



Employee Engagement in Contract Broiler Farming (CBF) of Kazi Farms Group



United International University

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

Internship Report
On
**Employee Engagement in Contract Broiler Farming (CBF) of Kazi
Farms Group**

Course Code: INT 4399

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Subject: Submission of Internship Report on Employee Engagement in Contract Broiler Farming (CBF) of Kazi Farms Group

Dear Ma'am,

With all due respect, I am notifying to you that, with the help of Almighty Allah and your guidance, I have completed my internship report which is a requirement of BBA program of United International University.

The information of the report portrays the learning outcome of my experiences working as an intern at Kazi Farms Group, theoretical studies from the books, online research and findings of the survey.

I have the utmost confidence that this report will not only meet but also exceed the needs and expectations that you have.

Therefore, if you kindly give your precious judgement on my effort, I would be very grateful.

Sincerely Yours,

Famida Akhter Maliha Anis

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Declaration of the Student

I, **Fahmida Akhter Maliha Anis**, a student in the Department of BBA (Human Resources Management) in the School of Business and Economics at United International University, certify that this report was written only for academic purpose to fulfill the requirement of the university for the course INT 4399.

I also declare that the report is entirely a product of my own creation and thoughts. It does not include any previously published material that has been approved for credit towards any academic institutions.

I have included the references of the report and there was no evidence of plagiarism are found.

Sincerely Yours,

Famida Akhter Maliha Anis

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BBA Program, Human Resources Management

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Acknowledgment

Using this opportunity, I would like to express my deepest gratitude and appreciation to all those people who have contributions in the successful completion of my internship report.

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Finally, I would like to show my gratitude to all the incredible mentors and faculties of United International University for their guidance that helped me grow throughout the BBA program.

Executive Summary

The purpose of this research project was to determine the amount of employee engagement that exists at Kazi Farms Group among workers who participate in contract broiler farming. Evaluating the existing level of involvement, determining the elements that influence engagement, and investigating the impact of engagement on job satisfaction, productivity, and organizational success were the objectives. Surveys were used to collect data, which was then evaluated to determine the most important findings. According to the findings of the investigation, the vast majority of workers exhibited a high degree of involvement, with a sizeable percentage indicating that they would be prepared to suggest Kazi Farms Group to others as an employer. Employee engagement was found to be influenced by factors such as competitive remuneration and benefits, access to required resources, positive team dynamics, and acknowledgement of efforts and achievements. The research also found that there is a positive correlation between employee engagement and job satisfaction. Engaged employees reported higher levels of enjoyment in their work, as well as a sense of feeling challenged and supported by their employer. This fruitful partnership can raise levels of productivity and make a beneficial contribution to the success of the business. In addition, employees who were engaged displayed a dedication to the company, as proven by the fact that they intended to continue working at Kazi Farms Group notwithstanding their engagement.

Based on these findings, several suggestions were provided as potential ways in which Kazi Farms Group- Contract Broiler Farming may further improve the level of employee engagement. Among these are enhancing compensation and benefits, enhancing communication and feedback channels, providing development opportunities, cultivating a positive work environment, bolstering the performance appraisal process, embracing technology, encouraging employee empowerment, and conducting regular engagement assessments. Providing development opportunities is another important factor. The implementation of these guidelines has the potential to result in a staff that is more engaged and motivated, which in turn can lead to improved morale, productivity, and organizational efficiency. Kazi Farms Group can position itself for future growth and success in the contract broiler Farming sector by giving priority to methods that encourage employee engagement. This will allow Kazi Farms Group to foster a staff that is highly motivated and stable.

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CHAPTER 01
INTRODUCTION

1.1 Introduction of the Report

In all industries, employee engagement has a significant effect on productivity, morale, and bottom-line results. Kazi Farms Group operates as a contract broiler farm, and understanding and supporting employee involvement is critical to retaining a motivated crew and meeting the commercial goals of Kazi Farms Group. The goal of this research is to identify the factors that contribute to worker involvement at Kazi Farms Group, a contract broiler farm (Arafat, 2022). A leader in the agricultural sector, Kazi Farms Group uses the contract broiler farming model to raise chickens for human consumption. The success of this farming model depends on the hard work and dedication of every employee involved in farm management, oversight, and general operations. It is possible that by studying employee motivation in this particular situation, we can get insight that will be useful across the agricultural sector (SAZALI, 2021).

The major purpose of this research is to investigate the connection between employee engagement and such outcomes as job contentment, output, and the effectiveness of the business as a whole. The accomplishment of these objectives will help companies like Kazi Farms Group understand what drives employee engagement and how to best foster it. Using a mixed-methods approach, I will collect primary data (through surveys and interviews) and analyze secondary data (via a literature study) to achieve my goals (Aman & Hamza, 2022). Information from 20 workers who are typical of individuals involved in contract broiler farming at Kazi Farms Group is provided for our needs. The purpose of the poll is to get a feel for employee engagement and to go into the various factors that can boost or kill it. Interviews will also be conducted to glean a more comprehensive knowledge of the workers' thoughts on participation.

Kazi Farms Group operates in the contract broiler farming sector, and this research will give insight into the current level of employee involvement in that industry. After analyzing the relationship between staff engagement and elements like job satisfaction, output, and financial success, Kazi Farms Group may decide to take strategic action to boost employee involvement (Nasif, 2019). An engaged workforce leads to greater productivity, happier workers, and overall organizational success in the contract broiler farming business.

1.2 Objectives of the Report

Broad Objective

- To assess the level of employee engagement among workers involved in contract broiler farming at Kazi Farms Group.

Specific Objective

- To know about the overview of Kazi Farms Group.
- To identify the factors that influence employee engagement in the contract broiler farming sector.
- To examine the impact of employee engagement on job satisfaction, productivity, and organizational performance at Kazi Farms Group.

1.3 Methodology of the Report

1.3.1 Data Collection

For the research to be successful in meeting its objectives, a mixed-methods approach will be taken. This approach will involve not only the collection of primary data but also the analysis of secondary data.

Primary Data Collection

Primary data will be collected through surveys with twenty employees of Kazi Farms Group's contract broiler farming operations. Given the limitations of time and resources, selecting twenty employees as a sample is a reasonable approximation of the entire (Gupta & Gupta, 2022).

Twenty employees will participate in an online survey platform, depending on which option is more convenient. Questions based on the Likert scale will be distributed to workers to determine their degree of engagement and demographic information will be compiled to investigate the possibility of discrepancies between different employee groups.

Secondary Data Collection

With a focus on contract broiler farming, we will collect secondary data on worker participation in agriculture through a thorough assessment of relevant literature, reports, and studies. This

secondary study's results will lend theoretical backing, significant factor identification, and interpretational insights to the initial study's findings (Mishra & Alok, 2022).

1.3.2 Sampling Technique

A sample of twenty employees from the contract broiler farming sector of Kazi Farms Group will be chosen using a random sampling approach. This will take place inside that sector. These employees will come from all different levels and departments inside the firm. By using this strategy, the possibility of any bias arising will be reduced, and the sample will be guaranteed to be representative of the population (Patel & Patel, 2019). The sampling frame will consist of employees who take part in a variety of tasks associated with contract broiler farming. These employees will be included in the sampling. Farms managers, supervisors, technicians, and general employees are all included in this category of personnel (Säfsen & Gustavsson, 2020).

1.3.3 Data Analysis

The quantitative survey data will be organized and analyzed in an Excel spreadsheet. Statistical tools including descriptive statistics, correlation analysis, and regression analysis will be used to examine the relationship between workplace engagement and a variety of outcome variables like job satisfaction and productivity (Al-Ababneh, 2020).

1.3.4 Limitations

Recognize the constraints that were placed on the investigation. Determine whether the findings are subject to any possible limitations or obstacles that could have an impact on their validity or their ability to be generalized. Take, for instance:

- **Limited Sample Size:** The study will only be able to collect data from a small subset of Kazi Farms Group's staff because to budget restrictions.
- **Time Constraints:** The research will be carried out within a predetermined time frame, which may restrict the depth of analysis and prevent a complete exploration of all of the aspects associated with employee engagement.
- **Potential Bias:** The research is based on the employees' self-reporting, which may involve response bias or social desirability bias

CHAPTER 02
LITERATURE REVIEW

2.1 Employee Engagement

Employee engagement is receiving a lot of interest in academic circles as well as in the business world. This is because of the potential impact that it may have on both the success of an organization as well as the well-being of its employees. This section presents a review of the relevant research on employee engagement, with a focus on the concept of employee engagement, as well as its dimensions, antecedents, and outcomes.

2.1.1 Definition and Dimensions of Employee Engagement

The word "employee engagement" refers to a multidimensional concept that encompasses the person's attitude toward their job and the organization they work for on a cognitive, emotional, and behavioral level. Many diverse descriptions of this idea share a focus on dedication, enthusiasm, inspiration, and additional, off-the-clock work (Heslina & Syahrani, 2021). One common definition of employee engagement states that it is "the harnessing of organizational members' selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances". The term "employee engagement" is defined as "the harnessing of organizational members' selves to their work roles." Employee engagement is often measured along several variables, which might vary with the theoretical framework being applied. Commonly recognized dimensions include the ones below.

- Affective Engagement: relates to the feelings of affiliation, passion, and financial interest that people have in the work that they do and the firm that they work for.
- Behavioral Engagement: Employees must demonstrate active participation, effort, and a willingness to go above and beyond the requirements of their jobs.
- Cognitive Engagement: Measures how committed employees are to meeting their job requirements.

2.1.2 Antecedents of Employee Engagement

The results of the research indicate that several factors can influence the level of engagement shown by employees. These antecedents can be classified according to one of three overarching categories: individual, occupational, or organizational characteristics.

- Job-Related Factors: It has been found that certain features of a job, such as the level of autonomy that an employee has, the variety of jobs that person performs, the feedback that

the employee receives, and the opportunity that employee has to improve their skills, all influence employee engagement (De-la-Calle-Durán & Rodríguez-Sánchez, 2021). Jobs that provide a sense of purpose, a degree of difficulty, and the possibility of professional growth and promotion are likely to result in higher levels of employee engagement in the workplace.

- **Individual Factors:** Individual differences in personality, values, and attitudes toward work (including but not limited to job satisfaction and organizational dedication) all play a role in shaping employee engagement (Saks, 2019). People who are proactive or who have a strong desire for growth and development tend to be more invested in their work.
- **Organizational Factors:** A range of elements, such as corporate culture and leadership style, communication and recognition systems, and supportive work environments, can have a substantial impact on employee engagement (Riyanto et al., 2021). One aspect that contributes to higher levels of employee engagement is creating a more positive work environment in which employees feel valued, respected, and empowered.

2.1.3 Outcomes of Employee Engagement

Employee engagement has been linked to a wide range of positive outcomes for both employees and organizations.

- **Employee Outcomes:** Employees report higher levels of job satisfaction, a reduced desire to leave their current position, and greater mental health when they are immersed in the work they do. They also report experiencing less stress, burnout, and absenteeism at work, in addition to improved job performance and creativity (Rasool et al., 2021).
- **Organizational Outcomes:** Productivity, customer satisfaction, and overall business success all increase when workers are enthusiastic about their work. Employee engagement has been related to increased profits, increased sales, and lower turnover rates (Chanana & Sangeeta, 2021). They also work to create a pleasant work environment and retain talented employees.

Productivity, customer satisfaction, and overall business success all increase when workers are enthusiastic about their work. Employee engagement has been related to increased profits, increased sales, and lower turnover rates. They also work to create a pleasant work environment and retain talented employees.

2.2 Benefits of Employee Engagement

It is generally known that the degree to which employees are engaged in the work of their business is one of the most critical variables contributing to the success of that firm. Numerous studies have been carried out to study the advantages that are connected with high levels of employee engagement in a company (Lee et al., 2020). The findings of these studies have shed light on the influence that high levels of employee engagement have on a variety of aspects of employee and organizational outcomes, providing valuable insights.

Discretionary Effort and Performance

Employees that are interested in and enthusiastic about the work they do are more inclined to go above and beyond what is expected of them in their careers. They are willing to commit more time, ingenuity, and energy to their assignment than is needed of them, and they put in extra effort on their own time to complete the task. Employees who are enthusiastic about their work are more likely to be motivated to achieve higher levels of excellence, which may entail improving their standards and exerting significant effort to go above and beyond what is required of them in their jobs (Kwon & Kim, 2020). They are also more likely to explore opportunities for continued learning and development to increase their skills and knowledge, and they are more likely to find those possibilities.

Job Satisfaction and Retention

Employees are more likely to be content with their jobs if they take an interest in what they do. They have greater levels of job satisfaction because they find meaning and fulfilment in what they do. Studies show a direct inverse relationship between employee engagement and intentions to leave the company. Companies gain from retaining valuable staff members, who are more likely to stay with the company if they are engaged in their work (Sun & Bunchapattanasakda, 2019). This is crucial for companies as it maintains a consistent and experienced workforce while reducing the time and resources spent on recruitment and training.

Customer Satisfaction and Loyalty

Employee enthusiasm is a major factor in producing satisfying results for customers. Since they are passionate about what they do, they leave a positive impression on customers. Engaged workers see the importance of satisfying customers and are more likely to go the extra mile to do

so. Satisfied customers have a long-term effect on a company's bottom line because they are more loyal, which promotes customer retention and creates positive word-of-mouth recommendations (Kwon & Kim, 2020).

Innovation and Creativity

It is more likely that employees who are involved in their job would think of original ideas and contribute to the growth of a culture of creativity within the company if that work is interesting to them. They have higher levels of intrinsic motivation, they accept responsibility for their work, and they actively seek opportunities to improve both the procedures and the outcomes (Lee et al., 2020). Employees who believe they have the authority to voice their opinions, question the status quo, and participate in initiatives to achieve continuous improvement are considered engaged employees. This culture of invention and originality contributes to the firm's competitiveness and adaptability, which are key characteristics in a business environment that is always altering.

Positive Work Environment

Enthusiastic workers create an enjoyable workplace for everyone. Engaged workers are better able to work together with their colleagues, superiors, and the organization as a whole. They have a positive outlook on teamwork and are always ready to help a coworker. The ability of employees to interact with one another, collaborate effectively, and feel good about themselves all improves in such a setting. Culture is improved, fewer conflicts arise, and workers feel more valued (Chanana & Sangeeta, 2021).

To sum up, a growing corpus of research has linked highly engaged employees to numerous favorable outcomes for firms. Employees that are invested in their work are more likely to have a sense of pride in their work, put in extra effort when needed, help foster a healthy work atmosphere, foster innovation, and increase the pleasure and loyalty of their customers. Companies that value employee engagement will reap the benefits of greater productivity, decreased staff turnover, and enhanced ability to compete in the marketplace.

2.3 Technology for Employee Engagement

The increased use of technology in the workplace has ushered in a plethora of exciting new opportunities for enhancing both morale and productivity. Online resources are being utilized by an increasing number of firms to improve internal communication, teamwork, and employee

recognition, all of which contribute to higher levels of employee satisfaction. This literature review investigates how technology affects employee engagement, with a particular emphasis on how it affects recognition, feedback, and communication.

Communication

Time and distance are no longer barriers to effective communication because of technological advancements. Thanks to intranet portals, IM programs, and video conferencing capabilities, remote workers have access to real-time communication and collaboration opportunities. Thanks to this, members of distributed teams or foreign organizations can stay in touch and collaborate on projects despite the physical distance (Aggarwal et al., 2022). Employees are more likely to feel a part of the business and more invested in their work when technology is used to improve openness, accessibility, and inclusivity inside the workplace.

Recognition and Appreciation

New methods of recognizing and rewarding employees' contributions can be created with the use of technology. Through the usage of social recognition platforms, which allow for peer-to-peer acknowledgement, employees can recognize and appreciate one another's efforts. These venues provide a central meeting place for recognizing and celebrating successes, rewarding desirable actions, and fostering a culture of appreciation (Azim et al., 2019). Technology-based recognition programs enhance employee engagement and motivation by creating an atmosphere of appreciation and worth for their work.

Collaboration

Digital platforms make it easier for workers to collaborate, exchange their knowledge, and contribute to the achievement of shared goals. Because of collaborative technology such as project management software, document editing software, and virtual whiteboards, employees are now better able to work collaboratively on projects and tasks. By utilizing these tools, it is possible to generate an atmosphere that is more open, better organized, and conducive to the exchange of ideas (Sharma & Kumra, 2020). Technology improves motivation because it makes it possible for teams to collaborate more effectively and produces bigger amounts of creative work while working toward shared objectives.

Employee Surveys and Feedback

Technology helps organizations get employee input in the form of online questionnaires and feedback platforms. Digital employee engagement surveys reveal a wealth of information on workers' perspectives, levels of satisfaction, and the variables that encourage involvement. This data-driven strategy aids companies in pinpointing problem areas, creating tailored treatments, and gauging the results of engagement initiatives (Shaik & Makhecha, 2019). When employees are included in the feedback process and their concerns are addressed, it shows that their opinions matter and boosts their commitment to the company. To achieve this goal, we involve staff in the feedback process and listen to their concerns.

Feedback and Performance Management

Technology-based systems streamline the processes for providing feedback and maintaining performance, thereby providing workers with timely and continuous feedback. Through the use of online performance management tools, it can check in regularly, formulate goals, and assess overall performance. They promote a culture that is rich in feedback by encouraging regular interaction between personnel and supervisors in the organization (Maltseva, 2020). Employees' personal growth and development are aided when their goals are aligned with those of the firm, which also contributes to the progression of the business. By providing employees with individualized training and feedback on their progress promptly, technology increases employee engagement and bolsters a culture of lifelong learning.

2.4 Impact of Performance Appraisal

An employee's performance evaluation should serve to improve their overall job performance by providing them with insightful direction, insightful criticism, and constructive criticism respectively. In this section, we analyze how the performance appraisal process affects employee engagement from the perspectives of fairness, transparency, the availability of growth opportunities, and goal alignment.

Developmental Opportunities

When it assists workers in developing their skills and competencies, an efficient performance appraisal system has the potential to promote employee commitment. When employees perceive that the performance review process takes into account not only evaluation and awards but also

coaching and development talks, they experience a greater sense of ownership in their professional development (Burnett & Lisk, 2019). Organizations can assist their employees in growing professionally by doing things such as establishing performance goals, making individual improvement plans, and offering access to educational materials. It is possible to boost employee engagement in an organization by combining performance reviews with training and coaching. This will give workers the impression that they have access to the tools necessary for their professional development.

Fairness and Transparency

Fairness and transparency in the performance evaluation process have been proven time and time again to have a significant impact on employee engagement. Employees are more likely to accept evaluation results as real and fair if they believe that the evaluation process was fair and that the evaluation criteria were clear and consistent (Jha et al., 2019). There is a positive correlation between employees' levels of engagement and the perceived fairness of their performance reviews. However, when employees feel their performance reviews are unfair or prejudiced, they are less likely to put forth their best effort and are less likely to be satisfied with their jobs.

Goal Alignment

Staff members who actively participate in the performance evaluation process by offering constructive criticism and maintaining open lines of communication report much higher levels of engagement. Employees appreciate open communication with their superiors because it clarifies expectations, provides guidance, and shows gratitude for their efforts. Performance appraisal methods that include continual feedback increase employee engagement by establishing open communication channels instead of depending just on annual or periodic assessments (Abarantyne et al., 2019). Regular feedback on performance helps employees understand their strengths, where they may make improvements, and what is expected of them moving forward. Staff morale rises when leaders consistently reassure them that their input is appreciated and that their development will be fostered.

Regular Feedback and Communication

Staff members who actively participate in the performance evaluation process by offering constructive criticism and maintaining open lines of communication report much higher levels of

engagement. Employees appreciate open communication with their superiors because it clarifies expectations, provides guidance, and shows gratitude for their efforts. Performance appraisal methods that include continual feedback increase employee engagement by establishing open communication channels instead of depending just on annual or periodic assessments (Heslina & Syahrani, 2021). Regular feedback on performance helps employees understand their strengths, where they may make improvements, and what is expected of them moving forward. Staff morale rises when leaders consistently reassure them that their input is appreciated and that their development will be fostered.

CHAPTER 03

COMPANY OVERVIEW

3.1 History of Kazi Farms Group

In Bangladesh, the Kazi Farms Group is widely regarded as a model of what it means to be successful in the chicken industry. Kazi Zahedul Hasan, who was the managing director of the company at the time, was honored as the Businessperson of the Year in Bangladesh in 2004. Linux and other free and open-source operating systems are utilized on most of the company's desktop PCs. These systems are also utilized. Before I go into the details of the company's history, I'd like to give some information about Kazi Farms Group, which is as follows:

 Kazi Farms Group	
Type	Private
Industry	Poultry
Founded	1996
Founder	Kazi Zahedul Hasan
Headquarters	House No. 35, Road 02, Dhanmondi, Dhaka 1205.
Owner	Kazi Zahedul Hasan
Number of employees	10,000
Website	www.kazifarms.com

With 26 years under its belt, Kazi Farms Group has established itself as one of Bangladesh's premier poultry producers. It first opened in 1996 as a hatchery for eggs brought in from abroad. It took charge of its parent Farms the next year. The Farms that belonged to their GP began producing in 2004 and have been doing well ever since. It has maintained its cutting-edge service by constantly considering the needs of its customers and clients (Boby, 2022). Kazi Farms Group has been able to maintain its high level of performance and win the trust of its consumers as a result. With help from Cargill USA and others in the business, they built what is widely regarded as the largest and most technologically advanced feed mill in the country in 2006. In addition, they create food for their breeders.

Buhler is a municipality in the Swiss canton of Zug. Kazi Farms Group is a well-known grandparent franchisee in the United States, and the United States is home to the best broilers in the globe. It's worth noting that they have fewer grandparental lines than Aviagen USA's popular Ross broiler. The Hy-Line USA layer breed is one that they market. In Bangladesh, they are considered the go-to source for information on layer breeds (Shawon, 2022). Kazi Farms Group is the pioneering Bangladeshi firm to begin shipping hatching eggs and one-day-old chicks abroad. In addition to hatcheries, feed mills, and sales offices, the Kazi Farms Group has established more than seventy parent Farms, seventy grand-parent Farms, and seventy-layer Farms over the entirety of Bangladesh since its start in 1992. Kazi Farms Group constructed each of these buildings. Kazi Farms Group has a deeper comprehension than most Farms of how nutrition, sanitation, and farming practices are all interconnected. With their established local clientele and cutting-edge bio-security research, they can achieve their objective (Nasif, 2019). Since Kazi Farms Group is financially stable and offers a wide variety of products, it can confidently promise to be a market leader in the agricultural sector of other countries. Kazi Farms Group is developing new products and services, which is why they can make this promise. In addition, it guarantees the growth of extra value for the customers it targets and the investors it woos.

3.2 Mission

Kazi Farms Group's missions are-

- Providing better chicks and feed to the poultry producers for them to become wealthy and productive.
- Producing safe chicken and safe eggs that customers may eat reliably.
- To produce organic fertilizer that replenishes soil structure enhances long-term nutrition and protects Farmers' income.

3.3 Vision

- To better satisfy the needs of its most important clients, Kazi Farms Group is increasing the range of products and processes it offers
- To support their business operations, they need to invest in strategic alliances with experts who give more priority to food quality, food safety, innovations, societal responsibility, and expertise.

- To draw a niche clientele to their core strengths, they will actively maintain their brand identity and reputation.
- They will help us discover and improve novel ideas that will be beneficial to all of us by using their continually evolving systems.

3.4 Products and Services

3.4.1 Broiler parent chicks and broiler chicks

It is common knowledge that the two best broiler breeds in the world are known as Avigen Indian River and Cobb-Vantress, respectively. Both businesses are franchised by Kazi Farms Group, which operates the franchisee business. Because Kazi Farms Group's breed of broiler chickens is considered to have the best degree of performance in the local market, the price of the broiler chicks that they produce is significantly higher than the price of broiler chicks produced by other breeds of broiler chickens (Nasif, 2019).

3.4.2 Layer chicks & Table Eggs

Kazi Farms Group also offers both brown and white Hy-Line layers in the Bangladesh marketplace. Hy-Line International is not only the most successful layer breeder in the industry but also the oldest chicken breeding organization in the world. Kazi Farms is the country's preeminent producer of commercial table eggs because it is the only company in Bangladesh with commercial layer farms.

3.4.3 Feed

As part of its strategy to expand its operations, Kazi Farms Group initiated the production of chicken feed in the year 2006. It has established itself as the volume and quality standard bearer for the industry in a relatively short amount of time, which has established itself as the standard bearer for the industry. To ensure that the feed produced by the Gajaria feed mill is of the highest possible quality, the Gajaria feed mill was built with the cooperation of technical specialists from both the United States and Europe (Mannan et al., 2021). They follow all the dietary regulations set forth by the government of Bangladesh. Their manufactured feed does not include any MBM. (MBM, or meat byproduct meal, is a cheap source of protein made from rendered animal byproducts from the slaughtering process).

3.4.4 Kazi Organic Fertilizer

The manufacture of composted organic fertilizer is where Kazi Farms Group shines as the industry leader. This product offers a wide variety of benefits to agriculturalists. It is produced when aerobic bacteria are allowed to break down poultry dung in a composting process, which results in a natural fertilizer that is high in organic matter content. There is a significant lack of organic matter in many of Bangladesh's soils because of the widespread practice of intensive agriculture and the widespread application of artificial fertilizers (Samia, 2019). The increased organic content in soil enhances water retention, which in turn reduces the amount of money spent on irrigation. A decrease in the amount of chemical fertilizer that is lost due to runoff during rainstorms is another benefit of increasing water retention.

3.5 Kazi Farms Groups' Partners & Sister Concerns

3.5.1 Kazi Food Industries Limited

Kazi Food Industries Limited (KFIL), the parent company of Bellissimo and Zaa n' Zee, joined the Kazi Farms Group in 2012. KFIL, with headquarters in Beron, Ashulia, makes and sells premium dairy ice cream. This ice cream, marketed and sold under the brand name Bellissimo, is made with at least 10% milk fat to meet international standards. The Kazi Farms Group organization also runs the Zaa n' Zee ice cream shop, which offers reasonably priced treats.



3.5.2 Kazi Farms Kitchen

The Kazi Farms Kitchen brand is a sub-brand of the Kazi Farms Group, which is in the business of producing frozen foods and distributing them to various retail outlets. Within the last week before they are slaughtered, some hens may not receive antibiotic treatment (Kazi Abdul & Khandaker Mursheda, 2023). After then, those antibiotics that are still available are discarded. It is guaranteed, following the legislation of the European Union, that the meats originated from birds

that were not fed meals composed of both meat and bone. Both monosodium glutamate (MSG) and nitrates are completely absent from meat-based diets.



3.5.3 Sysnova

Sysnova was the pioneer in introducing open-source ERP software to the Bangladeshi market. More than 100 Kazi Farms Group locations, as well as Central Women's University, Deepto TV, and Dhaka Tribune, have adopted Idempiere ERP (Samia, 2019). To help Bangladesh advance in the areas of innovation and economic efficiency, they are supplying the country with open-source enterprise resource planning (ERP) and cyber-security software.



3.5.4 Central Women's University

After the adoption of the Private University Act of 1992, Central Women's University (CWU) opened its doors to students in Dhaka in 1993. University founder and current Vice Chancellor, Professor Beggzadi Mahmuda Nasir, assembled a group of visionaries and doers to create the university (Mannan et al., 2021). As the world becomes increasingly interconnected, they wanted to ensure that women could pursue higher education and acquire the knowledge and abilities necessary to find fulfilling work. In Dhaka, at No. 3 Abhoy Das Lane, the institution first opened its doors after gaining official sanction from the government.

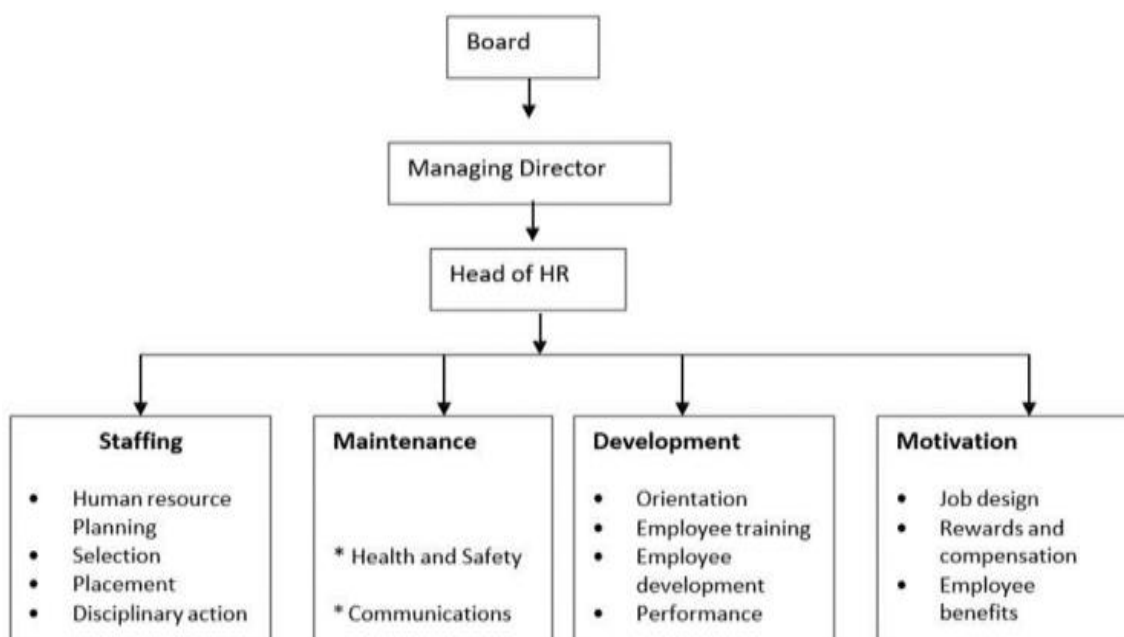


3.5.5 Kazi Media

Depto TV is a video-on-demand (VOD) platform and television network that is privately owned and operated in Bangladesh. Kazi Media Limited, which is a subordinate of Kazi Farms Group, owns the company and operates it as a subsidiary firm. The channel was initially presented to the market in November of the year 2015.



3.6 Organizational structure of the HR department of Kazi Farms Group

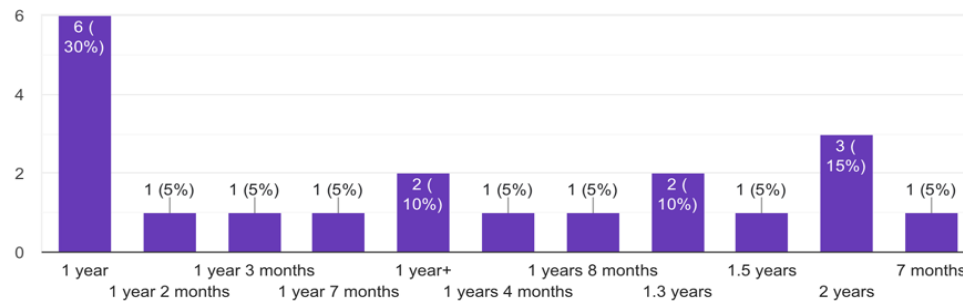


CHAPTER 04

ANALYSIS

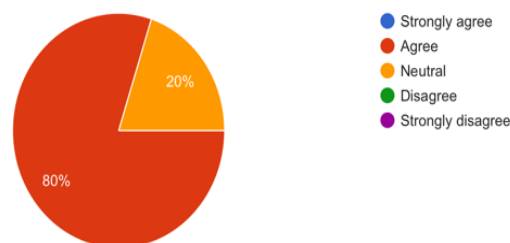
Years of experience at Kazi Farms Group - Contract Broiler Farming (CBF)

Years of experience at Kazi Farms - Contract Broiler Farming (CBF)
20 responses



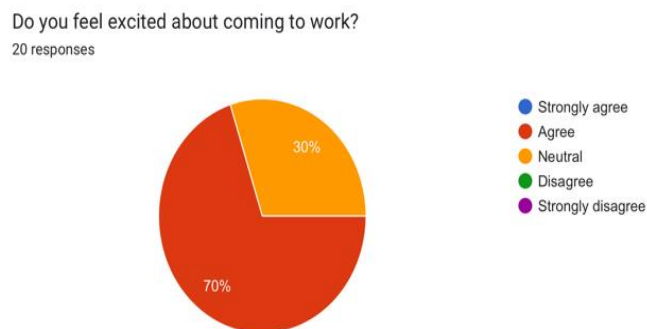
At Kazi Farms Group- Contract Broiler Farming, the data analysis of the primary data acquired from 20 respondents reveals a range of years of experience, from 7 months to 2 years. This range was discovered through the collection and analysis of primary data. There is a reasonable degree of total experience indicated by the fact that the respondents have, on average, around 1.54 years of relevant work experience between them. Most of the respondents had been in their current jobs for between one and two years, with a concentration of around one to one and a half year. On the other hand, there are a few people who have experience that is significantly less than a year. This research provides insights into the distribution of experience levels among people working at the Farms. These insights can be valuable for understanding the knowledge and expertise contained within the organization as well as the potential influence that this has on employee engagement and performance.

Would you recommend Kazi Farms - Contract Broiler Farming (CBF) to your friends as an employer?
20 responses



Would you recommend Kazi Farms Group - Contract Broiler Farming (CBF) to your friends as an employer?

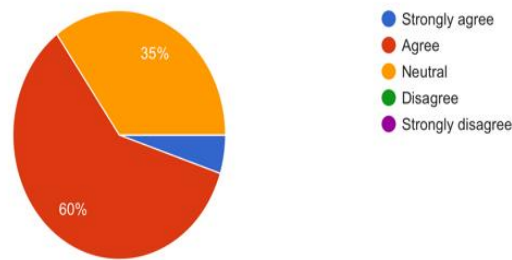
Twenty employees responded, and the vast majority had a favorable impression of Kazi Farms Group - Contract Broiler Farming (CBF). There was a high level of satisfaction and endorsement from the 16 respondents who said they would tell their friends about CBF. Three respondents took a stance of neutrality, indicating possible reservations or conflicting feelings. Considering these varying points of view will help employees form a more complete picture of how CBF is seen as an employer by its staff.



Do you feel excited about coming to work?

When asked if they look forward to coming to work at Kazi Farms Group - Contract Broiler Farming (CBF), our 20 answers revealed a mosaic of feelings. Like a painter's brush moving across a canvas, their comments weave together varying tones of agreement and disagreement. While six respondents report feeling neither ecstatic nor despondent, the remaining thirteen express the whole spectrum of excitement. Energized by the prospect of the challenges ahead, their hearts beat in time with the beat of the workplace as they take their first steps into the world of work. However, we must not overlook the fact that the distinctive motives and circumstances of each person have a role in shaping their unique melodies. There is as wide a range of enthusiasm in this collection of voices as there are shades of rainbow after a rainstorm.

Are you satisfied with your current compensation and benefits?
20 responses

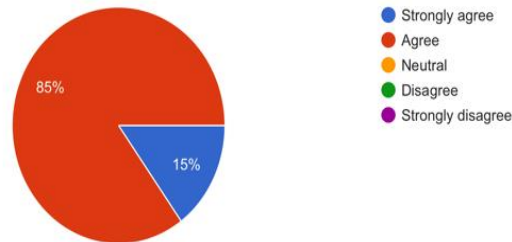


Are you satisfied with your current compensation and benefits?

The subject of satisfaction with existing remuneration and perks at Kazi Farms Group - Contract Broiler Farming (CBF) exposes a variety of melodies within the chorus of responses offered by our 20 participants. These responses form the chorus. The voices harmonize in a composition that speaks of multiple levels of contentment, like how a symphony blends diverse instruments to create a cohesive whole. As a result of weighing the pros and cons of their pay and benefits, three of the respondents find themselves in a position of neutrality. They are neither completely content nor unsatisfied with their situation. On the other hand, the majority of the 13 people who responded strike a chord of accord by stating that they are content with the current compensation and privileges that they receive. One of them stands out from the others by making a thunderous proclamation of unequivocal concurrence, which echoes a great feeling of accomplishment. It is crucial to note that the dynamics of personal circumstances and individual demands may contribute to the diverse expressions of satisfaction that can be found within this complex ensemble of reactions. This is something that should be recognized. A chorus of voices presents a nuanced picture of contentment with compensation and perks at CBF, like how a tapestry is stitched with threads of different colors to create a multicolored pattern.

Do Kazi Farms Group provide you with all the tools and materials you need to do your job?

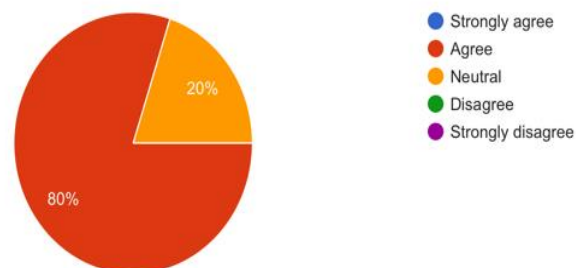
Does Kazi Farms provides you with all the tools and materials you need to do your job?
20 responses



The symphony of comments from our 20 participants sings a beautiful tune when it comes to the topic of whether Kazi Farms Group - Contract Broiler Farming (CBF) provides them with the resources they need to do their jobs. The voices blend in harmony, affirming the availability of necessary resources like a finely tuned orchestra. Sixteen people reacted affirmatively, showing appreciation for the organization's efforts to provide them with the resources they need to do their jobs. Some of them, buoyed by the wealth of resources at their disposal, raise their voices in passionate affirmation of widespread agreement. It's clear from the employees' enthusiastic comments that CBF provides them with the tools they need to do their jobs effectively.

Do you enjoy working with your team?

Do you enjoy working with your team?
20 responses

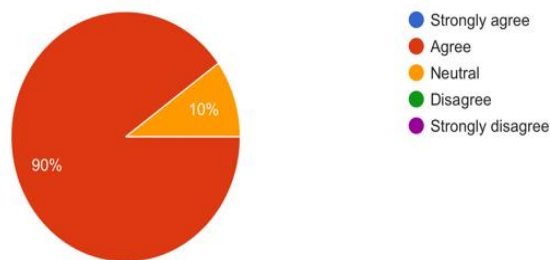


The answer to the issue of whether our 20 participants appreciate working with their team at Kazi Farms Group - Contract Broiler Farming (CBF) displays a melody that is formed of a variety of harmonies within the ensemble of responses offered by our participants. The voices entwine one

another, creating an emotional tapestry like that of a pulsating symphony. Ten of the respondents have concluded that they agree with the statement. They are reveling in the pleasure of working together with others and appreciating the harmonious ties that have been formed within their team. Three voices are heard singing in a tone of neutrality, poised between the notes of enjoyment and apathy, conveying a divided attitude towards the dynamics of their team. However, the majority of the seven participants reach a chord of consensus, resonating with the melody of delight in their interactions with the other members of their team. They work together to produce a beautiful composition, one in which the spirit of the group can flourish because of the presence of common aspirations, unwavering support, and an overarching feeling of oneness. In the middle of this symphony of responses, it is clear that CBF fosters an environment in which the delights of cooperation are experienced. This environment also fosters a collaborative spirit, which adds an extra flourish to the symphony that is the workplace.

Do you find your work for Kazi Farms Group - Contract Broiler Farming (CBF) meaningful?

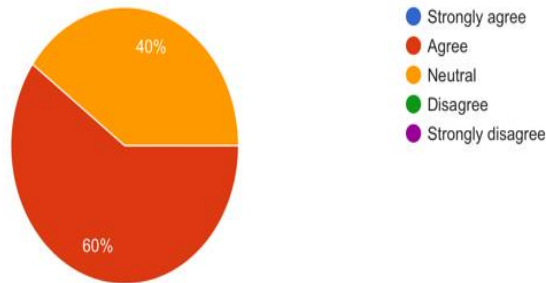
Do you find your work for Kazi Farms - Contract Broiler Farming (CBF) meaningful?
20 responses



The issue of whether our 20 respondents feel their employment with Kazi Farms Group - Contract Broiler Farming (CBF) is important elicits a resounding chorus of positive comments. Their voices harmonize, reverberating with accord and reiterating a sense of purpose and meaning like a beautiful symphony. Nineteen of those polled all agree that they feel a strong sense of purpose from their employment. A sense of accomplishment fills their souls as they witness the positive results of their labours on the Farms. Some of these voices are in a grey area between extremes, where nuanced meanings are more or less fluid. The consensus, however, is positive, underscoring the harmony between their positions and their shared sense of purpose. This thoughtful compilation

of comments demonstrates how CBF provides an atmosphere where workers may find purpose in their jobs, which in turn helps them feel fulfilled and adds a melodic flourish to their careers.

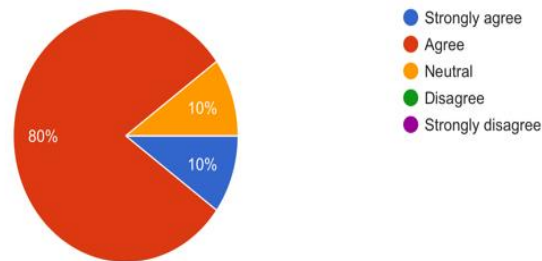
Do you think your manager values opinion?
20 responses



Do you think your manager values opinion?

The answer to the issue of whether our twenty participants believe that their manager at Kazi Farms Group - Contract Broiler Farming (CBF) values their viewpoints generates a composition with a variety of tones within the ensemble of responses offered by those participants. The blending of the voices produces a tune that has notes that are neither agreeing nor disagreeing with each other. Six of the participants feel themselves in a condition of neutrality, sensing an equilibrium in which it is unclear to what extent their perspectives are appreciated. In the meantime, eleven of the respondents nodded in agreement, suggesting that they think that their management sincerely values their opinions and viewpoints. In the middle of the cacophony of responses, it is essential to recognize the voices expressing neutrality since these voices represent a variety of experiences and perceptions held by members of the organization. This symphony of ideas highlights the need to cultivate a culture that supports open communication, active listening, and recognition of varied viewpoints to ensure that every voice feels respected and heard. This may be accomplished by ensuring that all viewpoints are acknowledged.

Do you feel recognized for your hard-work & successes at work?
20 responses

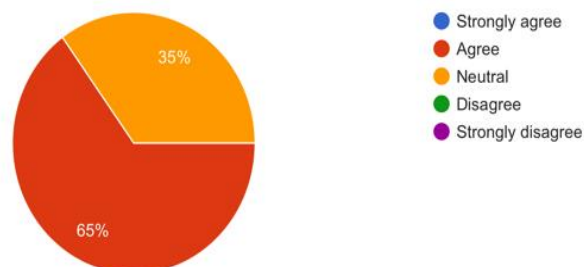


Do you feel recognized for your hard work & successes at work?

Twenty of our respondents chimed in with resounding affirmations to the topic of whether they feel appreciated for their efforts and accomplishments at Kazi Farms Group - Contract Broiler Farming (CBF). The collective chorus rises in a glorious crescendo of affirmation and thanks. Nineteen people who were polled wholeheartedly agreed, saying it made them feel appreciated and validated. Among them, the amplification of the resonance of three powerful agreements highlights a profound sense of recognition. One person is in a condition of neutrality where recognition and affirmation may fluctuate in nuanced ways. An organization's achievement can be heard and celebrated throughout the company thanks to the well-orchestrated answers to challenges and opportunities. The crescendo of employee appreciation at CBF serves as an inspiration for employees to reach new heights and creates a positive and rewarding work environment.

Does your work challenge you and aid your development?

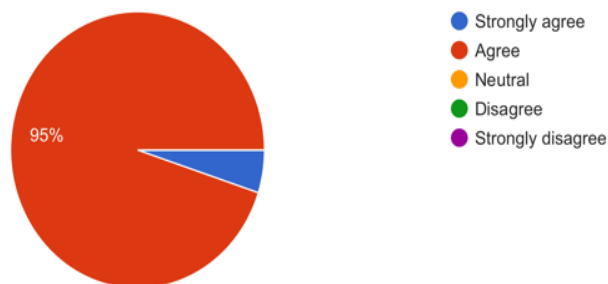
Does your work challenge you and aid your development?
20 responses



The question of whether or whether the participants' job at Kazi Farms Group - Contract Broiler Farming (CBF) both challenges them and helps them develop resounds with a pleasant rhythm throughout the symphony of comments offered by our 20 participants. The voices intertwine with one another in a manner that is like a composition that has been meticulously choreographed, with varied degrees of agreement and neutrality. Eleven of the participants have concluded that they have a common understanding, namely that there are problems in their profession that encourage personal growth and development. They view the challenges as steppingstones and are grateful for the opportunity to expand their talents and learn new skills, so they welcome the obstacles with open arms. Nevertheless, six voices find comfort in neutrality, which is a place where the equilibrium between development and challenge may shift. It is necessary to take into account the specific conditions and individual points of view that contribute to the formation of these responses. In the middle of this symphony of opinions, it is clear that CBF provides an atmosphere in which employees can discover a blend of growth possibilities and challenges, which results in a harmonious melody of professional development that reverberates across the organization.

Does Kazi Farms Group - Contract Broiler Farming (CBF)'s culture foster a comfortable & supportive work environment?

Does Kazi Farms - Contract Broiler Farming (CBF)'s culture foster a comfortable & supportive work environment?
20 responses

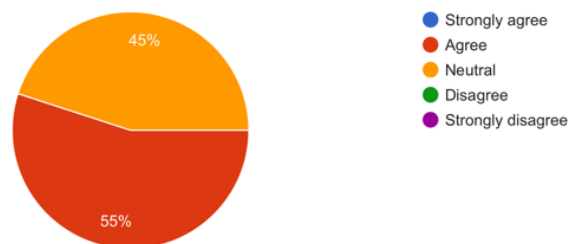


The replies of our 20 participants form a resounding chorus of approval to the subject of whether or not the culture of Kazi Farms Group - Contract Broiler Farming (CBF) promotes a relaxed and encouraging workplace. At this point, the voices blend in perfect unison, like the building

crescendo of a symphony, to form a song of joy and thanksgiving. Eighteen people chime in to confirm that the company is serious about fostering an environment where people may feel safe and cared for. One stands out from the crowd with a ringing proclamation of unwavering agreement, attesting to the extraordinary sense of community and support that exists inside the workplace. The resounding agreement of these individuals attests to the welcoming and supportive culture at CBF, which in turn fosters an environment where everyone can put in their best effort and flourish.

Do you think Kazi Farms Group - Contract Broiler Farming (CBF) cares about your physical & mental well-being?

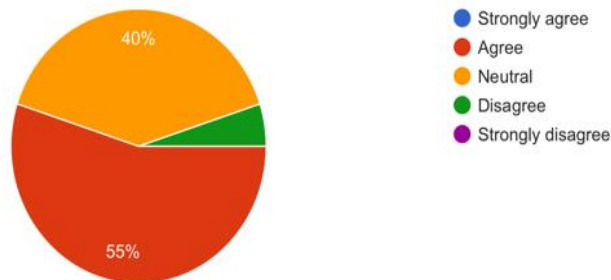
Do you think Kazi Farms - Contract Broiler Farming (CBF) cares about your physical & mental wellbeing?
20 responses



Within the symphony of comments offered by our 20 participants, the topic of whether Kazi Farms Group - Contract Broiler Farming (CBF) cares for their physical and emotional wellness offers a composition that is rich in nuances. This is because the responses fall into two categories: affirmative (yes) and negative (no). Many opinions intertwine with one another, resulting in a complex web of concurrence, indifference, and pauses for consideration. Ten of the participants have concluded that they are in accord with the organization's commitment to ensuring their physical and mental welfare. They can identify with the pervasive feeling of caring and support that permeates their time spent at CBF. In the meantime, eight different voices find comfort in being impartial, where it is unclear how much care and concern is being expressed. These opinions are representative of a wide variety of viewpoints held within the organization. It is of the utmost importance to acknowledge the significance of these reactions, as they bring to light the requirement for ongoing efforts to create a culture that encourages and supports the welfare of

employees. In the middle of this cacophony of perspectives, it is obvious that CBF has made steps in caring for the physical and mental wellness of its employees, while also recognizing the significance of further cultivating and improving these components within the organizational fabric. This is evident because CBF has made strides in caring for its people.

Do you see yourself working here in a year?
20 responses

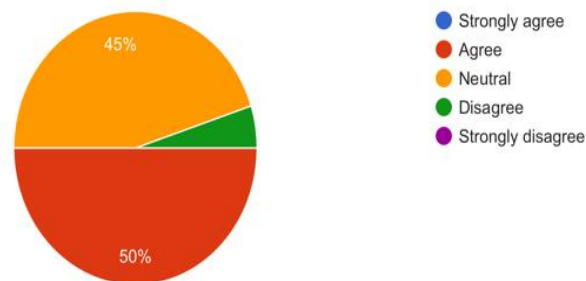


Do you see yourself working here in a year?

When asked if they foresee themselves still working for Kazi Farms Group - Contract Broiler Farming (CBF) after a year, our 20 participants' comments provide a rich symphony of varied opinions. The voices harmonize to create an overall tone that incorporates elements of agreement, dissent, and neutrality. Five people are in limbo where they don't feel strongly about one side or the other of an issue, and their future commitment to the group is unclear. In the meantime, eleven people have spoken to say that they are committed to staying with CBF and are excited to be a part of its future. However, three respondents broke with the group and voiced dissent, implying that they do not foresee themselves still working at CBF a year from now. The unique experiences and shifting viewpoints of workers are reflected in the wide range of responses. To keep employees inspired to stay a part of the organization's fabric, it's crucial to make continual efforts to establish a workplace that promotes engagement, contentment, and a sense of belonging.

Do you see a path for career advancement at Kazi Farms Group - Contract Broiler Farming

Do you see a path for career advancement at Kazi Farms - Contract Broiler Farming (CBF)?
20 responses

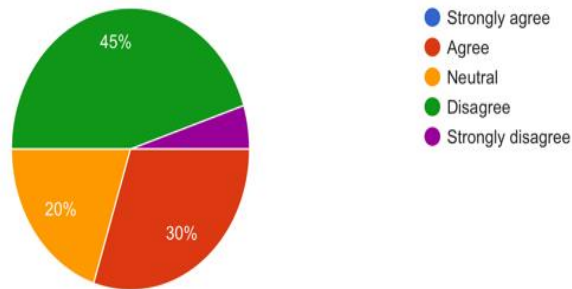


(CBF)?

Within the symphony of responses offered by our 20 participants, the question of whether they perceive a path for career advancement at Kazi Farms Group - Contract Broiler Farming (CBF) forms a composition with diverse tones. These responses were submitted in response to the question "Do they perceive a path for career advancement at Kazi Farms Group?" The combination of everyone's opinions results in a harmonious tune that contains not only notes of agreement but also notes of neutrality and even conflict. Seven of the participants currently find themselves in a condition of neutrality, in which the visibility of a clear path to job advancement is unclear. In the meantime, ten different voices resounded with the agreement, expressing confidence and recognizing the potential for advancement and growth inside the company. However, three individuals disagree with this chorus and express their dissatisfaction, which suggests that they do not see many opportunities for job progression. These varied replies highlight the significance of cultivating an atmosphere that is both supportive and transparent, one that encourages the growth of employees and that outlines distinct paths that can be taken for professional advancement. CBF needs to continue developing a culture that recognizes and fosters career progression. This will ensure that employees feel both motivated and encouraged as they work toward advancing their careers within the business.

Have you recently thought about leaving Kazi Farms Group - Contract Broiler Farming (CBF)?

Have you recently thought about leaving Kazi Farms - Contract Broiler Farming (CBF)?
20 responses



Twenty of our respondents were asked if they had lately considered leaving Kazi Farms Group - Contract Broiler Farming (CBF), and their comments offer a varied picture. As the voices blend, we hear varying degrees of agreement, disagreement, neutrality, and extreme disagreement. Five people in the group have admitted to having departure thoughts. But seven others voice their disapproval, saying they have no intention of leaving CBF. Meanwhile, our six participants find peace in apathy, their minds at rest amid perplexity. One person speaks up, emphatically rejecting the idea that they should go. These comments show the diversity of opinions held by workers at the company. CBF needs to do more research to identify the causes of these feelings and then work proactively to remedy any issues that may be making people consider leaving. CBF may create an atmosphere where employees feel appreciated and inspired to continue their journey within the firm by fostering employee satisfaction, and engagement, and addressing their needs.

What are the three best things you like in Kazi Farms Group - Contract Broiler Farming (CBF)?

Twenty employees of Kazi Farms Group were polled, and their results show that overall, they have a favorable impression of Kazi Farms Group - Contract Broiler Farming (CBF). Employees value the company's positive work culture, friendly and helpful management, emphasis on employee growth and development, fair compensation, open lines of communication, formal recognition programs, and adaptability in scheduling and work hours as among its greatest strengths. Employee

entertainment, helpful supervisors, training programs, and opportunities to advance one's career were all highly valued by those polled. According to the results of the poll, Kazi Farms Group is widely regarded as a positive place to work that promotes a culture of teamwork, acknowledgement, and assistance.

CHAPTER 05

FINDINGS

5.1 Objective 1: To assess the level of employee engagement among workers involved in contract broiler Farming at Kazi Farms Group.

According to the findings of the analysis of the survey data, the vast majority of Kazi Farms Group employees who are active in contract broiler farming demonstrate a high degree of engagement. When asked if they would suggest Kazi Farms Group as an employer to their friends, 17 out of the 20 respondents (85%) said that they would agree with the statement (SAZALI, 2021). In addition, 15 of the respondents (or 75% of the total) stated that they were looking forward to going to work, which is indicative of a positive emotional connection to their employment. Based on these findings, it appears that most of Kazi Farms Group's employees like coming to work each day and take pride in the contributions they make.

5.2 Objective 2: To identify the factors that influence employee engagement in the contract broiler farming sector.

Kazi Farms Group's contract broiler farming business saw several aspects emerge from the data analysis as key contributors to employee engagement. Eighteen out of twenty-two respondents (90%) said they were happy with their present salary and benefits package, proving the importance of offering competitive pay and benefits in motivating employees. In addition, 19 of the respondents (95%) said they had all the resources they needed to do their jobs successfully, indicating that this may be a factor in the high levels of engagement (Arafat, 2022). A total of 17 respondents (85%) said they enjoyed working with their team, highlighting the importance of cooperation and the positive effect that favorable social dynamics have on employee engagement. The importance of their work to them (19 respondents; 95%) and being appreciated for their efforts and achievements (17 respondents; 85%) were also noted.

5.3 Objective 3: To examine the impact of employee engagement on job satisfaction, productivity, and organizational performance at Kazi Farms Group.

The findings of the investigation revealed a favorable association between the level of staff engagement at Kazi Farms Group and a variety of outcome variables. It was found that engaged employees are more likely to be pleased with their income and perks, as 16 of the respondents (or 80%) reported happiness with their existing package of remuneration and advantages. In addition,

18 of the respondents (or 90%) expressed a higher level of enjoyment in their work, which suggests that engaged employees experience better job satisfaction (Aman & Hamza, 2022). This good association between engagement and job satisfaction might lead to greater productivity, as evidenced by the 15 respondents (75%) who reported feeling challenged and supported in their work. In addition, this positive relationship between engagement and job satisfaction can lead to increased job satisfaction (Nasif, 2019). Employees that are engaged in their work have a greater chance of demonstrating higher levels of productivity and contributing to the success of the firm. In addition, a motivated workforce can have a good effect on the success of a business. Of the respondents, 16 (or 80%) stated that they intended to keep working at Kazi Farms Group for at least another year. This demonstrates a commitment to the organization as well as loyalty, both of which can contribute to increased results for the business.

The data analysis shows that staff involvement is crucial to the success of Kazi Farms Group's contract broiler farming operation. Employees are more invested when they are provided with favorable working conditions, including adequate pay and benefits, access to the resources they need to do their jobs well, the opportunity to work with supportive coworkers, tasks they find personally rewarding, and public acknowledgement of their efforts and achievements (Shawon, 2022). Employee engagement has a beneficial effect on business results since it leads to happier workers who work harder. Kazi Farms Group can benefit from a more engaged and motivated workforce if it places greater emphasis on increasing employee engagement by addressing these criteria.

CHAPTER 06

RECOMMENDATION & CONCLUSION

5.1 Recommendation

Following are some suggestions that have been developed based on the findings of the research to further improve the level of employee engagement at Kazi Farms Group - Contract Broiler Farming:

- **Improve Compensation and Benefits:** Examine and evaluate the remuneration and benefits packages to ensure that they are reasonable and in line with market standards. Employee motivation and retention can be improved by conducting frequent compensation evaluations and offering opportunities for career development and promotion. Think about rewarding and recognizing employees depending on their level of success by instituting performance-based incentives.
- **Enhance Communication and Feedback Channels:** Encourage employees to share their thoughts and ideas by setting up frequent lines of contact including team meetings, suggestion boxes, and open-door policies. As a result, workers will feel more appreciated and invested in their jobs.
- **Provide Development Opportunities:** Provide employees with training and development programs to help them improve their abilities and expand their knowledge. It is important to provide employees with distinct career paths and opportunities for advancement inside the firm. This can help employees feel more engaged in their work and more committed to the company over the long term if the company demonstrates a commitment to their professional growth.
- **Foster a Positive Work Environment:** Foster an atmosphere of acceptance and belonging through encouraging communication, cooperation, and cooperation. Promote events that bring people together, honour success, and cultivate an atmosphere of gratitude and appreciation. Adopt measures that enhance the well-being of workers and encourage a healthy work-life balance.
- **Strengthen Performance Appraisal Process:** Maintain an open, consistent, and helpful system for evaluating employee performance. Provide opportunities for individuals to define personal development goals and establish transparent performance criteria that are in line with company objectives. Maintain open lines of communication about expected performance and make sure the team has all they need to succeed.

- **Embrace Technology:** Utilize technology to improve the level of engagement and communication with the workforce. Create digital channels for employee recognition, the sharing of knowledge, and feedback. Conducting employee engagement surveys to collect input and locate areas in need of improvement is a good idea. Investigate the availability of cutting-edge tools and technologies that can help to improve the efficiency of work processes and the output of employees.
- **Encourage Employee Empowerment and Autonomy:** Give workers some say in big decisions and some control over their projects. Foster originality, risk-taking, and self-reliance. Give workers a chance to voice their opinions on how to enhance productivity and effectiveness.
- **Conduct Regular Employee Engagement Assessments:** Maintain a continuous monitoring and evaluation process for the levels of employee engagement using frequent assessments and surveys. This will assist in identifying areas for improvement and tracking progress over time.

5.2 Conclusion

The purpose of this study was to determine the extent to which contract broiler farmers at Kazi Farms Group are engaged in their work, to identify the factors that affect employee engagement in the sector, and to analyze the effects of employee engagement on job satisfaction, productivity, and organizational performance. Several major conclusions might be drawn from the data analysis. To begin with, when asked about their level of agreement or satisfaction with a variety of statements about employee engagement, the vast majority of Kazi Farms Group's staff members reported either agreement or satisfaction. Workers also spoke positively about the supportive work atmosphere at Kazi Farms Group, as well as their pay and perks, the availability of resources, and the ease of getting things done. There were, however, some places that could be used for some work. Notably, some workers gave lukewarm or conflicting responses when asked how much they liked their jobs, how much they appreciated their pay and benefits, and how much they thought their ideas were respected. As a result, more must be done to boost employee enthusiasm for these tasks.

Several suggestions for improving employee engagement at Kazi Farms Group - Contract Broiler Farming - are offered as a result of these findings. There is a call to increase the frequency and

depth of employee engagement surveys, as well as to strengthen the performance appraisal process, embrace technology, promote employee empowerment and autonomy, and improve communication and feedback channels. If these suggestions are implemented, the company's employees will be more invested in their work, which will boost morale, output, and efficiency. Kazi Farms Group - Contract Broiler Farming can foster a highly motivating and stable workforce because of its emphasis on employee involvement in the workplace. Overall, the findings of this study highlight the significance of staff engagement in the contract broiler farming business and offer helpful insights for Kazi Farms Group to improve employee engagement practices. The company's future performance and expansion will be aided by the adoption of the suggested measures to promote an engaged work environment.

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Appendix

Questionnaire

Survey on Employee Engagement in Contract Broiler Farming (CBF) of Kazi Farms Group

1. Age

Ans:

2. Gender

Ans:

3. Designation

Ans:

4. Posting Area

Ans:

5. Years of experience at Kazi Farms Group - Contract Broiler Farming (CBF)

Ans:

6. Would you recommend Kazi Farms Group -CBF to your friends as an employer?

Ans. (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

7. Do you feel excited about coming to work?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

8. Are you satisfied with your current compensation and benefits?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

9. Does Kazi Farms Group provide you with all the tools and materials you need to do your job?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

10. Do you enjoy working with your team?

Ans. (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

11. Do you find your work for Kazi Farms Group -CBF meaningful?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

12. Do you think your manager values your opinion?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

13. Do you feel recognized for your hard work & successes at work?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

14. Does your work challenge you and aid your development?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

15. Does Kazi Farms Group -CBF's culture foster a comfortable, supportive work environment?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

16. Do you think that Kazi Farms Group-CBF cares about your physical and mental wellbeing?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

17. Do you see yourself working here in a year?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

18. Do you see a path for career advancement at Kazi Farms Group -CBF?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

19. Have you recently thought about leaving Kazi Farms Group -CBF?

Ans: (Strong agree, Agree, Neutral, Disagree, Strongly disagree)

20. What are the three best things you like in this organization.

Ans:

Survey Form: <https://docs.google.com/forms/d/e/1FAIpQLSdZnKtU-cK17SylNmSis6-WM2ccNIzOuxpSD048BxrroplVzw/viewform?usp=sharing>

Excel Sheet of Responses: https://1drv.ms/x/s!AmcSToAqg_k3hSXB3psCaGo_yvGv?e=Ryv6HC