

Sustainable Supply Chain Practices and Customer Perception.

SDRS

Prepared by

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Submitted in Partial Fulfillment of the Requirements for the Degree

Bachelor of Business Administration

December 14, 2025



Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

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Name: Md Rubait Ibna Roman

ID No: 192011140

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Letter of Transmittal

December 14, 2025

Dr. Abdul Baten Sir

Senior Lecturer, ULAB School of Business University of Liberal Arts Bangladesh.

Subject: Submission of Internship Report.

Dear Sir,

It is my great pleasure and delight to submit my internship report as a part of my BBA Program curriculum to you, which I am assigned to prepare under your supervision on the topic entitled "Sustainable Supply Chain Practices and Customer Perception at a non governmental NGO SDRS."

I am fortunate enough to get the opportunity to work at SDRS. Which is one of the NGOs in Bangladesh. I worked as an intern for three months under the direct supervision of Md. Asadujaman Palash, Assistant Director ay SDRS.

This experience gave me excellent practical exposure to working in a corporate environment where I tried my best to utilize my skills obtained from working under different circumstances. I learned about corporate culture while working for one of the most successful and flourishing organization in Bangladesh.

I would be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my utmost pleasure and an incredible experience to work under your supervision at the University of Liberal Arts Bangladesh (ULAB) for my internship.

Sincerely Yours,

Md Rubait Ibna Roman

ID No: 192011140

ULAB School of Business

Acknowledgement

1. I want to sincerely thank SDRS for giving me the chance to finish my internship on customer perception and sustainable supply chain practices.
2. I am incredibly appreciative of my boss and every employee for their unwavering cooperation, support, and direction.
3. Their insightful advice and support have enabled me to learn and effectively finish this task.
4. I also want to express my gratitude to every respondent who took part in the survey and contributed their time and wisdom.
5. Lastly, I want to express my gratitude to my friends and family for their support during the internship.

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Part A

Chapter 1

(Internship Preparation)

1.1 Motivation to Do Internship:

A necessary subject for finishing the internship. It is crucial to conduct an internship to see what we have done in our honors life in depth so that a student may evaluate all the experiences of his student life with that and that's why it's mandatory and an important thing. Internships teach you about a variety of themes such as time management, leadership, team management, and many other vital topics, and we get opportunity to practice them there.

We will encounter a variety of people when we go for an internship. We will enter from a tiny institution, we will communicate with the outside world and we will gain an idea about their university culture and academics and it will not be simply a contact with an internship officer, but it will be a contact with senior executives of a very major corporation. We'll discover more about their efforts. For example, if I worked at the ACI group, I might have a relationship with them, and if I go for an interview somewhere else later on, it might be that I've already met them. In large companies, interns are frequently valued and students can share their thoughts.

1.2 Interview Search Process:

I first create a CV for internship. Then I search online in various business, marketing, account, finance, supply chain ID, digital development sectors to see where the jobs are available. I mention everything about education, qualifications, contact information in the CV. For internship online, I search various media such as; BD Jobs LinkedIn and various social media groups, get acceptance orders, check them.

First I started working in a software company. There I got a post as a digital marketing operator which was not in line with my subject and I had to go to the office for various personal matters of the officials and I had to work for about 9 and a half hours continuously from 9 am to 6:30 pm. Sitting in front of the computer where I was physically as well as mentally broken. Later I went for an interview in an NGO through my elder brother who works in various fields including education, health, school management, food management, they accepted my internship for three months and finally, i joined in an NGO. Before that, I am not prepared for viva and make myself capable for that organization.

After the interview, I am sent a thank you message through email and informed about the joining date. I join and start working responsibly. This will be very helpful for my future interviews.

1.3 Interview Experience:

I was invited directly to the office for an interview. I have given viva in various places, including Apex Bata and other reputed institutions. I did not get accepted from all of them. I did get accepted in some places and the experience I gained there is a huge achievement for me.

I am describing my interview experience below.

My name is Md. Rubait Ibna Roman, and I graduated from the University of Liberal Arts Bangladesh (ULAB) with an honors degree in supply chain management. I did really well in both SSC (5.00) and HSC (4.50). I am excited to apply for a three-month internship with your non-profit organization because I respect the work you do in the fields of education, health, training, microfinance, and social companies. I also think this opportunity will help me network and get useful experience. Despite my lack of experience in the workplace, I'm motivated to contribute with integrity, honesty, and effort. My career aim is to serve my country and promote poor areas. I am dedicated to using my understanding of important business concepts like supply chain management, SWOT analysis, product marketing, client relations, and leadership to support the expansion of your company while gaining knowledge from your seasoned team. Thank you. You can go now.

1.4 Briefing about my Internship Organization:

I got job offers from various companies, IT firms, banks and some NGOs and I joined an NGO which is involved in various health, education, communication technology, housing, social business and they directly reached about 2 lakh people. I decided to work there because I saw the direct involvement in people's health education development and public awareness work.

Samaj Unnayan Palli Sangstha (SDRS) is a non-government; non political voluntary development organization has been working for the development of disadvantaged, underprivileged poor and poorest people in Bangladesh starting from Gaibandha District in 2003. SDRS concentrates to ensure education, health, diverse livelihoods, and ecological environment, disaster and climate change challenges encouraging self-help esteem for empowerment to turn out their vulnerabilities. Envisioned a successful country with solid socio-economic status where people are living with dignity, peace and tranquility, SDRS is devoted socially to conduct its best efforts to empower the poorest people notably women and children for their own wellness. Presently it has been performing its development efforts in 162 Upazilas of 52 districts covering around 2 lakh 25 thousands of poor and poorest people throughout the country.

Their projects are mentioned below such as Solar Home System, TR Kabita, Biogas, Solar Irrigation Pump Project, Solar Rooftop Project, ICT, Micro Finance, Non Formal Education, Out of School Children, Emergency Response and their various businesses such as Palli Super Shop, Palli Food and Sweets, Consumer Products, Palli Health Care, Palli Printers, Home Appliances etc.

They have been working with various international organizations including WHO, US-Aid and Paum Netherlands and have been working with various ministries, IDCOL, PKSf and banks in the country for a long time.

Chapter- 2

About the Internship

2.1 Job passion and responsibility:

I was called to the office through a SMS and given a joining letter and I joined there on the same day. I started my work as a junior field officer. An officer gave me a brief idea about my responsibilities and said that after one week of training I would be allowed to go to my workplace. My work was mainly at the customer level where the company maintained contact with the customers and gave them information about new products and asked them to pay the previous dues and withdraw money from the customers through installments at different times and send them to the company's account. Where I will fill them in Excel sheet through the computer and send them to the Regional Manager(RM) office.

2.2 My take away from this position:

1. I learn there how an NGO works, office regulations, time management and reporting procedures. Email, meeting, document, and office file management.
2. Communication tactics with people in the village or area and how community development projects are implemented. Data collecting at the field level (Survey, Data collecting)
3. Making reports and presentations, listening to and working with others, and interacting with the office team, field workers, and beneficiaries.
4. Gaining knowledge of donor reporting or documentation, project objectives, finances, activity plans, and monitoring procedures
5. Proficiency with Microsoft Word, Excel, and PowerPoint
6. Data input and email writing. online communication and meetings.
7. Compassion for disadvantaged or disabled persons in society, teamwork and leadership. Sense of responsibility, timeliness and professional demeanor.
8. Experience in growing oneself as a professional. receiving advice on the field I wish to pursue in the future.
9. Gain an awareness of various software such as ERP software, selling software, MRS software, billing software, and wholesale software.

2.3 Relate my Educational learning to Internship roles:

During these three months, I not only worked, but also learned how an NGO can be a tool for social change. This experience will enrich both my professional life and my sense of social responsibility in the future.

1. Organizational Management and Teamwork: Working on a variety of NGO projects has helped me develop my teamwork, responsibility-sharing, and timely completion skills.

2. Report Preparation: Through field data collecting, documentation, and project report writing, I have learned the process of planning, monitoring, and assessment.

3. Community Communication and Social Awareness: While working with people at the grassroots level, I have learnt that development work is not just about finance, it is about people's trust, empathy, and engagement.

4. Problem Solving and Decision Making: I have also learned how to make rapid and effective decisions in times of sudden change or challenge.

5. Personal Development: Compared to earlier, my communication skills, feeling of responsibility, time management, and self-confidence have all significantly improved.

6. Project management: I learned about project management, which is the highest level of a step and the highest level of management

Chapter- 3

(Self Reflection)

3.1 Likes and Dislikes about my Workplace:

Positive Experiences:

1. I was able to observe the practical application of what I studied in class such as office administration, time management, project proposal writing, report preparation, fieldwork, etc.
2. I have gained a broad understanding of MS Word, MS Office, Powerpoint presentations and a strong understanding of how to give presentations in other huge corporations.
3. The seniors and colleagues at the office were kind and I learned something new from them.
4. By participating in the initiative, I have learned about numerous enterprises, NGOs, and poor and marginalized populations.
5. Speaking in meetings, producing reports, and persuading others have all improved.
6. I have endeavored to travel to the field level to view and understand the concerns of the people and have made substantial efforts to fix them.
7. I went to work in a new district where I had never gone before, and it was amazing to travel to a really rural location and work with people I might never meet again in my life.
8. There were plenty of options for lunch, tea, and an afternoon snack, which made it easy to eat and drink.
9. I have been working as a monitoring officer in their Dhaka corporate office for the past month, and I was able to work very comfortably here because the officials above did not put much pressure on me. Instead, I was allowed to work at my own pace.
10. I was able to establish connections with senior executives from other businesses while working here, which will be very beneficial to me in the future.

Things I didn't like in the organization:

1. There was a lot of work at the office, and I occasionally had to finish tasks within the allotted time, which was really exhausting.
2. There was a small guidance difficulty, so I didn't get the right notion from the higher-level officials, which is why it took a little while to understand the jobs.
3. Due to the extremely low pay for interns, there was a minor issue with the salary allowance. I suffered a little overall, including the cost of the trip.
4. For two months, I was stationed in a remote part of Lakshmipur, where I had to endure some hardship because of transportation and lodging arrangements.
5. Due to some officials' lack of collaboration, it took me some time to comprehend my responsibilities, but eventually I did. I learned a lot about teamwork, time management, and overcoming obstacles in real life during this three-month internship. Notwithstanding many drawbacks, the experience will help mold my career.

3.2 How could I do Better and they can Utilize me Better:

I wanted to work somewhere outside Dhaka, but by working for that company, I was able to gain the education that will help me work in the field in the distant future.

I mentioned how I could have done better.

1. Show more interest in work: No matter what assignment I am given, strive to learn more on my own like learning the background of the project, monitoring others' work, or suggesting some changes yourself.
2. Improve time management: I needed to be a little more mindful about time management. My office hours were at 10 o'clock, but I would depart almost after 10 o'clock. By managing a diary every day, it is feasible to perform better than previously and complete daily tasks.
3. Develop communication skills: I could have communicated with my superiors more effectively and heeded the HR department's advise. I could establish good contacts with higher-level officials and employees and ask them for feedback and question about my progress.
4. Become adept in creating documentation or reports: In terms of paperwork, I could have studied the company's records further and acquired a broader picture of their past work. A well-written summary or report of your work as an intern is a major plus point.
5. Adapt to office policies and culture: Every office has its unique customs and culture, and we may all learn from them. I have worked in two places for internships and have gained varied experiences from there. Coming to the office on time, following the dress code, maintaining professionalism in behavior little things make a great difference.
6. Working with an awareness of the organization's mission: Every non-governmental organization (NGO) has a primary goal, such as social development, human rights, health, or education. If I had understood and structured my efforts around that aim, my contribution would have been more meaningful.

How can they utilize me better

1. Providing responsibility-based work possibilities I could learn more deeply if I were given specialized projects according to your hobbies and academic background. For example: -Project management -Community visits and data collecting -Taking part in the composition of proposals or reports
2. Mentorship or Training: If they directed me through senior officers or taught i specific skills (communication, reporting, monitoring) then my performance would have improved even more.
3. Involvement in project planning and budgeting: If I were included in project planning meetings or budget discussions, I could understand how an NGO creates and implements initiatives.
4. Participation in report and presentation preparation: I could improve my writing and data analysis skills if they included me in monthly reports, presentations, or project updates.
5. Feedback sessions or evaluation: If there were frequent feedback sessions for interns, my skills and limitations would be understood, and I could improve further.
6. Creating networking opportunities: It would be very beneficial for my future career if I had the chance to meet government officials or partner groups.

3.3 How They can Improve Experience for Future Interns:

How could they get better output from you?

1. Providing precise instructions: Interns frequently don't know exactly what to perform. If the organization had specified the job tasks, deadlines, and expectations from the outset, the output would have been superior. If it were possible for us to work under a supervisor, we will have done better.
2. Assigning a mentor: If I were under someone's direct supervision, receiving regular instruction, both the speed of learning and the quality of our work would enhance.
3. Getting feedback: If the company genuinely wanted to know what I was working on to obtain feedback from me, they would get greater output.
4. Providing opportunities: Coming to the office on time, following the dress code, maintaining professionalism in behavior these little things make a great difference.
5. Variety of work: If opportunities were given for a variety of work such as office documentation, field visits, communication. Instead of doing the same type of work over and over again, the field of learning would be widened.
6. Encouragement and Recognition: When interns do a good job, even a small compliment or a certificate of appreciation can go a long way in boosting their enthusiasm. This is also good for the NGO in the long run
7. Clear work direction: Sometimes the priorities or objectives of a task were not clearly defined. I could have made better use of my time and effort if thorough explanations had been provided early on.
8. Training or orientation sessions: The interns' data input, field reporting, communication skills, and job quality would have all improved with brief training sessions..

Chapter 4

Personal Development Plan

4.1 Personal development plan:

I want to work as a part of a government in the future, so I need a government job. For the past few years, I have been preparing for the job. In addition to my university studies, I am describing below how I want to benefit people by becoming a government official or my future plans.

1. Ensuring the rights of the people through administrative responsibilities: As a government official, my first obligation will be to ensure that the basic rights and government benefits of the common man are given in a timely and transparent manner. I will work responsibly to ensure that social security allowances, agricultural subsidies, education support or healthcare reach the true beneficiaries without any inconsistencies and if I can't provide the people the rights they deserve, then I don't need to sit in that chair.

2. Upholding accountability and transparency: The government is funded by taxes paid by the people. I shall therefore make an effort to uphold transparency in all choices and actions as an official. I can help individuals get what they deserve by being an official.

3. Creating a people-friendly environment for obtaining services: Many times, people come to government offices and suffer various forms of harassment and get into a lot of difficulties. I will aim to establish an environment where people can get their problems treated without fear. **4.**

Participation in developmental activities: As a government official, I have to supervise and implement various types of projects, especially schools, colleges, hospitals, madrasas, agriculture, and I can help the people in various fields and I believe that sustainable development is not possible without the help of the people.

5. Implementation of Digital Bangladesh and smart services: I want government services to reach the people's fingertips through cellphones or online platforms.

6. Standing by people in times of tragedy and crisis: The involvement of government officials is extremely vital during floods, cyclones or diseases in Bangladesh. I will strive to stand by people on the ground, lead relief distribution and rehabilitation efforts, so that no one suffers due to lack of food or medical treatment.

7. Play a role in education and awareness: Being a government official is not just about administrative job, generating awareness in society is also part of the responsibility. I will strive to make people aware of topics such as health, environment, women's rights, corruption prevention, trash management, etc.

8. Setting an example via ethics and integrity: Truthfulness, fairness and honesty are the greatest assets of an officer.

4.2 Skills that I am willing to learn in Future:

An honest officer should possess the following traits: a spirit of cooperation, a spirit of sharing responsibility, problem-solving skills, excitement, an appreciation of the significance of the task, and a commitment to public service. Some of the talents that need to be developed to become an

effective government officer. This is not only applicable to government jobs but also to any commercial industry or any business.

1. Skills in Administration: The most crucial attribute of a government official is the capacity to manage work and make choices properly. Government rules and policies, office administration, document analysis, decision-making, and execution. These are the key tools. With the correct administrative abilities, people will enjoy fast and hassle-free services, reducing delays or harassment.

2. Communication & Public Relations Skills: As a government official, i will have to talk to different classes of people every day — villagers, teachers, political leaders, journalists, senior citizens and i would need to know how to interact well with everyone. People will be drawn to me and I will be able to comprehend and solve problems with ease if I have strong communication skills.

3. Problem-Solving & Decision-Making: I must have the power to take swift judgments on the complaints and concerns of the people and implement them. If somebody ever has a difficulty and asks me for a solution to the problem, I should be able to take immediate action.

4. Integrity & Ethics: My biggest strength is my integrity, which includes abstaining from corruption, acting impartially, and making appropriate use of public funds..

5. ICT & Digital Skills: In this era of technology, there are benefits as well as disadvantages of technology. These days, its misuse outweighs its beneficial application. As a result, understanding its appropriate administration is crucial. I need to have a concept about online services, data management, e-filing, citizen portal, and save time by using technology.

6. Leadership Skills: A government official is a leader one who supervises the team, makes choices, and inspires. You must learn how to lead during emergencies and how to collaborate with others. I will be able to satisfy my personal obligations and guarantee the growth of the entire region if I am able to lead with vision.

7. Empathy & Humanity: A competent public servant is not only aware of the laws but also sympathizes with the plight of the populace. We must learn to listen to the poor, the disabled, the rural or the disadvantaged and make decisions with empathy. When individuals visit a government office and believe, "This officer is our man," it is genuine public service.

8. Teamwork & Coordination: Various departments must be able to collaborate with the district and administration in order for projects to be completed promptly and for the benefit of the public.

9. Time Management & Responsibility: An effective official is punctual and does not neglect his responsibilities. If a government official works on time, both the waiting and the pain of the people will be decreased, which will improve their pleasure.

10. Continuous Learning Attitude: Administrative policies, regulations, technology, everything changes with time. A competent officer constantly has a learning mindse

PART B

Chapter One: Introduction

Research title: Sustainable Supply Chain practices and Customer perception

i. Problem Statement:

Despite the fact that many businesses are implementing sustainable supply chain practices (SSCPs), such as recycling, green manufacturing, green procurement, and low-carbon logistics, there is a dearth of research-based information on how these initiatives affect consumer perception and the company's brand image. As a result, companies are unable to ascertain which sustainable initiatives are more popular with consumers and effective in enhancing their reputation. In this regard, the study will use a variables-based framework to examine the relationship between customer perception and sustainable supply chain practices. It will also present an evidence-based model on how SSCP's effect consumer purchase decisions and brand loyalty.

ii. Background of the study:

Nowadays, companies put environmental preservation, social responsibility, and sustainable development ahead of merely turning a profit. Due to a variety of issues, such as carbon emissions, waste growth, resource constraints, and climate change, organizations are incorporating Sustainable Supply Chain Practices (SSCPs) into their operations. Sustainable supply chain operations include waste minimization, recycling initiatives, ethical sourcing, eco-friendly packaging, green procurement, and energy-efficient transportation. These measures help to the organization's long-term commercial success in addition to being environmentally beneficial.

Analyzing how sustainable supply chain practices effect consumer perception and brand image, as well as how supply chain transparency supports customer trust, is vital in this reality. Businesses will gain from this research by discovering which sustainability initiatives and transparency standards are most effective in gaining clients, forming enduring alliances, and gaining a competitive edge.

iii. Research question:

1. What is the impact of sustainable supply chain practices on customer perception and brand image?
2. How supply chain transparency influences customer trust?

iv. Research objective:

1. Determine the impact of sustainable supply chain practices on customer perception and brand image.
2. Determining how supply chain transparency influences customer trust.

v. Contribution:

This research will considerably add to the body of knowledge presently available on customer behavior and sustainable supply chain management. In order to explain the relationships between the variables Sustainable Supply Chain Practices (SSCPs), supply chain transparency, customer perception, brand image, and customer trust, the study will give an integrated conceptual framework.

- Recognize the facts that should be revealed and how supply chain openness increases customer trust. Organizations will be able to develop environmentally friendly business strategies and customer-focused communication plans based on this research.
- Companies will learn how adopting sustainable supply chain strategies may enhance their brand. Decision-makers will receive helpful information from the study regarding the challenges and potential of creating sustainable supply chains.
- In addition to underlining the requirement of coordinated efforts by the public and commercial sectors to maintain sustainability, it will offer information to assist in the creation of policies on environmentally friendly production, supply chain transparency, and ethical business practices.
- It will help increase public knowledge of environmental issues by explaining why consumers are drawn to sustainable products and highlighting the importance of reducing environmental impact through sustainable manufacturing and supply networks.

Chapter Two

Methodology

i. Type of research (e.g., narrative, descriptive, explorative, etc.)

I have done **descriptive** type research, my responsibility was to analyze the impact of following a sustainable supply chain on customer perception and brand image, and to investigate how supply chain transparency can drive customer trust and improve quality performance.

ii. Research design (e.g., qualitative, quantitative, mixed)

I have done **qualitative** research, the research I conducted was to analyze the impact of sustainable maximum discipline on customer perception and brand image and to investigate how transparency can foster customer trust when maximized. Through this, I found various variations. I interviewed various officials of SDRS and analyzed their statements where I interviewed a financial officer, a divisional officer, a regional officer, an HR officer and a director. I have more data where I took their verbal information and recorded that.

iii. Appropriate methods for sampling, data collection, and analysis (where applicable)

Secondary data is what I use for data acquisition. Secondary data is information gathered for another study, report, or project that has already undergone analysis. The following are the secondary data sources:

1. I used the SDRS website
2. I checked the profiles and documents of various officials
3. I checked the annual report of last 3 years
4. I collected information from various online sources like Facebook, YouTube, Instagram many more.

A. Sample size analysis: I'm employing qualitative approaches in this investigation. My branch officers, who filled out a questionnaire with seven female and eight male responses, provided me with my data. The remaining fifteen folks I chatted with were a variety of businesses, students, and marketing professionals. Using the total population sampling technique, I selected a sample of thirty individuals.

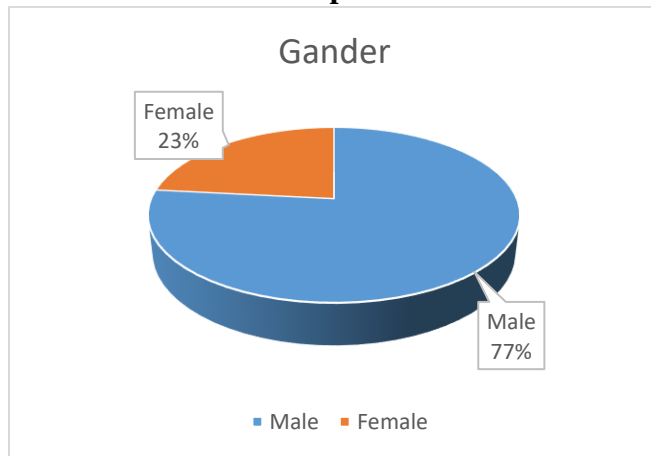
B. I have used the SDRS website and annual reports for the last three years. I have interviewed directors, HR officers, marketing officers, and supply chain management officials because my research for these surveys is focused on sustainable supply chain management.

C. I sought to grasp the relevance of supply chain management and how organizations employ it. I received an idea of how it can help the company increase output and enhance quality. Later, I realized that it plays an essential part in addressing consumer needs and customer happiness

Chapter Three: Findings and Discussion

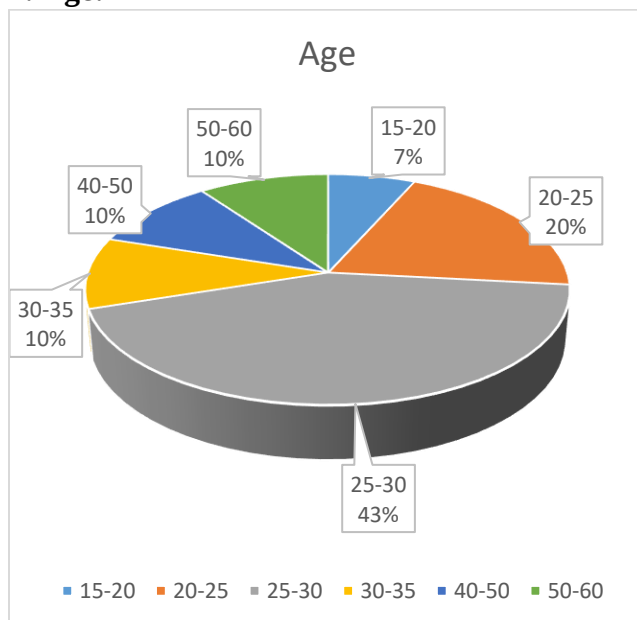
Although training sessions were only held once due to high costs, the survey found that SDRS personnel were satisfied with the training they got. Employees' fundamental operational abilities were enhanced by the initial training, but long-term performance improvement was constrained by the absence of ongoing development. From a supply chain standpoint, this illustrates a typical NGO issue where capacity building is hampered by resource limitations.

1. Gender of the Participants-



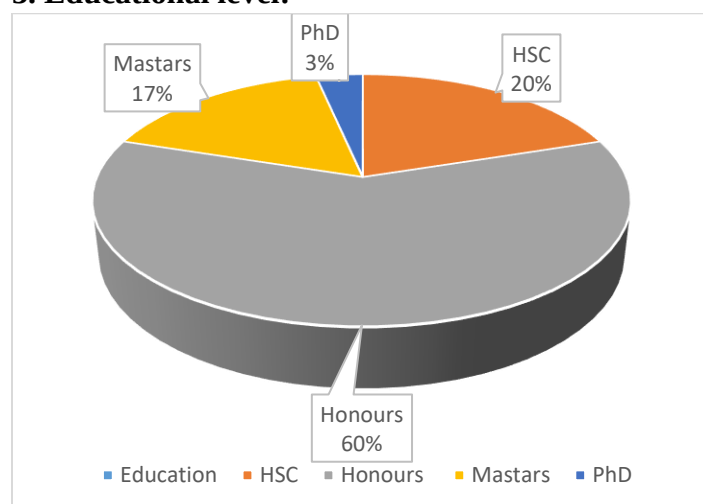
There were 30 respondents in all, 23 of them were men and 7 of whom were women. According to this distribution, the majority of responders were men, making up a higher share of the sample. This gender representation aids in comprehending the various viewpoints found in the survey results.

2. Age:



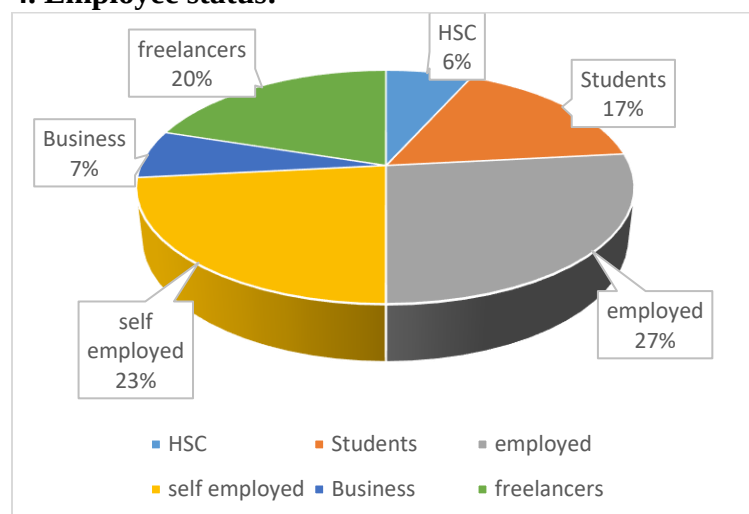
Participants in the poll ranged widely in age. The age group of 25 to 30 comprised the largest number of responders (13). Six individuals in the 20–25 age range and three each in the 30–35, 40–50, and 50–60 age groups came next. There were just two individuals in the 15–20 age range. Overall, the age distribution indicates that those in the 20–30 age range predominated in the poll, indicating a young and active respondent population.

3. Educational level:



A well-educated sample group is shown by the respondents' educational distribution, which reveals that the majority (18 participants) had finished their Honours level. Five participants with a Master's degree and six with an HSC qualification come next. One respondent also holds a PhD, which is the highest level of education in the sample. Overall, the data indicates that the majority of participants had a higher level of education, which contributes to their informed and knowledgeable survey responses.

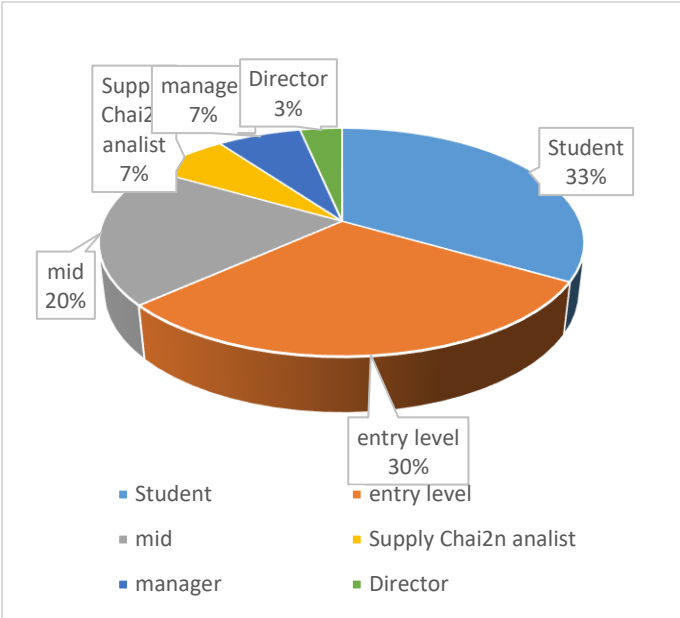
4. Employee status:



A wide variety of employment statuses were represented among the survey respondents. The majority of them 8 respondents were employed by different companies, followed by 7 self-employed people. 5 of the participants were students, while 6 of the respondents said they were

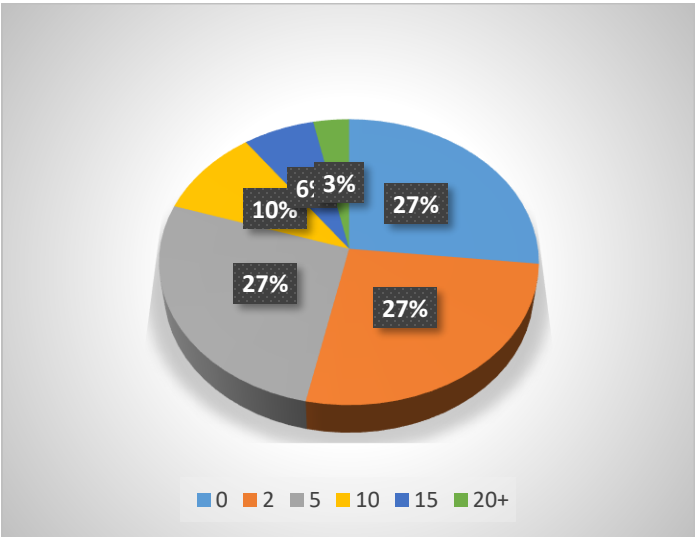
independent contractors. In addition, 2 people had completed their HSC but were unemployed, and two were involved in business. Overall, the data shows a fair distribution of independent contractors, students, and working professionals, giving the study a variety of viewpoints.

5. Job position:



Respondents to the poll came from a variety of supply chain career levels. Students made up the largest group 10 participants, suggesting that future supply chain experts are quite interested. Nine entry-level workers and six mid-level professionals came next, demonstrating strong participation from early to mid-career levels. Furthermore, two respondents identified as supply chain analysts, two as managers, and one as a director, indicating the involvement of seasoned decision-makers.

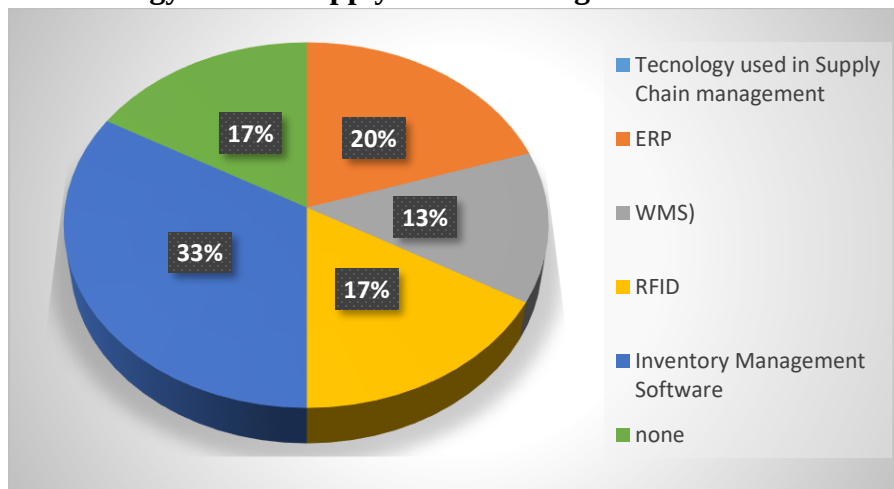
6. Job Experiences:



There are 24 persons on this team, and the majority have little work experience—between 0 and 5 years. Just three members have ten years of experience, two have fifteen, and only one has

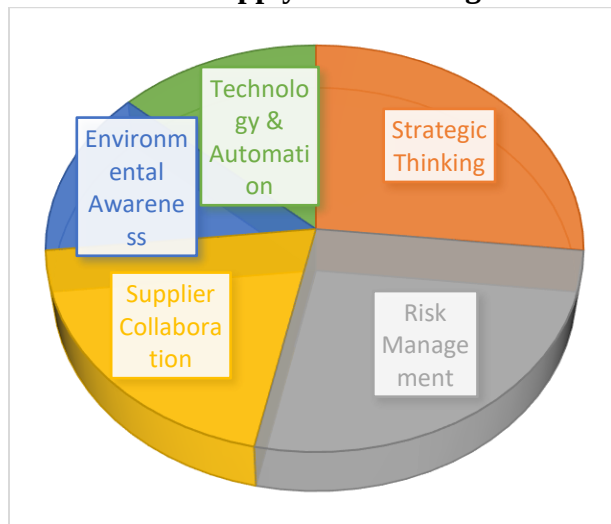
twenty or more. This suggests that the majority of the team's members are either inexperienced or have some experience.

7. Tecnology used in Supply Chain management:



Ten team members at most utilize inventory management software, six use ERP, five use RFID, four use WMS, and five don't use any technology at all. This indicates that inventory software is the team's primary source of reliance.

8. Sustainable supply chain management help to increase skills:



Talking to some employees, it is known that their skills in Strategic Thinking, Risk Management, Supplier Collaboration, Environmental Awareness, Technology & Automation have increased.

Summary:

A male-dominated sample was found in the study, which had 30 respondents, 23 of whom were men and 7 of whom were women. The majority of participants were young, with the highest percentage belonging to the 20–30 age group and lesser percentages in other age groups. With 18 honors degrees, 5 master's degrees, 6 HSC degrees, and 1 PhD, the group was well educated and able to offer insightful commentary. Diverse perspectives were provided by the vast range of employment statuses, which included employees (15), self-employed (7), students (5), independent contractors (6), HSC graduates (2), and business owners (2). Additionally, respondents represented a range of supply chain job levels, with the majority of respondents being students (10), entry-level professionals (9), mid-level professionals (6), analysts (2), managers (2), and one director, demonstrating participation from both novice and seasoned professionals. The majority of the team's members (24) had 0–5 years of experience, while relatively few had 10 years or more, indicating that the group was primarily composed of early-career individuals. Inventory management software was the most popular technology (10 users), followed by ERP (6), RFID (5), WMS (4), and five members who did not use any technology. Lastly, the impact of their experiences and exposure to supply chain management was highlighted by the respondents' enhanced skills in Strategic Thinking, Risk Management, Supplier Collaboration, Environmental Awareness, and Technology & Automation.

Chapter Four

Recommendations

The importance of sustainable supply chain management for employees and for increasing the efficiency of the entire organization is immense. Therefore, SDRS should take some steps to make their responsibilities and programs more efficient.

1. By improving supply chain management, on the one hand, the company's product management will improve, on the other hand, the company's employees will also be motivated.
2. By using new technologies, they will become more efficient and the efficiency of the employees will increase, for this, various software and technologies will have to be modernized.
3. A program should be adopted for sustainable supply chain management testing so that it is easy to determine whether they have been updated from the beginning and training programs should be arranged on its management and customer perception.
4. Companies need to increase sustainable practices at every stage of their supply chain by prioritizing the use of renewable energy, eco-friendly packaging, waste minimization and recycling, ethical sourcing, and supplier auditing.
5. Product sourcing information is openly disclosed and product sourcing information will be openly disclosed.
6. Involving customers in sustainable initiatives increases brand loyalty, and participation in awareness campaigns increases customer trust and positive perception.
7. Special training for employees is highly needed like Efficient resource use, Green operations, Transparency ethics properly trained employees can successfully implement sustainable initiatives.
8. Consistent sustainability messaging, Customer-centered campaigns and following publicly available sustainability goals can help improve brand image.
9. Supply chain transparency will be ensured Blockchain, QR-code-based traceability, Digital supplier database The use of these technologies will ensure customer trust, authenticity and product verification.
10. We should work with the government and policymakers. Following green production standards, eco-certification systems, and sustainable logistics policies will create a sustainable supply chain culture across the industry.

Chapter Five

Conclusion

Any NGO's primary objectives include social development, environmental preservation, and raising people's standard of living. To properly accomplish this goal, Sustainable Supply Chain Management (SSCM) is crucial. Because the effectiveness and environmental friendliness of an NGO's supply chain affects all of its operations, including project implementation, reaching clients, equipment procurement, healthcare, training, and humanitarian support.

However, one of the pillars of the NGO's success is the public's, beneficiaries', donors', partners', and community's view of the organization. The public will trust and work with an NGO if they believe it is operating in an ethical, transparent, and ecologically responsible manner. When it comes to NGOs, this perception is even more crucial because their work is founded on social trust rather than profit. As a result, establishing a sustainable supply chain and accurately informing the public about those initiatives enhances the NGO's reputation and brand image. Governmental organizations and donor institutions are also more receptive to the NGO to put it briefly, SSCM assists NGOs in being eco-friendly, transparent, accountable, and efficient. Positive consumer and beneficiary impressions increase the NGO's project acceptance, funding, and social impact.

Executive Summary or Abstract:

Dynamic capacity theory and sustainable supply chain management (SSCM) are relatively new concepts that have recently garnered a lot of interest from academics and professionals. In order to shed light on the mediating role of SC dynamic capabilities on the relationship between SSCM practices and enterprise performance, this study empirically examines the impact of SSCM practices dynamic capabilities and enterprise performance (including economic, environmental, and social performance). We ask questions to about 30 people and verify their answers.

Only environmental performance is positively impacted by dynamic capacities, social and economic performance are unaffected. Additionally, our analysis shows that the relationship between (SSCM) practices and enterprise performance is somewhat mediated by (SSCM) dynamic capabilities. Especially in developed countries, if a company is to function like a company, the importance of sustainable supply chain management systems is immense, and the development of a company will depend on more data analysis and data management about customer perception.

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Appendix

Internship proposal from approved by Supervisor

Name: Md Rubait Ibna Roman

ID: 1920 1140

Semester: (Summer/Spring/fall) 2025

Department: School of Business.

Supervisor's Name: Dr. Abdul Baten

Organization's Name: SDRS

Internship title: Sustainable Supply Chain Practices and Customer Perception.

Student's signature and date

Supervisor's signature and date



SDRS

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Internship Appointment Letter

তারিখ: ০১ সেপ্টেম্বর ২০২৫

প্রাপক:

মোঃ রুবায়েত ইবনে রোমান

পিতা: মোঃ গোলাম মোস্তফা

ঠিকানা: প্রফেসা কলোনী, উপজেলা ও জেলা- গাইবান্ধা।

SDRS/HO/2025/ (৪৬)

বিষয়: ৩ মাস মেয়াদী ইন্টার্নশিপ নিয়োগপত্র

জনাব, রুবায়েত,

আমরা আনন্দের সাথে জানাচ্ছি যে, আপনাকে সমাজ উন্নয়ন পল্লী সংস্থা (এসডিআরএস) এর আওতায় ইন্টার্নশিপের জন্য নির্বাচিত করা হলো।

শর্তাবলি নিম্নরূপ:

১. সময়কাল:

০১ সেপ্টেম্বর ২০২৫ হতে ৩০ নভেম্বর ২০২৫ পর্যন্ত (৩ মাস)।

২. পদবী:

এসডিআরএস- ইন্টার্ন অফিসার

৩. কার্যক্ষেত্র:

- এসডিআরএস এর বিভিন্ন উন্নয়নমূলক কার্যক্রমে সহায়তা প্রদান।
- ফিল্ড ভিজিট, ডকুমেন্টেশন ও রিপোর্টিং কার্যক্রমে অংশগ্রহণ।
- সংশ্লিষ্ট সুপারভাইজার/প্রকল্প পরিচালকের নির্দেশনা অনুসরণ করা।

৪. সুবিধা:

- এই ইন্টার্নশিপটি অনানারী (Unpaid), তবে আপনার কাজের অভিজ্ঞতা ও দক্ষতা যাচাইয়ের জন্য SDRS থেকে একটি ইন্টার্নশিপ সার্টিফিকেট প্রদান করা হবে।
- অফিস কার্যক্রম অনুযায়ী প্রযোজ্য ভ্রমণ ও অফিস ব্যয় সংগঠনের নিয়ম অনুযায়ী বহন করা হতে পারে।

আমরা বিশ্বাস করি, এই ইন্টার্নশিপ আপনার বাস্তব অভিজ্ঞতা বৃদ্ধি করবে এবং ভবিষ্যতে ক্যারিয়ার উন্নয়নে সহায়ক হবে।

আপনার সফলতা কামিনা করছি।

শুভেচ্ছান্তে, ১/৯/২৫

মোছাঃ সানজিদা আক্তার

এইচ আর ডিভিশন

এসডিআরএস

E-mail: sdrsgai@gmail.com, Web: sdrs.org.bd

Interview Question:

1. Tell us a little about yourself.
2. Why are you interested in this internship?
3. How did you get our address?
4. What is your career goal?
5. Say something about supply chain management.
6. What is SWAT analysis?
7. How do you market a new product?
8. What do you do if a client is unhappy?
9. What does leadership mean to you?
10. What do you think is the biggest challenge for you?
11. If you had the opportunity to work at our organization, how would you like to contribute?

Survey Question:

1. Sustainable supply chain practices influence customer perception because—

- (A) Customers ignore sustainability
- (B) Sustainability improves trust
- (C) It reduces product safety
- (D) It makes products unrealistic
- (E) It confuses customers

2. Environment-friendly production makes customers—

- (A) Distrust the brand
- (B) More likely to support the brand
- (C) Less interested
- (D) Completely indifferent
- (E) Avoid the brand

3. A sustainable brand image is generally associated with—

- (A) Irresponsible behavior
- (B) Ethical and modern practices
- (C) Poor customer support
- (D) High carbon emission
- (E) Low product quality

4. Supply chain transparency primarily helps customers to—

- (A) Know exact product origin
- (B) Hide brand details
- (C) Increase confusion
- (D) Ignore quality
- (E) Avoid the brand

5. A transparent supply chain increases customer trust because—

- (A) Customers can see ethical practices
- (B) Brand hides its mistakes
- (C) Products become cheaper

- (D) Customers dislike openness
- (E) It reduces product quality

6. Eco-friendly packaging mainly helps a brand by—

- (A) Increasing pollution
- (B) Damaging image
- (C) Improving brand perception
- (D) Reducing customer trust
- (E) Making products unsafe

7. Customers respect brands that—

- (A) Waste resources
- (B) Harm the environment
- (C) Follow sustainability principles
- (D) Increase pollution
- (E) Avoid transparency

8. A brand becomes more trustworthy when—

- (A) It hides supply chain data
- (B) Uses unethical labor
- (C) Shares accurate production information
- (D) Conceals sourcing origins
- (E) Manipulates customer reviews

9. Sustainable practices can increase—

- (A) Negative branding
- (B) Customer loyalty
- (C) Customer frustration
- (D) Product failure
- (E) Environmental pollution

10. Customers may pay more for products that are—

- (A) Non-transparent
- (B) Manufactured unethically
- (C) Sustainable and transparent
- (D) Environmentally harmful
- (E) Low-quality

11. Customers are likely to return to a brand if—

- (A) The brand is transparent
- (B) Information is hidden
- (C) The brand lies
- (D) It exploits labor
- (E) It destroys the environment

12. Lack of supply chain transparency may lead to—

- (A) Higher trust
- (B) Customer hesitation
- (C) Customer loyalty
- (D) Higher purchase rate
- (E) Better brand image

13. Sustainable production makes customers think the brand is—

- (A) Unethical

- (B) Backdated
- (C) Future-oriented
- (D) Risky
- (E) Low-value

14. Supply chain transparency reduces—

- (A) Customer confidence
- (B) Trust level
- (C) Customer confusion
- (D) Product authenticity
- (E) Ethical clarity

15. Customers describe sustainable and transparent brands as—

- (A) Dishonest
- (B) Risky
- (C) Ethical and trustworthy
- (D) Unreliable
- (E) Low-quality

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