

Internship Report
On
“Elevating Brand Identity Strategy of Moharaj Dorbar – Group Concern
of GPH Ispat Limited”

Submitted by
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An Internship Report Submitted to the BRAC Business School in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that,

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

Student's Full Name & Signature:

Student Full Name: Tanim Hossain

Student ID: 21364077

Supervisor's Full Name & Signature:

Dr. Suman Paul Chowdhury

Associate Professor, BRAC Business School

BRAC University

Letter of Transmittal

Date: June 2025

Dr. Sumon Paul Chowdhury
Associate Professor of Accounting
BRAC Business School
BRAC University

Subject: Submission of internship report

Dear Sir,

The submission of my internship experiences from GPH ISPAT Company represents a great source of pride. My study in management concentration has always revealed to me the importance of putting theoretical knowledge into practical application. The practical realities of the real business world deepened my involvement with the need for this project while I was completing my internship. Your generous support allowed me to have all the guidance necessary throughout this course.

I want to express my deepest gratitude for granting me your precious time that supported me throughout the different phases of this internship.

Sincerely,

Student Full Name: Tanima Hossain
Student ID: 21364077
BRAC Business School
BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by me and between GPH ISPAT and the undersigned student at BRAC University.

Student Full Name: Tanim Hossain

Student ID: 21364077

BRAC Business School

BRAC University

Date: June 2025

Acknowledgement:

Throughout my internship period I want to thank my supervisor Dr. Suman Paul Chowdhury for providing essential guidance which supported me along with his encouragement and assistance. Dr. Suman Paul Chowdhury used his specialized knowledge to guide the development of this report while showing me how to address corporate branding together with communication needs. Eihita Hassan Auhana as the GPH Ispat Limited Head of Brand & Market Communication gave me the chance to complete my internship experience at the company for which I remain thankful. Through her mentorship activities I had the chance to learn practical branding techniques along with communication methods. I express deep gratitude toward GPH Ispat's Branding & Communication Team because they gave me their full cooperation and displayed an open attitude to share what they know. I want to express my heartfelt thanks to everyone from my family circle and all my friends and colleagues for maintaining their constant stream of encouragement as I worked hard toward finishing this experience.

I also confirmed that, the report is only prepared for my academic requirement not for any other purposes. It should not be used with the interest of the other rivals' competitors.

Executive Summary:

A study investigates branding procedures and communication tactics at GPH Ispat Limited with special focus on the Maharaj Dorbar branding approach. The steel sector competitor faces boost from political marketing along with stakeholder engagement methods and corporate identity practices operated by the organization to increase its visibility.

The Brand & Communication Department at my internship allowed me to perform tasks that included brand position development and market research alongside media planning along with content generation and event management responsibilities. This report will show the critical findings and strategic recommendations of GPH Ispat that will assist the company to develop its branding segment.

Market research states that GPH Ispat has a good brand leadership, but the company has to enhance its online advertising and maximize its social media presence and enhance its stakeholder relationships. These recommendations will bridge the identified gaps as the company builds branding operations which preserve market domination and continued growth.

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Chapter 1: Overview of Internship

Introduction:

Information of humanity Internships are significant as they allow the students to obtain real-life experience and develop professional knowledge and the feel of the environment. They also allow them to put their classroom learning into practice, see what possibilities a particular career offers, and meet industry members. The experience does not only increase confidence but also enhances the ability to secure the attention of the employing firms.

Purposes of the Internship:

The purpose of this study is to gather practical knowledge about corporate activities and its environment. Especially working in Branding department allowed me to get proper idea of an organization Branding and communication policies and its day-to-day activities. As a student of the Master of Business Administration (MBA) program at BRAC University, to fulfill the requirement of my degree, I was assigned in the Branding and Communication department of GPH Ispat, which is a renowned steel manufacturer in Bangladesh. provider in our country. There, as an HR intern, I had the opportunity to get an insight of the daily activities of an Branding department. I dealt with different tasks related to company Annual event Moharaj Dorbar, also coordinated the programs for the organization. In this way, I got to understand their organizational policies and culture.

Internship Information

First and foremost, I would want to thank to Almighty Allah for providing me the courage to carry out my intern duties and finish the report by the deadline. My Faculty Advisor has my sincere gratitude. Dr. Sumon Paul Chowdhury Sir, Associate Professor of Accounting, BRAC Business School and BRAC University for providing me with unwavering guidance during my organizational attachment time.

Furthermore, I am appreciative of Eihita Hassan Auhana as my reporting boss of the organization. Preparing this report up to this level would have been quite challenging without their guidance.

My appreciation to the entire BRAC University (Brac Business School) for organizing an internship program designed to help students integrate their theoretical knowledge with practical situations. Last but not least, I want to express my gratitude to Mr.Reza Mohammad Shehab,GM PSM Without his help & support my report would not be completed.

In addition, I would like to thank my seniors, colleagues, and GPH Ispat Limited Fellows for their support, encouragement, and wise counsel. I must cite the fantastic workplace culture and collective dedication of this organization that has made it possible for me to handle many tasks.

Responsibility as Intern:

Content Development: Aiding in the announcements, marketing development of captivating written material for social media, press brochures, and internal newsletters that correspond with the campaign theme.

Social Media Monitoring: The monitoring of the social communication and attitudes to the campaign "Moharaj Dorbar" on the social media, such as Facebook, YouTube, Instagram, Twitter.

Market Analysis: Primary and secondary research on the brand image, competitor behavior and consumer expectation to better campaign tactics.

Event Coordination: Helping the team to plan and organise the promotion activities including meetings with vendors, roadshows and community works.

Design Cooperation: Cooperating with video editors and graphic artists in order to ensure the consistency of the visual elements with the brand message.

Reporting and Feedback: Preparation of daily and weekly progress reports and providing inspirational information based on the responses of the audience concerning campaigning materials.

Benefits of Internship: The internship has proved an invaluable experience that has added a massive worth to my academic and professional experiences. The internship has provided me with a proper exposure which has made a tremendous contribution to my academic and career development in this regard. The main strengths include:

Real-Life Learning: I learned corporate communication and branding strategies in a practical manner and acquired an idea of how theories are applied in real life.

Skill Growth: I have also experienced an immense development in my skills in content writing, online marketing, teamwork and time management. Certain programs that I was taught to operate with are Canva, MS Office and basic analytics.

Improved Communication skills: The oral and written communication skills were enhanced in a working situation when I regularly worked in a team and interacted with other colleagues.

Confidence and Professionalism: I have become more confident about my ability to exchange ideas, deal with stress, and maintain professionalism within a working environment.

Networking Opportunities: I also forged connections with marketing specialists, designers and strategy planners that may help me in my future work in the media, marketing, or corporate branding field.

Career Insight: The internship enabled me to acknowledge my abilities and interests, and therefore I found the concept of strategic communication as an attractive career opportunity.

Challenges during Internship period : The internship was a positive experience, and it offered a set of challenges that evaluated my ability to be adaptable and solve problems in the form of:

Challenges in time management: It was a challenge to balance between school and internship matters. In some cases, projects and campaign outputs deadlines overlapped.

Limited involvement in the strategic decision-making process: Being an intern, I was not involved in high-level planning or decision-making much, which sometimes limited my possibilities to learn more extensively.

Communication Barriers: Initially, it was difficult to adapt to the professional style and way of communication that was common in the meetings and formal talks.

Technical Problems: I was not familiar with some of the industry-standard tools used in branding and communication. I had to learn them in a short period of time, mostly through self-guided tutorials.

Stress to Complete: Meeting strict deadlines as well as maintaining creative standards might be stressful especially when all tasks were assigned simultaneously.

Cultural Adaptation: It took time and effort to adjust to the formal business environment especially in terms of dressing, time and chain of command.

Chapter – 02: GPH Ispat- at a Glance

Introduction:

The GPH Ispat is a steel production company that operates as the principal company in the production of steel in Bangladesh since it began operations in 2006. The company manufactures steel billets that are of high quality and supplies high strength GPH Quantum steel rebars.. GPH Ispat operates a cutting-edge Quantum Electric Arc Furnace which remains the leading such technology in Asia to deliver both superior products and energy-efficient manufacturing processes. The organization dedicates major attention to sustainability by practicing scrap recycling to minimize their environmental footprint.

GPH Ispat has boosted its operations through opening a high-tech manufacturing site in Sitakunda Chittagong which enhanced their manufacturing capabilities recently. The company holds to the BDS ISO 6935-2:2021 international standard which has sealed its position as the market leader in the Bangladeshi steel industry.

The regional market recognizes GPH Ispat through its innovation-driven quality operations which maintain sustainable practices.

Historical background of the company:

The steel manufacturing company GPH Ispat Limited officially started operations on May 17, 2006 in Bangladesh. Commercial operations at the steel plant started on August 21, 2008 for producing 84,000 metric tons of M.S. Billet and 120,000 metric tons of M.S. Rod annually.

In 2012 management converted GPH Ispat into a public limited company which earned listings on both Dhaka and Chittagong Stock Exchanges.

The company achieved a major historical point by integrating Asia's first Quantum Electric Arc Furnace and Winlink Technology which exponentially expanded its yearly production to above one million metric tons. Through this technological advancement GPH Ispat became able to manufacture high-quality steel products that featured the GPH QUANTUM B600C-R Steel Rebar which satisfied international requirements.

GPH Ispat has shown remarkable financial achievement in the most recent years. The company generated a record-high profit of Tk 85.64 crore during the fiscal year ending June 30, 2024 which amounted to a 205% increase compared to the previous period and became the highest net profit in its 15-year operational existence. The company's dedication to innovation along with

sustainability and local economic support throughout its operations has established GPH Ispat as an industry leader in the steel market of Bangladesh.

Key Aspects of GPH Ispat's Value Creation:

- The manufacturing plant uses the most advanced furnace in Asian regions called the Quantum electric arc furnace that is the most sophisticated furnace in the production of high-quality steel with superior qualities.
- The organization is sustainability sensitive, by recycling all scraps fully, and by energy efficient processes that reduce the use of energy during operations, as well as the impact of the organization on the environment.
- Local steel production and export to Bangladesh provides the country with some economic value of manufacturing its own steel and dealing with foreign markets that earn it some foreign income.
- One of the main reasons why the industry 4.0 automation standards are applicable in the company involves the fact that the company can improve the efficiency of production and, at the same time, offer better quality control procedures and provide uniform outputs.
- The production facilities of steel produce economic value by supplying the material to the national development construction.

Ambition/Route:

The introduction of High-Grade Steel Rebar by GPH Ispat was summarized as follows:

The highest strength 600-grade steel rebar was introduced in the Bangladesh market when GPH Ispat Limited introduced GPH Quantum B600C-R. It is believed that this new steel product will produce significant impacts in the construction works of the country. This is a technological and infrastructural innovation to Bangladesh that was introduced by GPH Ispat.

Key Points:

- GPH Quantum B600C-R steel rebar stands as the inaugural high-strength 600-grade steel product within the Bangladesh market.
- The production process of rebar at GPH Ispat relies on Quantum Electric Arc Furnace technology to deliver superior quality performance due to its technological excellence.
- Such as; manufacture of high-grade rebar is a critical milestone to the Bangladesh construction sector because it will not only see the construction industry acquire elevated infrastructure building capacities but also see the improvement of material efficiency by up to 30 percent reduced usage.
- The new rebar is a vital ingredient to huge infrastructural projects such as the Padma Bridge and it is capable of improving efficiency in its construction by reducing the column size and space limitations that add to clearer functional surfaces.

- The rebar application helps save on cost in the economy by lowering both the construction costs and also ensures structural safety and performance that may result in attaining improved cost-effectiveness in the long run.
- Major General (retd) Abu Syeed Md Masud along with Professor Raquib Hasan have provided their expert approval of the rebar based on safety and structural advantages.

GPH Ispat hopes that market information on the demand will become available in the future but anticipates high customer demand with the construction industry finding the advantages of this high-strength rebar.

With this system improvement that is beneficial to the infrastructure development of Bangladesh, GPH Ispat remains on top of the steel industry in Bangladesh.

Management Practice: I interned with GPH Ispat. I actively participated in the process of organizing big branding campaigns like the Moharaj Dorbar during this time. Through it, I was able to understand the fundamental management practice that I currently use in the profession. Such practices encompass the drafting of strategic brand positioning; liaise with a multitude of stakeholders; intricate event logistics (my God!); and all that it takes to make the impression of smooth sailing (my personal favorite) on tight timetables and even narrower budgets.:

A collaborative team setting: The program was managed through effective collaboration between various departments- Marketing, HR, Creative and Corporate Communication. Creative discussions and weekly meetings assisted in harmonization of team purposes.

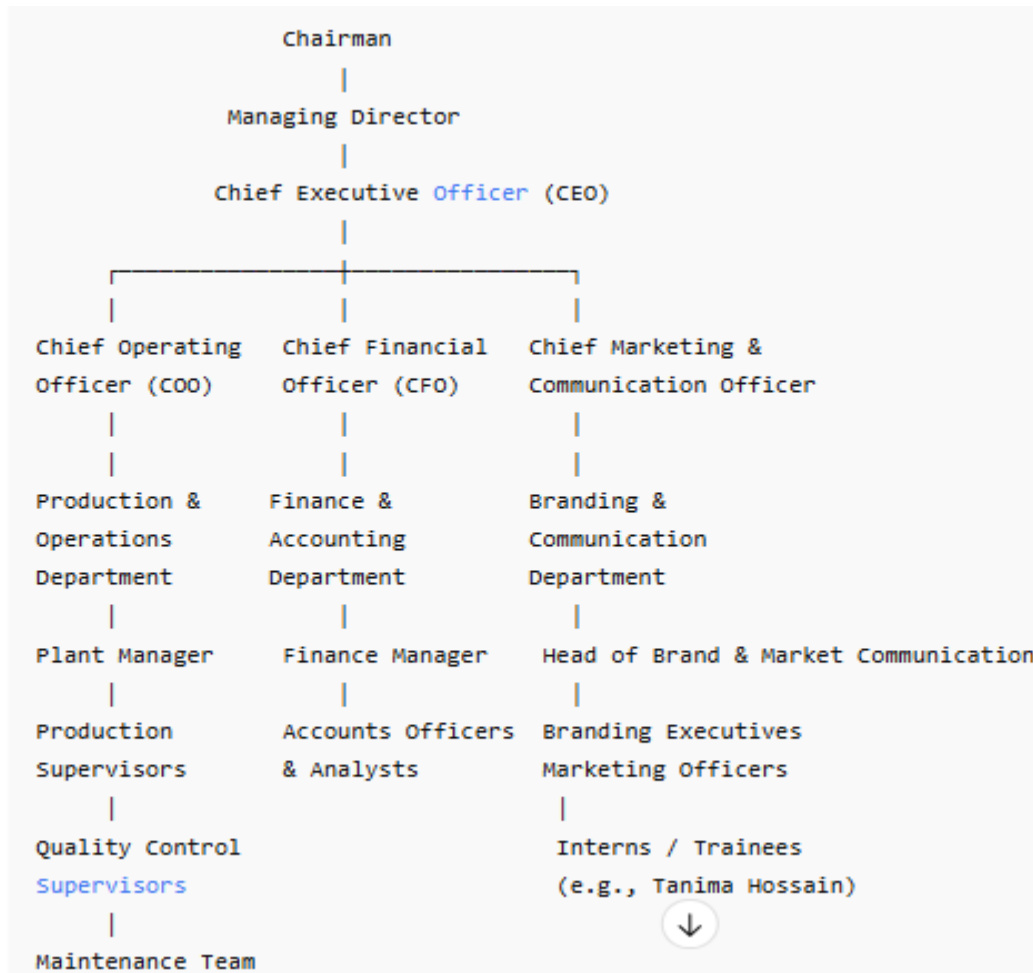
Planned organization: GPH Ispat had a systematic approach of project management. Goals of the campaign were defined with impressive clarity; roles were distributed, as is only natural and proper, based on the area of expertise of the person; and deadlines were followed (mostly) with the help of the invaluable instrument of the project manager in the modern world, the Gantt chart.

Leadership and Oversight: The management team was proactive, which made the management direction and continuous contributions. The heads of the different departments took care of ensuring that the tasks were done within the required time and of the quality.

Making Decisions: The majority of the decisions concerning the Moharaj Dorbar campaign were drawn following research work, getting the views and perusing the data of the past campaigns. This was a comprehensive and analytical method, which enabled us to make more effective decisions and, finally, give more productive outcomes.

Crisis Management: If there was a problem with content delivery, production, or coordination, we dealt with it—as you should in a proper crisis—by having a quick stand-up meeting and reassigning some jobs. That's what I mean by "agile."

Organizational Chart of GPH Ispat Limited



Hierarchical Practice Explanation:

Top Management:

The chairman, managing director, and CEO are the key persons who together form the top management of the organization. These three individuals articulate the general vision, corporate strategy, and business aims.

Middle Management:

The middle management consists of the chief operating officer, chief financial officer, and chief marketing and communication officer. They are responsible for the management of the various departments under their supervision and also for the alignment of the departments' goals with the company's overall objectives.

Lower Level Management:

This level comprises of the managers and supervisors who work in different sectors like production, branding, finance, and HR. They are responsible for carrying out plans, coordinating activities, monitoring performance, and controlling the outputs of their respective teams daily.

Functional Areas:

Brand & Communication – Covers the Moharaj Dorbar campaign, along with social media, event sorting and corporate branding, etc.

Finance – Deals with preparing and managing budget, controlling and monitoring cost, and paying off the vendors.

Operations – Responsible for managing production and product distribution.

Human Resources – Engaged in recruitment, training, and helping employees' needs.

Interns and Support Staff:

Interns (like myself) will be helping the specific departments, in this case, Brand & Communication by doing such tasks as content creation, market research, and event management.

Marketing Practice: Marketing Practice: The Moharaj Dorbar campaign placed marketing in the lead role. As an intern, I closely observed and took part in the strategic, marketing maneuvers of the division, such as:

Integrated Marketing Communication (IMC): GPH Ispat utilized both conventional and unconventional platforms (like advertisements in newspapers, Facebook, and other social media) to develop a cohesive and comprehensive brand message.

Digital Marketing Strategy: A concentrated effort was made to push awareness of the Moharaj Dorbar to the forefront on social media. This constituted the primary online campaign. It was a narrative-based, to a great extent, venture. The campaign was quite data-driven and modified on the basis of the audience feedback.

Target Audience Segmentation: Communication team involved themselves in identifying individual, distinct, and very relevant messages to various groups of their in the endeavor of

reaching out to the big four- corporate clients, dealers, engineers, and attempting to reach out to the general consumer.

Brand Positioning: The move was to position GPH Ispat as a brand that has emotional appeal, a high-end brand i.e. a high-end brand a premium brand and a culturally based brand with heavy local interest. That is how the brand is supposed to be perceived as it is also a high quality brand that is emotionally charged and culturally attuned brand.

Performance Monitoring: KPIs that were used to track the performance of the campaign on a regular basis were reach, impressions, engagement rate, and conversion. This information was used to improve the content and schedule time in the group.

Financial & Accounting Practice:

Introduction: GPH Ispat Limited is among the leading manufacturers of integrated steel that are used in Bangladesh, which produces billets and rebars using innovative technology and sustainable production procedures. Ever since the company was incorporated in 2006 and listed in 2012, it has contributed largely to the increasing demand of steel in the country. Although the focus of my internship was communication, I still had limited but meaningful exposure to the financial and accounting practices which had a second impact on campaign management. The attached investor update/report is a summary of the recent performance of GPH Ispat indicated by financial results, corporate events, shareholder engagements, and future strategies in order to enable sound decision-making by all interested parties.

Financial Performance

Table: GPH Ispat Financial Performance (2019–2024)

Year	Revenue (crore BDT)	Operating Profit (crore BDT)	Net Income (crore BDT)
2019	3200	70	40
2020	3500	90	55
2021	4100	150	120
2022	3800	80	60
2023	3600	45	28
2024	4200	100	86

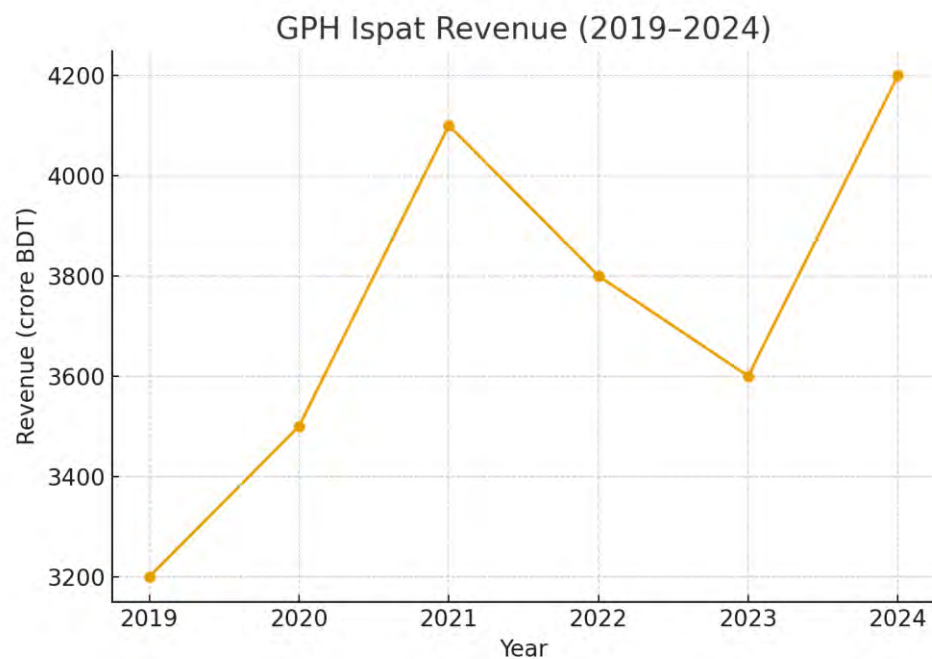


Figure 1: GPH Ispat Revenue Trend (2019–2024)

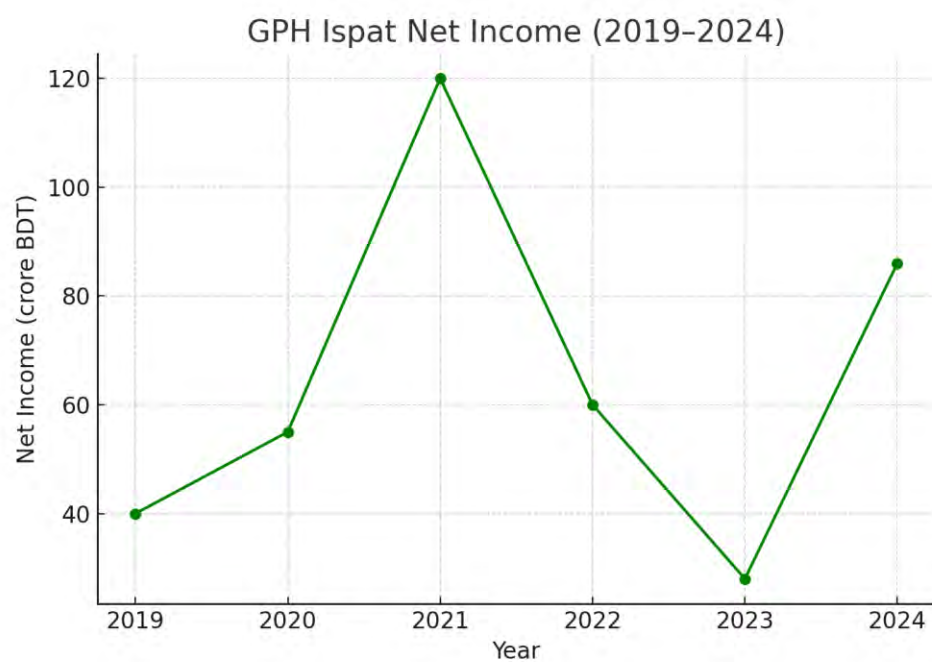


Figure 2: GPH Ispat Net Income Trend (2019–2024)

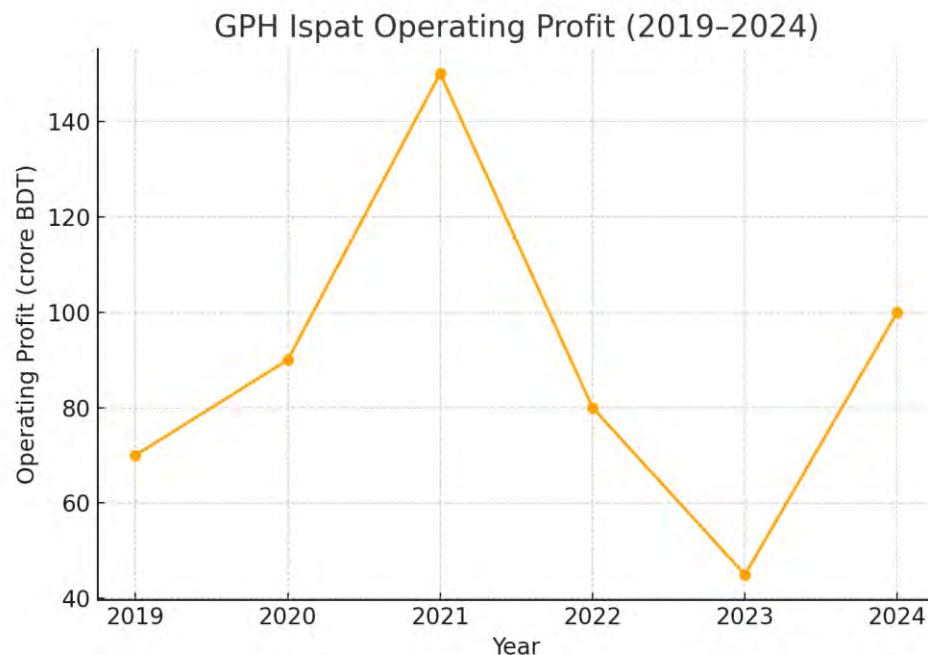


Figure 3: GPH Ispat Operating Profit Trend (2019–2024)

Budget Distribution: Every campaign component (e.g., social media advertising, event backing, merchandise) had an established budget. These were tracked to guarantee effective utilization of financial resources.

Vendor Payment Management: I noted that marketing and finance department collaborated with each other when it comes to paying vendors on time in terms of promotional material, printing and logistics.

Cost Efficiency Analysis: The finance team evaluated marketing spending effectiveness by comparing prices to outcomes and this will inform future budget decisions.

Interdepartmental Coordination: Co-ordination between finance and branding departments was very effective which enabled proper cost management and monitoring of invoices.

In spite of the fact that I was not directly involved in the financial reporting, I obtained some information about the relationship between budgeting, approvals, and expenditures and marketing strategies and brand objectives.

Operation Management Practice: In my internship experience at GPH Ispat, Mohararaj Dorbar branding campaign, I had an opportunity to be exposed to the working management processes that underline the massive strategic communication practice. Campaign Implementation Process

- Supplier & Resource Oversight
- Logistics for Events
- Supervising Processes

Information Systems Practice: The Information systems that were implemented successfully at GPH Ispat played a critical role in the accomplishment of the Moharaj Dorbar campaign. Various computerized systems were integrated into daily business activities to improve communication, coordination, and analysis.

- IC Tools
- Tools for Managing Projects and Tasks
- Content Development & Preservation
- Social media and Campaign Analysis
- Safety & Access Management

The planning and execution of the Moharaj Dorbar was successful due to the involvement of operation management and information systems in the campaign at GPH Ispat. The coordination of work processes with digital solutions ensured that tasks were properly carried out, communication was maintained on the same level and the results of campaigns could be monitored and improved consistently.

Industry and Competitive Analysis: GPH Ispat operates in a highly competitive and competitive steel and rod industry in Bangladesh with brand loyalty, quality of products, and perception of the market being crucial in the industry. During the internship, I conducted some basic research in the industry and found the following:

Market Position: GPH Ispat is one of the leading manufacturers of the steel industry in Bangladesh that competes with other players in the industry, including BSRM, AKS, and KSRM. Consumer Behavior: Consumers and other stakeholders (builders, engineers, distributors, and so on) do not only make their decisions based on the price, but also other factors, like brand reliability, quality assurance, and brand perception.

Competitive Branding: Although the competitors generally focus on the product features and technical superiority, the Moharaj Dorbar campaign by GPH Ispat was culturally inspired, being a demonstration of power through tradition and emotion and, therefore, enabling the brand to shine.

Innovation Edge: The GPH Ispat will be distinguished due to the implementation of the most recent technology in the steel production (e.g. Quantum Electric Arc Furnace technology) and, thus, gaining more competitive forces in terms of sustainability and product life.

SWOT Analysis:

◆ Strengths

- **Robust Brand Connection:** GPH Ispat is well-known in the steel sector, and associating "Moharaj Dorbar" with it enhances brand recognition and visibility.
- **Creative Communication Approach:** The use of culturally-based, story-based communication style (like a “Dorbar” or royal court) is very unique and resonates with emotions of the listener in Bangladesh.
- **Internal Involvement:** It may stimulate employee pride and strengthen the internal brand culture by featuring shared values and history within GPH Ispat.
- **Content Strategy for Local Markets:** Greater relatability is aided by the use of the local language, stories, and symbols (which may be founded in tradition or folklore) and can help build a true connection with the customer.
- **Innovative Brand Revitalization:** Project to Revitalize Moharaj Dorbar can be an ambitious step to change GPH Ispat, a regular steel manufacturer, into a progressive, community-oriented brand.

◆ Weaknesses

- **Limited Industry Relevance:** Low Industry Relatability The symbolic or cultural communication of the name Dorbar can be perceived as irrelevant or abstract to a steel and infrastructure company by some of the audiences or stakeholders.
- **High Dependency on Interpretation:** Obscure or creative branding also exposes itself to the risk of being misconstrued unless supported by powerful messages and particularly in B2B markets.
- **Lack of Measurable KPIs:** Difficulties can exist in the form of tangible ROI measures of strategic communication campaigns like this one unless supported by strong analytics.
- **Brand Dilution :** Risk Lack of harmony in the implementation of a thematic narrative like Moharaj Dorbar may ruin the central brand image.

◆ Opportunities

- **Better Stakeholder Confidence:** A cultural intelligence-based campaign will increase community engagement, CSR effectiveness and stakeholder trust particularly at the local and national levels.
- **Growth into Lifestyle Branding:** GPH Ispat can rearrange the company as something more than just an industrial product, a lifestyle brand for example (the steel of long-lasting homes), Using emotional appeals to persuade the audience
- **Cooperative Strategies Opportunity:** It has teamed with artists, cultural figures and creators to increase coverage and enhance narratives.
- **Digital Narratives & Influence of social media:** Cause As buyers are younger and urbanized, using social media platforms such as Facebook, YouTube, and Tik Tok with the dramatized content of Dorbar will engage them and make them loyal to the brand.
- **Local and Worldwide Acknowledgment:** The new branding programs will be able to make GPH Ispat a highly acknowledged expert in the field of communication strategy in the South Asian steel industry.

◆ Threats

- **Market Misunderstanding:** Abstraction and culturally important campaigns could either be ignored or wrongly interpreted by engineers, contractors, or investors working in a conservative or highly practical profession like steel.
- **Competitive Retaliation:** The rivals can mock or replicate the branding concept and therefore reduce its recognizability and might confuse the market.
- **Cultural Sensitivity Hazards:** The rivals can mock or replicate the branding concept and therefore reduce its recognizability and might confuse the market.
- **Economic and Market Fluctuations:** The rivals can mock or replicate the branding concept and therefore reduce its recognizability and might confuse the market.
- **Brief Focus Duration:** Modern audiences have a short attention span. Failure to continuously innovate or enhance the theme of the Moharaj Dorbar may reduce the interest.

Chapter 3: Elevating Brand Identity Strategy of Moharaj Dorbar

Introduction:

GPH Ispat, which is one of the leaders in steel manufacturing industry, strives to create a good infrastructure as well as a strong corporate culture and sense of community. It is planned that Moharaj Dorbar may be a cultural-heritage based project under the brand name of GPH Ispat with the capability of integrating tradition and corporate glory. In this report, the author has discussed the methods that will be used to bring the brand name of Moharaj Dorbar at par in such a way that it would be a hallmark of its own values, innovation, and social standing over GPH Ispat.

- *Supported by the good reputation of its corporate name, GPH Ispat.
- *Distinct cultural idea which is not similar to the ordinary business activities.
- *Possibility to attract the input of internal stakeholders as well as the entire community.
- *The lack of popularity of Moharaj Dorbar and low awareness among people about its purpose and worth.
- *Irrelevant visual identity on platforms and materials.
- *The inability to continuously tell stories to bridge people and the brand.

Strategic Objectives of Moharaj Dorbar

1. Strengthen the brand identity of Moharaj Dorbar through cultural storytelling.
2. Increase brand recognition and public acceptance through consistent communication.
3. Establish emotional engagement with stakeholders using heritage-based elements.
4. Develop a unified visual and digital identity across all media.
5. Enhance stakeholder participation and community engagement.
6. Strengthen long-term brand loyalty through tradition and cultural relevance.

Moharaj Dorbar Initiative :

The Moharaj Dorbar initiative uses below branding techniques to remain competitive in the market Storytelling through cultural narratives presents the historical significance of Moharaj Dorbar to help audience members build emotional engagement.

Visual Identity & Symbolism: Using traditional motifs, rich color palettes, and heritage-**inspired designs** in logos, promotional materials, and merchandise.

- Social media & Digital Presence: Engaging audiences through Facebook, Instagram, YouTube, and blogs with informative content, live sessions, and interactive posts.
- Influencer & Community Engagement: Collaborating with cultural historians, social influencers, and community leaders to enhance credibility and reach.
- Event Marketing & Experiential Branding: Hosting cultural events, heritage festivals, and interactive workshops to provide immersive brand experiences.

The **Moharaj Dorbar** campaign has been highly effective in increasing brand awareness through:

- The social media has increased its reach due to the consistency in content posted and encouragement of the viral storytelling coupled with excessive interaction with audiences.
- Word-of-mouth activities in the communities have fostered a stronger interaction between the company and the local communities, as well as a greater degree of brand advocacy across regions.
- The fact that the brand is featured in news pieces and has collaborated with heritage and appeared in the media make the brand stronger.
- The brand also creates the physical connection with the target customers through festivals as well as exhibitions and storytelling events that enhance the identity of the brand.

The successful campaign has established Moharaj Dorbar as a cultural movement that earned significant recognition from society. Through the cultural heritage elements how does Moharaj Dorbar establish its brand identity are given below :

- Cultural heritage serves as Moharaj Dorbar's fundamental brand identity element which both defines how the organization presents itself to others and specifies what customers receive from it.
- The program bases its content on historical roots to establish genuine authenticity and credibility throughout its storytelling.
- **Symbolism & Traditional Aesthetics:** The local art, folklore, and traditional craftsmanship should be used to develop a distinct and familiar brand identity.
- Community & Emotional Connection: The brand appeals to audiences by creating a feeling of pride, nostalgia and a feeling of belonging to cultural heritage.
- The brand poses as a brand protector of historical traditions reviving not only educational but also cultural content.

Moharaj Dorbar is the initiative that is not only significant and powerful but is also rich in traditions and can attract modern people by implementing the cultural heritage in its branding.

Objectives of the Study

1. To gain practical knowledge about branding and communication techniques at GPH Ispat.
2. To understand how cultural elements are incorporated into corporate branding.
3. To observe brand content development, digital activities, and event coordination.
4. To analyze stakeholder engagement strategies within branding projects.
5. To examine how branding influences perception and loyalty.
6. To evaluate the effectiveness of the Moharaj Dorbar initiative.

Scope of the Study:

This paper exclusively investigates the outcomes of employee benefits within GPH Ispat Limited. The study will get necessary details from the company with secondary data as its secondary information source.

Methodology of the Study

The study used primary and secondary data.

Primary Data:

- Questionnaire survey among Branding & Communication team members.

Secondary Data:

- Company website, branding materials, internal documents, and online publications.

Research Process:

Employees in the brand department were given a set of questions to establish how they address employee recruitment and training alongside compensation programs.

Sources of Data:

The primary data used by the researcher consisted of questionnaire interviews with the staffs who are employed in the organization.

The secondary data were obtained by the utilization of journal articles along with websites and other secondary resource materials.

Questionnaire (Appendix)

Sample questions included:

1. Are you aware of the Moharaj Dorbar branding initiative?
2. Do cultural elements improve branding effectiveness?
3. Does the initiative strengthen GPH Ispat's image?
4. Have you been involved in branding activities?
5. What do you suggest to improve upon?

Findings & Analysis

Survey findings indicated:

- Moharaj Dorbar initiative was familiar to 82% of the respondents.
- 75% feel that cultural branding enhances emotional involvement.
- 68% believed that the branding had better the reputation of GPH Ispat.
- 70% would like to see more digital and visual information.

On the whole, the results indicate that the perception is rather positive, yet, more consistency and digital optimization are required.

The research has constraints because of the confidentiality policies that limit the information to be accessed. Besides the institutional ethical constraints to critical data, the researcher was not able to get contact details of the targeted participant./

Literature Review: A company should design brand strategies and communication channels in order to build its market position and relations with the stakeholders. The efficiency of branding assists businesses to appear different to their competition and generate significant business sustainability (Keller 2003). Organizations build corporate reputation and customers trust which results in prolonged business success through their communication practices (Cornelissen, 2011).

GPH Ispat Limited has its branding and communication strategies which bring all the elements together to form a single strategy. GPH Ispat Limited reaches the stakeholders through different channels, which include television advertising and print media and digital marketing and use of outdoor billboards.

The firm relies on the stakeholder input in its strategy. The organization also organizes dealers and retailers gathering and engineers in combination with masons to bond and have the confidence of the brands.

The company is sustainable in its energy efficient production that has made it one of the leading industrial companies.

These strategies have developed GPH Ispat their corporate image that has given them a business growth that is sustainable, and the customers feel that they can rely on it.

Activities Undertaken:

Creating useful and engaging content:

Every day I arrived at GPH Ispat headquarters at 8:45 a.m. The first priority at GPH Ispat involved checking employee present versus absent information. By 9:00 a.m., My job was to help my supervisor distribute work assignments during the morning meetings at GPH Ispat. Several workers carried out their assigned tasks at that moment, but additional workers remained idle for instructions. The organization arranged replacement staff when anyone failed to show up. Machinery distribution along with chemical distribution became one of my responsibilities. Workers implemented unique operational procedures during important events which welcomed important guests. My task included helping in preparing training.

Recommended Strategies:

1. Develop a stronger brand narrative combining heritage and innovation.
2. Enhance visual identity with standardized branding guidelines.
3. Expand digital content such as videos, stories, and interactive posts.
4. Increase collaboration with cultural influencers.
5. Organize recurring heritage-based corporate events

Recommendations Findings:

1. GPH Ispat possesses a strong brand reputation yet needs to establish digital promotional initiatives which will help it reach younger demographic segments.
2. Engagement activities on social media are positive yet the content must become more optimized and consistent.
3. The existing stakeholder engagement approaches result in good performance however brand loyalty would grow with the implementation of interactive campaign

4. A company ought to utilize smart data analysis tools for brand performance tracking to enhance decision-making processes.
5. The organization should make engaging content through videos along with infographics and quizzes to obtain increased audience attraction.
6. The organization should hold community-focused events and conduct workshops and CSR activities to develop deeper ties with local residents.

Overall Recommendation:

1.AI-Based Analytics: Implement AI-powered instruments to track and analyze brand performance to be able to make data-driven decisions and adopt better marketing approaches.

2.Interactive Digital Content enhance the degree of engagement of the audience by narrating stories that have interactive elements like videos, infographics and quizzes that add the degree of interaction and dissemination of information.

3.Community Engagement: Enhance community related programs and activities by conducting interactive programs, workshops and CSR programs to have better relations and brand loyalty.

Conclusion:

The main objective centered on researching the role which branding, digital marketing and stakeholder engagement plays to establish a robust corporate identity. Working at GPH Ispat Limited gave me important knowledge about strategic branding and corporate communication practices

Working on the Moharaj Dorbar project provided me with direct knowledge of uniting cultural history with current branding methods which resulted in developing an original brand identity. My work alongside branding and communication team members demonstrated to me digital outreach and content marketing together with public relations become vital for brand visibility improvement.

The creation of powerful brand image depended on established effective communication methods and innovative content development alongside community-focused programs. I obtained thorough knowledge about stakeholder communication together with social media engagement and corporate storytelling as methods which build brand loyalty

The branding Strategy of GPH Ispat in its communication strategies is analysed contextually and reveals the way the digital transformation and relation with stakeholder and cultural alignment of the company make it worthy of the leader. The proposed recommendations serve the purpose of enhancing the brand awareness and its online presence and market base of GPH Ispat towards long-term development and business success.

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