

Report On
“The Most Effective Team-Building Approaches of Orange BD”

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

BRAC Business School
BRAC University
25th May 2023

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Declaration

It is hereby declared that

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

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—
MD. Menhazul Anam

18104094

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Assistant Professor and Director, BRAC Business School
BRAC University

Letter of Transmittal

25th May, 2023

Mr. Saif Hossain

Assistant Professor

BRAC Business School

BRAC University

Subject: Report Submitted on Internship Experience

Hello, Sir

I am glad to share my internship report, which I pitched after finishing a three-month internship at Orange BD and performing research on the most significant topic in the IT business: "The most effective team-building approaches of Orange BD." I was given this task as a goal for earning my bachelor's in business administration. The experience of working with Orange BD has been wonderful. Thanks to my time spent at ORBD's HR division, I gained insight into the ins and outs of the company's approach to responsible management and team collaboration. This task also offered chances for both academic and practical experience.

I appreciate your participation and help in refining my report. Please have a look at this report and let me know what you think of the work.

Sincerely Yours,

Menhaz

MD. Menhazul Anam

ID: 18104094

BRAC Business School

BRAC University

Non- Disclosure Agreement

This agreement is between Orange BD and MD. Menhazul Anam, ID: 18104094. The agreement says that this report's information may only be utilized for the internship.

Acknowledgement

I want to express my deep appreciation to Saif Hossain sir, my supervisor, for his continuous support and direction during my internship experience. Sir was always accessible to answer my emails, arrange meetings as necessary, and help me with my issues and confusions. In addition, he gave all the instructions required to write the report. In addition, there were videos and a sample to use as guides for writing the report. When deciding what to do and what not to do when writing the report, the videos were of great assistance.

The entire ORBD team, together with my on-site manager Hafez Ahmed sir and the CEO Al-Ashraful Kabir Jewel sir, deserve my sincere gratitude for giving me crucial information for my report that was made possible to be disclosed and for providing a warm environment that aided in my faster-than-expected adjustment.

Executive Summary

The internship process is an integral part of earning a Bachelor of Business Administration from BRAC University. It was a joy to get the chance to complete my internship with Orange BD, one of Bangladesh's top companies for business development and IT services. During my three-month internship, I learned a lot about the organization, business Development, and the IT industry in Bangladesh. In order for a business to succeed, teamwork is crucial, and the IT sector is no exception. This study examined Orange BD's, a prominent IT firm with top team-building practices. In the report's first part, the organization was covered. The next sections detail my primary responsibilities and contributions to ORBD during my three-month internship, as well as the objectives for completing this report. The objectives that are as- [to demonstrate how ORBD works to boost morale and productivity](#), [to investigate how to create a productive working relationship](#), [to examine methods for preventing role conflicts in teams](#) and lastly [to describe how difficulties and challenges related to teamwork are resolved along](#) with the subjects such as advantages, disadvantages, and outcomes were subsequently introduced, with a focus on identifying keywords. Prior studies on the issue had also been emphasized. This is followed by a short explanation of the methodology and finding. The methodology is from both primary and secondary sources which is discussed later on Chapter 3. And for the findings there are two things which are- [Human resource management strategies in ORBD as an example of how to form most effective team at a corporation](#) and [Views expressed by members of ORBD](#). And lastly to conclude the connection identified by the research is finally explored in the results section, providing with appropriate recommendations to wrap up the report.

Keywords: Business Development; IT; Team-Building; Responsibilities and Contributions; Objectives; To Demonstrate; Morale and Productivity; Relationship; Preventing; Role Conflict; Difficulties and Challenges; Methodology; Primary and Secondary; Findings; Strategies; Most Effective Team; Views

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List of Acronyms

A2i	Aspire to Innovate
AI	Artificial Intelligence
BEDU	Bangladesh Examination Development Unit
BMET	Bureau of Manpower, Employment and Training
CEO	Chief Executive Officer
CIM	Computer Information Management
COO	Chief Operations Officer
CTO	Chief Technology Officer
CV	Curriculum Vitae
DPE	Director of Primary Education
EFT	English for 2day
HOD	Head of Department
HR	Human Resource
HRD	Human Resource Department
ICT	Information and Communications Technology
ID	Identity Document
IT	Information Technology
KPI	Key Performance Indicator
LMS	Learning Management System
NGO	Non-Governmental Organization
ORBD	Orange Business Development
PIB	Press Information Bureau
PIP	Performance Improvement Plan
RDGD	Rural Development and Cooperation Division
SHRD	Strategic Human Resource Development
USAID	United States Agency for International Development
USD	United States Dollar

Chapter-1: Overview of The Internship

1.1 Student Information

Name: MD. Menhazul Anam

ID: 18104094

Program: Bachelors of Business Administration

Major/Minor: Human Resource Management and CIM (Computer Information Management)

1.2 Information About Internships

1.2.1 Information about the Organization

Period: 16th October 2022 to 16th January 2023

Company Name: Orange BD

Department: HR and Admin

Address: Lane - 1, House - 171 (3rd Floor), BARIDHARA DOHS, Dhaka-1206, Bangladesh

1.2.2 Internship Supervisor Information

Name: Hafez Ahmed

Designation: COO, Chief Operating Officer

1.2.3 Job Scope and Description

I was given the responsibility of assisting the HR and Admin departments with all hiring along with performance review procedures. By providing a brief talk on corporate induction, I was personally engaged in the onboarding process while introducing the organization to the new hires. I also worked for the company's performance improvement plan (PIP). A software called "performance tracker", thorough investigation and innovation with new ideas were required for the development program. I was given the go-ahead to plan a program for team building and growth that took place both inside and outside the workplace. I was assigned the duty of maintaining the personnel sheet and updating the employee database using a company-provided program that is currently in beta testing and has no name. I was in charge of keeping track of and categorizing the CVs gathered by the relevant department.

1.3 Internship Outcomes

1.3.1 My Contributions to the Company

As an intern, I did my best to complete the tasks that were given to me, making sure to do each one quickly and without making any mistakes.

I had a huge impact as an HR intern at Orange BD. I was given the chance to plan a "Teamwork Practices" event at which all of ORBD's Human resources executives and managers were present. The whole program was held once in office and again in a resort in Gazipur with everyone, where we also spent the night. The program's major goal was to create strong bonds amongst the HR team members and get them involved in various activities to make everyone's workday more bearable. I also developed a KPI dashboard for the company's top management team, which was then shown to the managing director and CEO. My job was not limited to my related field, which was the nicest aspect of my internship here. I was given the chance to work as a data analyst for the business team for a service called "My Gov" because I had experience in technology-related work. I was also given the chance to update forms for a service called "Muktopath" and to plan a portal called "English for 2day" (EFT) which helped me boost my extracurricular activities even more. I participated actively in the onboarding of new staff here at ORBD. My team and I updated the database with the most recent information by verifying all of the employees' credentials and other paperwork.

1.3.2 Advantages of working at ORBD

ORBD, one of the leading IT companies in Bangladesh, has established partnerships with many prominent public and private organizations in Bangladesh and beyond. Working as a Human Resources and Administrative Intern here has been really rewarding for me. The Human Resources training I received was invaluable. During my three months at the company, I was able to see and learn about the routine tasks performed by the HR department. I firmly feel that the knowledge I gained from this place contributed to my personal development since it enabled me to make connections between both my professional and academic life. This internship experience also helped me grow as a person by fostering attributes like handling time, enhanced interaction, attention to detail, and professional work ethics.

1.3.3 Difficulties encountered while working at ORBD

Since most of the personnel was occupied with the abroad project, one of the biggest difficulties of working at ORBD was the business team's frequent journeys to the a2i office, which is located in the ICT Tower in Agargaon. I was stationed at the main office but was required to attend training sessions at A2i. After that, during an activity to foster cooperation, I learned that certain employees had trouble communicating with one another, which strained ties between the human resources department and other departments. When conflicts arise inside their own teams, employees from other departments are less likely to talk to HR and more likely to harbor resentment. I was not provided with a computer or a desk during my internship at ORBD because of the limited number of intern positions available. Having to lug around my own laptop

was a daily hassle. When I first started at the company, I made an effort to treat everyone with the utmost respect in order to get the most out of my time there and the company as a whole. However, I soon discovered that employees prefer to talk less between themselves about some concerns.

1.3.4 A suggestion for aspiring ORBD interns

ORBD has given me a fantastic opportunity to learn and grow at my own pace, all while honing in on specific areas of interest. First of all, the meeting and workshops might be conducted using online platforms, which would cut down on the number of travels to A2I and save time and money. Then again, what the organization can do, in my opinion, is hold an online session that all of the company's workers will join and give them a shared group job that will need them to collaborate to solve a case. The members of the unit will be able to see things from each other's points of view more clearly if they work together and get to know one another. Additionally, I believe that interns should be provided with a desk and a laptop so they can work without always moving about. This will give the interns a sense of belonging at the institution and boost their morale and productivity. The intern should be given a corporate ID card reflecting his or her position and responsibilities. This will give the interns a sense of belonging to the organization where they are working.

Chapter-2: Organizational Part

2.1 Introduction

2.1.1 Report's Objective

The purpose of this report is to provide an overview of ORBD, the function of its HR department, and an account of my internship there. This study provides a high-level overview of strategies for assembling the strongest teams throughout the organization and a discussion of the obstacles they confront. The tactics used and their results, including the value added to the business and the reduction in team conflict, are detailed in the research report.

2.1.2 Report's Methodology

I have gathered the essential data from two sources in order to finish the report. Primary Information Sources & Secondary Information Sources

- a) Primary Information Sources: The first-hand information was gathered from the sources listed below:
 - Introspective reflection and peer discussion.
 - Online conversation.
 - Interviews with the relevant executives and coworkers.
- b) Secondary Information Sources: These secondary resources provided the data used in this analysis:
 - ORBD websites.
 - Various ORBD papers.
 - The Internet.
 - Reports.
 - AI.
 - Discussion between colleagues.

2.1.3 Scopes

As an intern at ORBD, I had the opportunity to work with the business team that manages "myGov" and the HR division, which provided me with an understanding of how both of these departments operate. My training in the HR department prepared me to sort resumes, identify those that had references, and compile documentation for both current and former employees for uploading to the database. I discovered how the HR database is updated with information about personnel. I gained knowledge of creating forms for government services offered by several

ministries and communicating with government authorities on the business team. Since there were hundreds of forms, much of my work included reviewing their layout and creating more such forms, followed by watching how my HOD, Mr. Titu, went about his daily chores and carrying out anything he asked of me. I was given the go-ahead to conduct certain duties, but because the software was still in beta testing, I was not given the chance to perform any activities that had anything to do with the software. Additionally, I was not permitted to handle money, which prevented me from having the opportunity to acquire knowledge about the operations of money-related operations. My understanding of HR operations and the IT sector has improved thanks to this internship. The study's findings will also help differentiate between theory and practice, clarifying for the company the best route forward in terms of team building and HRM enhancements.

2.1.4 Limitations

The challenge of gathering information was one of the major constraints in the preparation of this study. ORBD has very little information online and on its website since it is a private corporation. Additionally, it was difficult to get information from the staff since the various departments were often busy working on current projects at the time. Additionally, the HRD seldom ever disclosed sensitive data, which constrained the information that was obtained. The prohibition on using the company's beta software and the prohibition on working on money served as barriers since they prevented me from expanding my expertise and understanding within this field. Finally, since the company's financial rules were private and not made available to interns, my attempts to learn more about them were unsuccessful.

2.2 Overview of the organization

2.2.1 Background

Over the last several decades, Bangladesh has achieved great gains in the information technology sector. The growth of the locale is greatly aided by the local IT businesses. ORBD, one of the top IT support companies in the nation, began operations in 2005. ORBD is an established web development business in Bangladesh. To fulfill any sort of company requirement, they promise to provide a broad selection of web apps and development solutions. Since 2005, they have been heavily relied upon by enterprises and corporations across industries. They are confident in their capacity to provide each client or customer with a unique software solution, from governance to specific websites. The goal of ORBD is to provide top-notch IT solutions for e-government, e-newspapers, e-commerce, learning management systems (LMS), software development, website applications, UX/UI design, and mobile apps. ORBD always strives to provide its clients and customers with professional services using standard procedures and rules. To complete any needed online apps, LMS, or portal services, one can turn to ORBD. One may be starting his or her ideal company, in which case a domain name and emails are required. Later, he would want a completely interactive, specific e-commerce website or mobile app to showcase his existing firm

and provide a bonus service to clients or customers. Then he wants an LMS to provide his staff with a custom online training system. Then, to deliver goods to the customer's doorstep, he would wish to establish his own delivery system (SMS). He can, without any uncertainty, depend on ORBD for all services and goods.

ORBD's Logo



Figure 1

ORBD's Projects

ORBD a leading technology company in Bangladesh that specializes in e-Governance, e-Learning System, Mobile Applications, Web Applications, and online newspaper solutions. The company has established itself as a prominent player in the technology industry in Bangladesh and has gained a reputation for delivering high-quality solutions to its clients. Company Overview: The company is one of the largest technology companies in Bangladesh, with a focus on providing innovative solutions to its clients. The company specializes in e-Governance, e-Learning System, Mobile Applications, Web Applications, and online newspaper solutions. The company has a team of highly skilled professionals who are dedicated to delivering high-quality solutions to its clients. Services Offered: The company offers a wide range of services to its clients, including e-Governance solutions, e-Learning System solutions, Mobile Application solutions, Web Application solutions, and online newspaper solutions. The company has a proven track record of delivering high-quality solutions to its clients and has gained a reputation for being a reliable and trustworthy partner. Clientele: The company has a diverse clientele, including government agencies, educational institutions, media organizations, and businesses. The company has worked with some of the largest organizations in Bangladesh and delivered successful projects to its clients. Conclusion: In conclusion, the company is a leading technology company in Bangladesh that specializes in e-Governance, e-Learning System, Mobile Applications, Web Applications, and online newspaper solutions. The company has a team of highly skilled professionals who are dedicated to delivering high-quality solutions to its clients. The company has a proven track record of delivering successful projects to its clients and has gained a reputation for being a reliable and trustworthy partner. Since ORBD's establishment in 2005, it has gained over 17 years of experience in the industry. The organization comprises a team of over 150 individuals, including more than 100 professionals specializing in software development. The internship involved utilizing cutting-edge technology to develop efficient, user-friendly, and comprehensive solutions. Orangebd is a company that possesses the necessary skills, resources, and personnel to fulfill the demands of businesses, ranging from modest website endeavors to complex enterprise-level solutions. Some of their projects are shown below-

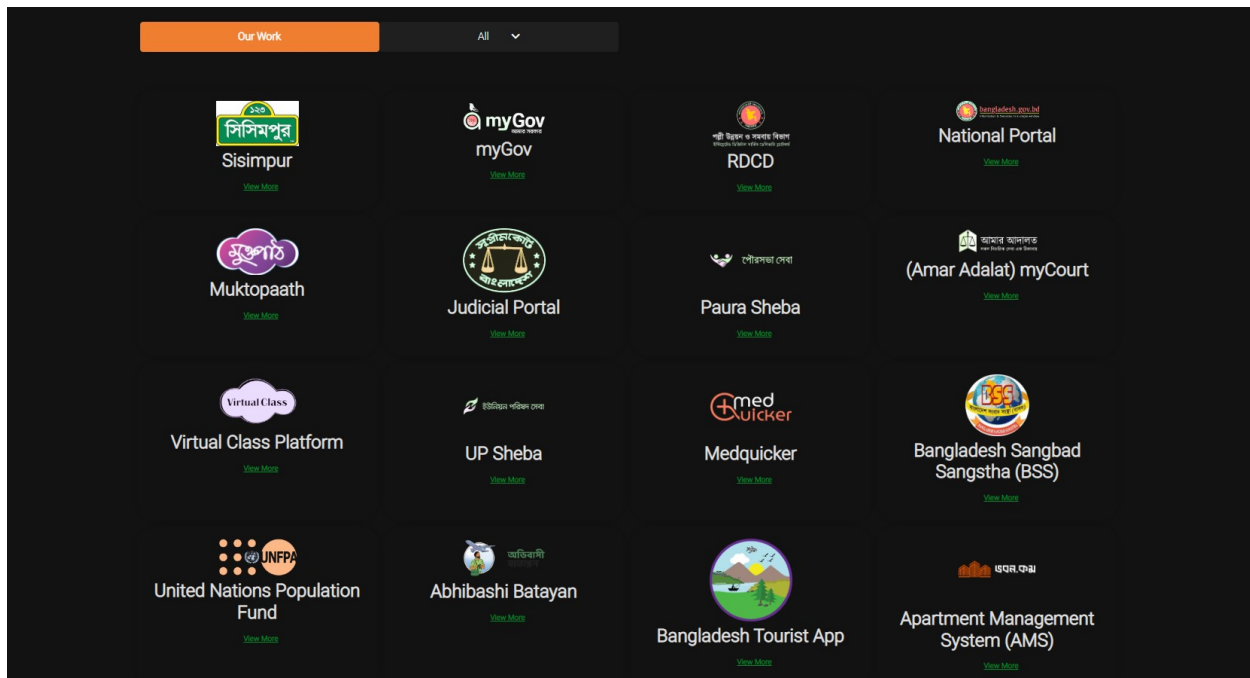


Figure 2

Projects of ORBD

Some of the project's description is given below-

Sisimpur

Aligning with MOPME's sector program for early grade reading, Sisimpur is an e-learning interactive tool designed to reinforce the lessons of the Sisimpur television episodes. Since 2005, they've been collaborating with the Ministry of Primary and Mass Education (MOPME), the Directorate of Primary Education (DPE), and the USAID Early Childhood Development Mass Media Activity to create and test 40 children's storybooks in 146 classrooms.

MyGov

MyGov is an Electronic Government Short Message Service that streamlines how individuals may interact with government agencies. myGov has made more than 2300 government services available to normal users. Public access through the internet and mobile device is assured. Citizens may join up for the system with little effort, browse and apply for the services they need, pay for them online, and have them delivered to their doorstep.

RDCD

Research and practical application on rural development are encouraged by the RDCD initiative. Establishing communication channels between local, regional, and international groups working on rural development. Bringing the cooperative model up to date with current standards. Training grants from RDCD assist cooperatives improve their staff's abilities, which in turn improves the

department's overall effectiveness. The goal of RDCD is to reduce rural poverty by implementing effective, innovative approaches to meeting the unique challenges of rural development.

Muktopaath

Muktopaath (www.muktopaath.gov.bd) is a government-wide e-learning platform where ministries, directorates, PIB, BEDU, Bangladesh Police Staff College, BMET, and others publish their online courses and partner to train government employees. Muktopaath now supports 10 Lac users from 50+ government entities.

Muktopaath offers online education, skills, and professional development. Muktopaath educates teachers, migrant workers, jobless youth, farmers, journalists, government officials, and NGOs.

Muktopaath conducts classes and tutorials for jobless and underemployed Bangladeshi youth to stimulate self-employment. Users may take tests, quizzes, and assignments to finish their courses. After each course, students get digital certificates.

Muktopaath is the first citizen-accessible e-learning platform for education, skills, and professional development. Palm-top device accessibility has been maximized. Citizens may apply for suitable courses, make payments, and improve their skills using this smartphone app. It's Android-compatible. This mobile app offers 190+ courses from 54+ partners (government and commercial).

ORBD's Major Projects throughout the years

Table 1

Year	Project	Client
2021	myGov	A2i
2021	Development of Judicial Portal	A2i
2021	RDCD	LGED Ministry
2020	Virtual Court System	Bangladesh Supreme Court
2020	Virtual Class System	A2i
2020	Learning From Home (Edu Hub)	A2i
2020	Sisimpur e-Learning Platform, Instructional Design and Mobile Applications	Sesame Workshop, USAID

Year	Project	Client
	Development	
2019	myGov App	A2i
2018	Muktopaath	A2i
2018	Eksheba Development & Post Development Support	A2i
2018	National Portal	A2i
2017	News Portal CMS Development Server & Site Maintenance	Purboposhchim
	Imam Portal Development	A2i
	Fatwa Apps Development	A2i (PM Office Bangladesh)
2016	Judicial Portal & Cause List	A2i
	Open Government Data Portal	A2i
	News Portal CMS Development Server & Site Maintenance	RTV
	News Portal CMS Development Server & Site Maintenance	Dainik Amader Shomoy
	TOR for CISF	UNDP
	News Portal CMS Development Server & Site Maintenance	BBarta
2015	News Portal CMS Development Server & Site Maintenance	BBarta

Year	Project	Client
2014	News Portal CMS Development Server & Site Maintenance	NTV
	RMG Database, DIFE Website, Trade Union Automation	ILO
2013	News Portal CMS Development Server & Site Maintenance	Jugantor Bonik Barta
2012	News Portal CMS Development Server & Site Maintenance	Ittefaq
	Website Development Requirement Management Consultant Roaster	UNFPA
2011	News Portal CMS Development Server & Site Maintenance	Alokito Bangladesh Natun Barta
2010	News Portal CMS Development Server & Site Maintenance	Kaler Kantho Bangladesh Protidin Daily Sun Sheershanews Barta24 Bangla Mail Jaijai Din
	Website Development	SOS

Year	Project	Client
	Server & Site Maintenance	
2009	News Portal CMS Development Server & Site Maintenance	Samakal Sangbad News Today
	Website Development Server & Site Maintenance	IOM Colombo Process BMET
2008	BD Laws	CIDA & Ministry of Law
2007	News Portal CMS Development Server & Site Maintenance	The Financial Express

Table-1 ORBD's Major Projects throughout the years

2.2.2 Organizational Structure

Table 2


Management Committee	
MD. Rezaul Haque	Managing Director
Al Ashraful Kabir Jewel	Director & CEO
Hafez Ahmed	COO
Munir Hossain	CTO
Rokibul Hossain Mukul	CTO
MD. Shamim Hossain	CTO

Table-2 Organogram of Orangebd

Services of ORBD


Our Service

Orangebd has 290+ clients of various categories including the Daily & Online Newspaper, e-Paper, Digital Archiving, Government, Corporate, College, School, Universities, Real Estate, IT Firm, NGO, Garments/ Buying House and so on. Beside the national market we have clients across the Philippines, United States, Canada and Russia as well.




E-Governance Solutions

Our focus is on improving public administration services and processes.




Web Application Solutions

We at Orangebd, give top quality service, work with a responsive team, and we work to make clients' vision a reality.




E-commerce Solutions

E-commerce website application is a solution that is geared to help a company conduct business electronically.




Software Development

Software development services are aimed at designing, engineering, supporting, and evolving various software types.



Mobile Application Solutions

Our mobile app developers have expertise in building solutions that meet market demands and encourage business growth and expansion.



News Portal Solutions

News portal is a platform where the mass people can access the latest updates or national news.

ISO 9001:2015 Certified Company

Our company has been ISO certified for Quality Management Systems since 2009. Orange Business Development Limited, Orangebd in short is a developed organization and providing quality IT solutions to the different Govt. and Private Organizations and solving their problems of aligning IT with business direction.

Figure 3

Table 3

	Available Services	
	Newspaper Solutions	
	Software Development	
Table-3 Service Provided	Web Application Solutions	by Orangebd
	Mobile Apps Development	
	E-Governance Solution	
2.2.3 Mission, (Table 4)	Domain Purchasing and Hosting	Vision and Values
	E-commerce Solutions	
<p>The mission of ORBD has been "Building IT Solutions for Life" since 2005. They support a future-focused way of life!</p>		

[Table-4 Mission of ORBD \(the website orangebd.com/about-us as a source\)](http://orangebd.com/about-us)

<i>Table 5</i>	
Vision	
	<ol style="list-style-type: none">1. To fulfill any sort of company requirement, they promise to provide a broad variety of web applications and development solutions.2. The vision of ORBD is to always provide top-notch IT solutions for e-government, e-newspapers, e-commerce, learning management systems (LMS), software development,

[Table-5 Vision of ORBD \(the website orangebd.com/about-us as a source\)](http://orangebd.com/about-us)

<i>Table 6</i>	
Values	
	<ol style="list-style-type: none">1. Trust2. Confidence3. Reliability4. Dignity5. Collaboration

[Table-6 Values of ORBD \(the website orangebd.com/about-us as a source\)](http://orangebd.com/about-us)

2.3 Management Practices

ORBD handles itself nicely over time. Workers have access to management. The best part of the management structure is that even new hires can talk to the managing director about issues. Officials strictly maintain the chain of command. Everyone is empowered in the Orange family. To create fresh ideas, employees might propose them to management. They encourage employees to submit feedback and provide new ideas that may improve the firm and community. ORBD's performance development method assists employees in achieving their goals with management's support by closely following the finest team-building approach for them. ORBD's democratic leadership allows employees and the CEO to weigh in on decisions.

2.3.1 Human Resource Practices

Human resource management is responsible for hiring, selecting, and supervising employees. Human resource management (HRM) in the IT industry is not dissimilar to HRM in other sectors. These days, the internet has made online communication much more convenient than traditional techniques. This is also a common practice in this industry. Human resource management is crucial since it enables firms to evaluate the performance of their staff. ORBD's human resources experts utilize technological tools to gather information from a variety of sources before writing up an employee's assessment of their performance. Here at ORBD HRM, cutting-edge performance assessments like performance evaluation need technological support.

2.3.2 Recruitment and Selection Process

Recruitment and selection involve finding, screening, shortlisting, and hiring a qualified applicant who fulfills corporate objectives. Recruitment involves publicizing openings, recruiting applicants, and selecting the best candidates. Newspaper ads, employment websites, and more advertise company job openings. ORBD hires as needed. I witnessed few recruiters and leavers at ORBD. HR personnel examine job applications for new hires. Recruitment involves-

1. A job analysis that will determine the optimal individual and job duties. A job description follows this assessment.
2. Employment portals, social media, and employee and industry recommendations promote the post. The job posting mentions qualifications.
3. All applications are reviewed to discover the greatest fit for the position. Resumes, cover letters, and other documents may be screened.
4. Finalists are interviewed. A recruiter or team members may interview.
5. Coding exercises and other technical assessments may examine a candidate's programming language or tool competency, according to one's line of work.
6. After interviews and technical tests, the company may contact the candidate's prior employers or other professional connections to check work history, abilities, and character.
7. Interviews, technical testing, and reference checks assist recruiters pick candidates.

2.3.3 Performance Appraisal System

Performance appraisals measure an employee's work against job standards. It's a subjective assessment of the employee's qualities, flaws, organizational value, and future potential. ORBD's HR department conducts performance appraisals to evaluate employees. Department heads evaluate staff. ORBD uses the Key Performance Indicator (KPI) to analyze training value, benefits, and performance gains. KPI ratings determine staff promotions and awards.

2.3.4 Evaluation Procedures

ORBD's performance evaluation consists of the following steps-

1. The foundation of any evaluation is a set of objectives. Employees have annual goals that are set according to their official position within the company. Employees are starting to focus more on the big picture. Management fundamentally involves setting objectives. Establishing such benchmarks allows the company to single out employees who have consistently shown superior performance. Everyone works tirelessly on enhancing the company and achieving the loftiest goals possible.
2. Performance and behavior are evaluated by the department head. Performance evaluations teach employees. Feedback is constructive. This stimulates productivity and job satisfaction.
3. The efficiency of the staff is evaluated. An employee's success may depend on their productivity, teamwork, problem-solving skills, technical expertise, and commitment to the company's core principles. Workers receive evaluations from their managers or supervisors.
4. Employees are always being assessed by the company. There are a variety of ways to evaluate performance, from a simple 1–5 scale to more nuanced phrases like "exceeds expectations," "meets expectations," or "needs improvement." Staff efficiency was analyzed.
5. Employees benefit from constructive criticism in the workplace. After analyzing the results, they are able to plot out plans for future growth. Both workers and businesses may gain from this method. Based on the results of the analysis report, workers get promotions, incentives, and a profit-sharing among employees.

2.3.5 Programs for professional growth and training

Human resources must give training and development to complete tasks. ORBD provides training to existing and new employees. The HR department's training staff of ORBD runs seminars, workshops, and programs for workers. Secondly, A2i trains ORBD workers for workshops and other events. To take advantage of these educational opportunities, A2i and ORBD engage with quite a few people. Each division manager will choose personnel who will benefit most from this training. A2i then informs chosen staff about the training subjects. Moreover, ORBD provides supplemental and on-the-job training. Rotation of duties, supporting supervisors, and taking action are part of on-the-job training, whereas off-the-job training includes seminars, lectures, workshops, etc. ORBD directs employees on MyGov, Muktopaath, Sisimpur, RDCD, National Portal, and more. Knowing how each project works makes transitioning between them simpler for employees. Lastly, workers do not get completion certificates as of now.

2.3.6 Employee Benefits

HRM uses compensation and perks to reward workers for their hard work. This maximizes potential. Due to secrecy, only a few details of ORBD's compensation policy and perks were revealed.

➤ Compensation Plan with Increments

ORBD's compensation plan was kept private for privacy reasons. However, the company's beginning compensation is Tk.20,000 and increases by Tk.10,000 for every position held. Each position's pay ranges from Tk. 5,000 to Tk. 20,000, sometimes more. ORBD provides leave aid and attractive wages. Increments occur annually.

➤ Bonuses for employees

Employees get bonuses on special occasions or as a reward for their hard work throughout the year. The Eid festivals, Eid-ul-Fitr and Eid-ul-Adha, are celebrated with a bonus from ORBD.

➤ Leave and Break

1. Unscheduled leave lasts three days. For absences above three days, employees are accountable.
2. Employees may seek mandatory leave twice a year. Maximum leave is 14 days.
3. There is priority leave and if priority leave is not used, employees earn a substantial amount at year's end.
4. Women gets maternity leave for up to 6 months. Moreover, they may work from home throughout their 6-month compensated maternity leave.
5. ORBD also gives occasional sick callers 14–15 days off.

2.4 Financial Performance and Accounting Practices

Financial performance analysis often looks at the most recent fiscal quarter or year to get a snapshot of the business's financial condition. The three most important financial statements for evaluating an organization's performance are the balance sheet, income statement, and cash flow statement. The financial performance of the IT company is strong, with a solid financial position, profitability, and liquidity. The company's strong financial performance is a testament to its effective management and strategic planning.

But due to confidentiality issue they couldn't provide me with any financial statements regarding the company even there is no information available on the internet. Furthermore, after discussing with the account manager I got know that the company is financially strong as recently they sold of their project which they merged with A2i (a government institute) to Philippines for an amount of about \$100,000 USD after Covid. They shared the profit between them. So, I got the idea that ORBD is financially strong.

2.5 Marketing Practices

2.5.1 Advertising Method

The company is committed to social media marketing and uses these platforms extensively. Digital marketing is their key area of expertise. Throughout my time here as an intern, we have just printed a booklet with a short business biography. While I agree that they get positive ROI from digital marketing, I also think they could put more effort into more conventional strategies like print ads and publicity.

Strategic Positioning and Target Markets

The company's main market for digital transformation services is the government due to its focus on public sector clients. ORBD tries to organize products by user or usage. They target potential buyers of their merchandise.

2.5.2 The Marketing Flow and Its Channels

Orangebd primarily promotes itself via its website and the contents of its social media accounts. The company occasionally resorts to traditional techniques such as publishing calendars, pamphlets, and key chains, among others.

2.5.3 Promotional Actions

ORBD's products promote the firm. Their final products have a "Developed by Orangebd" branding. "Developed by Orangebd" appears at the bottom of the myGov website. The firm also advertises in this manner.

2.5.4 Problems and Openings in the Marketing Industry

After reviewing all of their advertising strategies, I have identified one major flaw: their reliance on conventional advertising methods. They only utilize digital marketing, which helps but isn't sufficient. They need to promote in traditional media as well as online, as I suggested. Distributing branded goods (cups, notepads, etc.) to their clientele. Employees and customers would appreciate such gifts and would certainly flaunt them, raising the profile of the business in the process.

2.6 Operations Management

Operations management is used by IT companies to organize the efforts of upper management, developers, and office workers. The Chief Operating Officer of ORBD manages daily business

activities. The COO counts on the assistance of the HR, Admin, and Finance & Accounts divisions to manage the business. The COO manages Business and Development teams working on specific projects. Supervisors of projects report to the chief operating officer. GitLab and ClickUp are used for code and project management at Orangebd. This program is crucial in the management of their expanding business.

2.6.1 Information System

Hardware, software, and people are all managed by operations management in order to run the company. Laptops, web servers, clouds, PaaS/SaaS, and other resources need to be acquired, configured, and managed by employees. Management of IT operations consists of all aspects of the organization's use of information technology, such as computers, cloud computing, applications, networking, and support for clients. For all of the IT operations management demands, from the assurance of quality and distribution of resources to back-office support and programming and web hosting, one should always look for the least economical option. Operations management encompasses the tasks necessary to meet all of these demands.

In terms of expertise, members of ORBD may boast in the following areas-

Table 7

Database	MySQL, MSSQL, MariaDB
Mobile Platform	Windows, IOS, Android
Language	.Net, PHP, Java
CMS	Drupal, WordPress, Open cart
Framework	CakePHP, Laravel, Nuxt js, Node js, Vue js, Code igniter
Expertise	E-Learning Platform, Web Application, Saas Module, Mobile Apps, Website Development, Online News Portal, E-Commerce, Hosting Services

Table-7 Project Expertise of ORBD

2.7 Analysis of the Market and the Competition

2.7.1 Porters Five Forces

Every business's market is evaluated using Porter's Five Forces. Competition from existing and potential rivals, as well as new vendors, customers, and substitute products, all have an impact on a business's capacity to turn revenue. Technology advancement has led to digitization on a global scale; as a developing nation, Bangladesh has a great deal of opportunity for technological development and advancement. The vastness of Bangladesh's IT market is expanding. When it comes to the IT industry, ORBD has zero to no rivals. For electronic government services, ORBD is the go-to. When it comes to digital governance, they are unrivaled. The people and government of Bangladesh may use IT services from service providers. Due to the one-of-a-kind nature of ORBD's offerings, the company dominates the digital governance sector of the IT industry. When compared to other major IT companies in Bangladesh, ORBD is in a league of its own in the realm of digital governance.

2.7.2 SWOT Analysis

The strengths, weaknesses, opportunities, and threats of an organization are analyzed in a SWOT analysis. Even while they offer certain benefits, they also have some downsides. The shortcomings of ORBD will be discussed likewise. A company's reputation might take a hit if a critical piece of technology breaks and causes disruptions in operations. In order to keep up with customers' ever-changing expectations, the operations staff must swiftly roll out improved procedures, products, and services. The operational risk is raised by ineffective procedures and conflicting responsibilities. Senior software engineers are hard to come by, and there are currently no openings for entry-level programmers.

Table 8

S	W	O	T
STRENGTHS	WEAKNESS	OPPORTUNITY	THREAT
<ul style="list-style-type: none"> • Takes multiple projects in hand and are able to deliver them on time despite having fewer numbers of employees. • Hires impressive 	<ul style="list-style-type: none"> • Good Marketing • Competitors does better marketing in both online and traditional way. • Need better equipment's to be able to stay on the 	<ul style="list-style-type: none"> • As technology is taking over the world in a fast pace ORBD needs to grab every opportunity they can before their competitors grabs them as more 	<ul style="list-style-type: none"> • IT industry is the leading most industry of this time, for that more competitors will emerge in no time. • Needs to do every project flawlessly as people are waiting to

employees. <ul style="list-style-type: none"> • Punctual. • They have a vast number of resourceful employees they are all well experienced. 	race of this Industry. <ul style="list-style-type: none"> • Need to provide employees with snacks or refreshments to keep them motivated. 	competitors in this field will emerge. <ul style="list-style-type: none"> • Needs to do proper marketing as they will help them to reach more people and get them more clients. 	grab any opportunity they can and are always praying for their competitor's downfall.
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Table-8 SWOT Analysis

2.8 Summary and Conclusion

After more than 18 years of service, ORBD has established itself as a frontrunner in the IT sector and emerged as a major force in the development of the "Digital Bangladesh" movement. Through it all, ORBD has maintained the same close-knit atmosphere among its employees. On behalf of ORBD, I'd like to express my gratitude to Al Ashraful Kabir Jewel Sir, Director, and Chief Executive Officer (CEO). I look up to him because of the extraordinary manner he has set the road for ORBD to succeed. ORBD would not be basking in the glow of its current level of success if not for his tireless labor and foresight.

2.9 Recommendations / Implications

The organization has accomplished a lot, which is fantastic, but it also has certain problems that it has to address. Here are a few things I'd like to recommend for ORBD-

1. They could put up more effort or introduce traditional forms of advertising in order to raise their profile.
2. Since SHRM's (Strategic Human Resource Management), department may help the firm achieve its goals and objectives more effectively, it could be adopted by the HRM department.
3. The organization could to pay more attention to its interns and offer them with adequate facilities.
4. To establish an optimal strategy for teamwork in each operational unit Managers across all departments could encourage open dialogue amongst their staff members.

Chapter-3: Project Part “Most Effective Team-Building Approaches of Orange BD”

3.1 Introduction

Human resources (HR) are crucial to the success of any business. Human resources are essential to every company since without it, the business would cease to function. A skilled and dedicated personnel is crucial to the success of any business, and this is especially true in the information technology sector. A country's economic development, technical progress, efficiency, and connection are all greatly aided by the presence of a robust information technology industry, which in turn benefits people and businesses across the country. However, the most important of these service characteristics are enhanced internal communication and connection. The company's internal departments need to be in sync and communicate effectively if it is to improve its connections and linkages inside the nation and outside. Consequently, the primary objective of this research is to demonstrate the difficulties associated with achieving the finest team-building methods inside the organization and how HR may take measures to deal with this problem. Thus, this project's research question might be something like, "How to establish positive working relationships that can improve morale and productivity throughout the organization?"

3.1.1 Background

The development of teams into strong teams is aided by the persistence of team-building activities. People in a good team not only work well together to get things done but also support and encourage one another and recognize the importance of each member's individual contributions. Leaders, in their role as team builders, are responsible for encouraging the growth of togetherness and effectiveness among their workforces. Leaders that are skilled in building strong teams may be able to unite their people around a shared goal, which might lead to increased productivity. (Swan, 2012)

I have covered all the bases in my study of the factors that workers consider when trying to determine whether or not cooperation is productive in the workplace. Everything that might have either a beneficial or detrimental effect on the company's development has been considered. Rapid growth and high employee retention are necessary for every organization to succeed. The goal has been to find and implement the most promising options so that all workers may cooperate effectively to accomplish a set of goals.

3.1.2 Objectives

Overall Objectives

The purpose of this report is to provide an overview of ORBD, the function of its HR department, and an account of my internship there. This study provides a high-level overview of

strategies for assembling the strongest teams throughout the organization and a discussion of the obstacles they confront. The tactics used and their results, including the value added to the business and the reduction in team conflict, are detailed in the research report.

Main Objectives

"Most Effective team building approaches of Orange BD" research objectives are as follows.

- To demonstrate how ORBD works to boost morale and productivity.
- To investigate how to create a productive working relationship.
- To examine methods for preventing role conflicts in teams.
- To describe how difficulties and challenges related to teamwork are resolved.

3.1.3 Significance

As time passed, the role of HR expanded beyond its original emphasis on recruiting, selection, training, salary, benefits, and leave. Human resources have altered its aims and methods in response to technological advancements, digitization, and staff that is broader. The introduction of new IT services, together with other forms of current technical usage, enhanced systems, software, and more convenient options for customers, has greatly improved the quality of life for regular people. Human resource management (HRM) may have missed or failed to tackle certain problems, despite its effectiveness in responding to the difficulties of the present day. Human resource management (HRM) in the modern era is on the cutting edge of innovation and development across all industries. One of the most important aspects is that human resources have been like a backbone to this sector in order to work with this particular aspect of the IT company, which is the topic of this study on how to construct the most effective teams in every sector of the IT business. This study analyzes the IT industry as a whole, breaking down its strategies for fostering a sense of unity and consistency among employees by setting shared goals and responsibilities. Additionally, it explores many approaches for addressing the problem of role conflicts. This research will be useful for IT organizations in Bangladesh and across the globe since there are so few papers and studies examining the effects of optimal team-building practices in the IT sector. This research is useful for organizations like ORBD because it provides an overall understanding of the obstacles they may face and how to overcome them to assemble the strongest team possible. This research will assist ORBD to focus in on the areas in which alterations and enhancements are needed by presenting the perspectives of workers from various IT businesses and other organizations on their approaches to developing the greatest possible team.

3.2 Methodology

This research uses certain methods to collect data. Strategies from qualitative research are used to obtain information. Interviews and research provided the qualitative data I needed for my

research. ORBD provided statistics after I saw its operations and spoke with different team personnel.

I have gathered the essential data from two sources in order to finish the report. Primary Information Sources & Secondary Information Sources

Primary Information Sources: The first-hand information was gathered from the sources listed below:

- Introspective reflection and peer discussion.
- Online conversation.
- Interviews with the relevant executives and coworkers.

The peers were from Business team and the HR team. Mostly with the superior of both teams MR. Ivanul Islam and MR. Tipu. As they are the joint heads of their particular departments the details, they gave me was absolutely correct. Moving to the online conversations were mostly about meeting about particular topics where I was able to get some ideas for my research too again with the same individuals and some more colleagues. About the objectives of boosting morale and productivity and creating a productive working environment and the other two I used to gather information from primary sources, the peers I mentioned above. I used to talk with the head of the HR department for finding more ways to upgrade and how until now these things were maintained by them. Most of the major findings were from talking with my peers and getting to know the policies and methods they followed up until now and still following to make the most effective team in each department. I also had the opportunity to talk with the CEO MR. Ashraful Kabir Jewel of the company to get to know more about these things and get help to form my report.

Secondary Information Sources: These secondary resources provided the data used in this analysis:

- ORBD website.
- Various ORBD papers and handouts.
- The Internet.
- Reports.
- AI.
- Discussion between colleagues.

The secondary sources are also important because I needed to find out more about ORBD from sources and also about other companies with similar objectives and how they tend to apply policies of their own to achieve the goal. From the primary sources I gathered almost every point that the company follows to make the most effective team. But with the secondary sources we used to sit together me, MR. Tipu and the CEO MR. Ashraful Kabir Jewel and find out other ways to get the best out of the team which helped us to make some changes and also helped me to get necessary information for my report. We used to see other IT companies are maintaining and forming their teams and by doing that how successful they are. These motivated me to note

down points for my research too from various sources. So, for all the objectives I also used secondary sources somewhat more or less.

3.3 Findings and Analysis

In the significance section, we highlighted the effort and factors involved in assembling the greatest possible team for ORBD. This study investigates HRD's role in achieving this aim by identifying and addressing potential roadblocks in the process of assembling the most effective team. The data used to create the objectives of this research came from reading articles about team-building strategies, as well as from observing and interviewing my coworkers to learn about their methods of communication, strategies for resolving conflicts, sources of motivation, and common workplace challenges. After consulting with the supervisors of both my own and the other departments, I have a clear picture of the HR policies that can be implemented. Finally, I was able to bring my study into focus with the support of interviews with my colleagues and published papers.

3.3.1 Human resource management strategies in ORBD as an example of how to form most effective team at a corporation

➤ **Setting particular teams against one another to achieve certain objectives**

After consulting with team managers, ORBD's HR division assigns each division a set of goals to accomplish. The team leader then assigns a time frame in which the workers must complete the tasks; the group that does so flawlessly and in the allotted amount of time is recognized as the team of the month. When ORBD receives a new project, for instance, the HR manager will meet with the heads of each department and set up a particular point of the project within a month based on instructions from the CEO. The top team of the month is the one that not only meets all of its deadlines and delivers all of its work, but also does so while improving its project planning and work via open and frequent communication among all team members. However, this cannot occur unless all team members contribute to the team's success. Goals like these are sure to increase any group's morale and productivity.

➤ **Laying the groundwork for a successful collaboration**

Businesses can't expand without new ideas. Inventing anything new always involves thinking about a challenge and then coming upon a way to solve it. Everyone has the capacity to come up with a challenge, but not everyone has the same capacity to devise workable solutions to such challenges. For this reason, teamwork may be really helpful. The issue may be crystal evident to one individual, but the solution may need a different set of eyes. (Lindinger, 2019) To get things rolling, each group must first be familiar with the initial conditions. Challenges and the scope of the project should be laid out in detail at a meeting with all team members, during which everyone should be on the same page. The next step is for groups to join forces to increase the pool of available information. The first aim then specifies the need of encouraging all workers to

work together in all facets of the organization. Following this, managers should institute a policy requiring workers to think and act as a unit at all times. Assist one another, share ideas for new businesses, etc. ORBD believes that these tactics will lead to a fruitful collaboration.

➤ **Team role conflict prevention**

Disputes may quickly develop from a little starting point. In this case, it's important to consult both HR and the supervisor in order to find a workable solution. First, managers must keep tabs on the workplace environment. Once the situation has been comprehended, the person whose status is fair must be treated fairly. There may be occasions when both parties speak at once, in which case the supervisor should step in and urge them to wait until the other has finished speaking. They might also ask for an outside opinion. When dealing with assumptions, it might be useful to hear other people's take on the matter. Once a decision has been made, the responsible person should be held to account. I didn't encounter many disagreements with anybody at ORBD. Once, though, a misunderstanding led to a dispute among the management teams, and they resolved it amicably.

➤ **Methods for overcoming difficulties and challenges related to teamwork**

Problems and challenges may arise in every job. However, a powerful team may be quickly assembled from those who can effectively generate answers to these challenges. Some may wonder how adversity might be used to unite a group more effectively. To understand the answer to this question, we must first get familiar with the problems and difficulties that exist. Examples of problems that might arise when capable leaders aren't present include a lack of trust between team members, an inability to effectively convey ideas, a hostile work atmosphere and so on. It's unrealistic to expect everyone to be proficient in every field. That's why your group needs a plan for team development to help you overcome any difficulties. Also, you'll need ways to make sure everyone in your team is on the same page and contributing their best efforts. (Sikder, 2022) In light of this, several potential approaches to resolving these more widespread issues with team-building are discussed below.

1. **Assigning responsibilities effectively with an adequate leader-** Being able to delegate tasks in an efficient manner while having a competent leader is important for every team. With proper task distribution and elaboration, a team can easily get the idea and work with focus and dedication thus providing a proper team-building approach.
2. **Building trust-** By establishing proper credibility most of the difficulties can be solved. Once there is trust among the employees and the supervisors helps to form a proper team.
3. **Developing proper communication-** Even the most intractable problems may be overcome when people are able to effectively communicate with one another and work together to find answers. For example, if you need assistance with a project but don't say anything, you may not get the support you need, but if you do, you might, and the same goes for any other problems you're having. It's frequently beneficial to strike up a conversation at work.
4. **Creating a proper working environment-** The first and foremost need for a successful workplace is a pleasing culture. A healthy culture promotes mutual respect, cooperation,

and appreciation for one another's efforts. Workers should be encouraged to share their thoughts and opinions and encouraged to engage in open dialogue. Good seating arrangements, nutritious meals, entertaining activities, and other means of physical well-being need to be considered.

3.3.2 Views expressed by members of ORBD

➤ **How ORBD works to boost morale and productivity?**

In an interview, one of my colleagues of HR department stated, ORBD helps keep an eye on employee morale and take steps to boost it if necessary. Going forward, it is crucial to comprehend what employees consider significant for their work. Therefore, ORBD ensures that they provide sufficient resources and stay current on any new resources that emerge. In addition, the supervisors team up with employees to formulate plans for growth of the company and find the optimal balance between handing control over to the employees and keeping them responsible for their activities. Last but not least, they remember to thank and praise all of their staff for the slightest bit of work to boost their morale.

➤ **How to create productive working relationships?**

Asking about creating a productive working relationship to my supervisor got me some pretty interesting info's. To begin with he answered the question from his point of view him as a team leader. As a leader, he and his staff have an obligation to proactively assist one another whenever possible, he added. Then, he must prioritize everyone, not just the most influential players, while rendering himself available to them all. He should also set an example for his subordinates and the rest of the team by completing assignments on schedule and consistently checking in with colleagues. In addition, he never misses a meeting and maintains a calm demeanor no matter how dire the circumstances. Finally, he strives to maintain cordial relationships with his contemporaries.

➤ **When working with a diverse team, what steps can you take to minimize the risk of conflict?**

Problems with operations and profits are something every business has to deal with. Team building exercises are useful for resolving disputes inside a group.

Although there is not that much conflicts among the peers in ORBD but if there is any talking with a supervisor cleared my doubts over the situation, that what if there is a conflict and what does he do when this type of situation occurs? He stated that conflict in the workplace is unavoidable. As a manager with experience, he knows that a disagreement amongst workers is a nightmare scenario. As a consequence, there is tension and low productivity. However, the most important thing is to take many precautions for spotting and preventing it.

He promoted honest discussion and straightforward information exchange. Communication is the greatest method to avoid team conflict. Clear and precise communication may prevent miscommunication. Free speech and honesty go hand in hand. Always keeping it up is necessary. To achieve this, he set up an environment where everyone-

1. Expresses their opinions convincingly.
2. Managers assign tasks based on their team member's strengths and skills therefore no conflicts arise.
3. He avoids imposing ideas without considering others' points of view.
4. He always supports his team members not because they are friends but because they are right and corrects them when they are wrong.

He stated that managers should keep track of everything going on with the team, whether through task-tracking platforms, one-on-one meetings, etc., to avoid conflicts or losing employees or clients. He listens to his teammates and promotes a culture of listening. Thus, gaining respect for their thoughts. He also sets objectives for each team member, discusses duties and viewpoints, and checks whether they understand when a new project arrives. Finally, team members must respect each other and their perspectives and have an open session to discuss how they may improve or contribute to the team.

➤ **Explaining the steps used to overcome challenges as a team?**

To explaining the steps used to overcome challenges as a team I had to ask a supervisor from myGov team about his experience where he discussed some points that what to do when faces challenges-

1. Maintain a positive frame of mind at all times.
2. Determine whether or not you need help, and then go ahead and ask for it. There is no need for you to be fearful of asking for help.
3. Maintain consistent follow-up to ensure all work is completed.
4. Figure out how to delegate responsibilities successfully. This solves half of the problems.
5. Always holding a meeting whenever there are new difficulties to face.
6. A new hire's struggles are always worth investigating and guiding them through.
7. Challenges that may arise following a promotion should be addressed often in order to find the best answers.

The preceding interviews with ORBD team leaders show that, despite the fact that numerous obstacles may be encountered while attempting to construct the finest team possible, every obstacle can be conquered. Moreover, they are working with HR to implement some of the activities they have advised may be conducted to tackle these concerns. That's why I think what I said is objective.

3.4 Conclusion and Summary

The report concluded by describing the challenges involved in putting together the best possible team for the company. The present report provides an overview of the issue under investigation, including a detailed analysis of the specific objectives and target policies set forth by the management team at ORBD. The influence on cooperation is also thoroughly examined, as are workplace engagement and motivation. In this internship report, the section on results and analysis presents recommendations for HR practices that could be implemented to tackle the identified issue. The report includes an analysis of the combination of many interesting reports sourced from various articles and websites. The overview's claims were supported by interviews with ORBD employees who spoke about the most effective team development plans for the company. To conclude the objective of this report is to get the idea of how ORBD works to make the most effective team for each of their departments and how they did so far.

3.5 Recommendations

ORBD is expanding rapidly, so it is more important than ever to have a top-notch staff in place across every department. The firm has excellent plans and, given that IT services are one of the fastest-growing industries today, it would be wise to invest more in improving its facilities for its workers. The business has to invest more time and money into studying the current state of other IT companies with better services and discovering ways to differentiate itself in the eyes of its workers, particularly its interns, by offering them better perks.

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