Manager

GOTS – Global Organic Textile Standard

GPD – Global Product Development

GRS – Global Recycled Standard

GSM – Grams per Square Meter

HR – Human Resources

IT – Information Technology

KEPZ – Korean Export Processing Zone

KPI – Key Performance Indicator

OCS – Organic Content Standard

ONS – On Shelf Navigation

PFL – Printed Fabric Label

R&D – Research and Development

RBO – Regional Business Office

RFID – Radio Frequency Identification

RPM – Revolutions per Minute

SBTI – Science Based Targets Initiative

SDG – Sustainable Development Goals

SICIP – Skills for Industry Competitiveness and Innovation Program

TNA – Time and Action Plan

TS – Technical Service

UPC – Unit Price Label