

# Overview of the HR recruitment of PR Department



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**BRAC University**  
Authored by: Zuyanna Islam

Internship Report

On

**“Overview of the HR recruitment of PR Department”**

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## Letter of Transmittal

8 May 2019

Mohammad Atiqul Basher

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BRAC University, Dhaka

**Subject: Submission of Internship Report of BBA Program.**

Dear Sir,

It is a great pleasure for me to present the internship report to you on the topic of “**Overview of the HR recruitment of PR Department**” as it is the prerequisite of my BBA program to complete. On the basis of my practical learning and information, this report has been made during the period of my internship at BIFFL.

This report contains the information of PR Unit of BIFFL how it works, how to manage the recruitment process of PR Unit of BIFFL as well as managing functions and job descriptions of the unit. It was a great pleasure and a challenge to work in such an honourable organization and by preparing this report has helped me to increase my practical skills and knowledge.

I, therefore, express my profound gratitude to you for the kind cooperation, supervision and guidance in successfully preparing this report. I hope you will consider this report and oblige me thereby. I will be glad to provide any clarification on any relevant matter.

Sincerely yours,

Zuaynna Islam

ID 14304119

BRAC Business School,

BRAC University.

## **Acknowledgment**

Most importantly, I would like to express my heartiest gratitude to Almighty Allah for keeping in good health and giving me the strength, ability and opportunity to accomplish the report within the scheduled time successfully.

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Moreover, my gracious admiration goes to BIFFL's Company Secretary, Mohannad Khan, FCS who provided guidance that enabled me to learn the functions of the PR Department in a lot of ways. I am also grateful to CEO S.M. Formanul Islam, who paved the way for me in such a great platform to do my internship program. I gained the experience from here is going to be a privilege for my future corporate career. A special word of appreciation goes to all BIFFL employees during my entire internship period for their generous cooperation and assistance.

I want to thank the members of my family for their constant love and support in my life that always pushes me forward.

Finally, I really appreciate those who shared their views on my work, provided me with the necessary information, criticized my work and congratulated me. This page is not sufficient to tell them how important their views are on this report, how indebted I am to them.

## **Abstract**

Under the Bachelor of Business Administration (BBA) educational modules, the internship program is mandatory for BRAC University students in order to orient them with the corporate world. As a BBA student, I have had the opportunity to do my internship in BIFFL's Public Relations Unit, and this report reflects my learning in that organization.

Bangladesh Infrastructure Finance Fund Limited is a government-owned Non-Banking Financial Institution operating since 2011. It was built up to address the importance of putting resources into the substructures and PPP agreements of the nation. Later, an organization recall allows for the inclusion of private accomplices. (BIFFL, 2019).

BIFFL plans to attract private ventures from nearby and outside financial specialists and to put resources into organizations carrying out framework ventures based in Bangladesh. BIFFL is also committed to environmental protection (BIFFL, 2019). When BIFFL considers any investment deal, green economy and environment friendly projects are their top most priority.

To build a beneficial relationship between the public and the media, Public Relations is a strategic communication process used by individuals, businesses and organizations. A public relations specialist develops a specialist communication plan and uses media or other direct and indirect media to create and maintain the company's positive image and a strong relationship with the target audience. BIFFL has set up a PR unit to raise awareness of the company and build a good relationship with investors, government officials, employees, vendors, other financial firms and all other stakeholders.

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## **1. Introduction:**

Internship program is a bridge to enter into the corporate life from the University life for a student. In my internship period I have got the privilege to work in a corporate working environment which was a different learning experience from my course study.

During my internship, I have got the chance to work in the department of PR of Bangladesh Infrastructure Finance Fund Limited (BIFFL) to know about how public relation work has been done. All of these experiences help me to know how to work and adjust in a corporate environment. In this manner this internship gave me the chance to expand my insight and recognize my qualities as well as to make me understand my weaknesses; this will help me to shape my career in a better way near future.

To fulfil the requirement of the Bachelor of Business Administration Program (BBA) from BRAC University I was assigned to complete my internship and I have chosen BIFFL, which is a government processed non- banking financial organization for three months of my internship.

The main target of this internship is to create a wide understanding of the relationship between the workplace, the performance of the activities and the work environment. In other way, through this internship I have been practically involved with all the theories I have been acquired from my studies. In my academic as well as personal development, this will help me to pave a way for growth.

## **2. Organization Overview**

### **2.1 Background**

Bangladesh is an economy that is emerging. Being an advanced country has enormous potential. The lack of infrastructure, however, keeps it from rapidly growing. Investing in infrastructure is therefore not just a business deal or opportunity, but also a national call which cannot be denied. A coordinated approach can ensure the country's economic growth that will ultimately raise the way of living and the quality of life.

Bangladesh Infrastructure Finance Fund Limited (BIFFL) is the largest Non-Banking Financial Institution in Bangladesh possessed by Government having approved capital and paid up capital of BDT 100 billion and BDT20.10 billion individually (BIFFL, 2019). To address the necessity of infrastructure development with regard to insufficient investment in the sector in order to promote an attractive environment for sustainable private investment.

As a part of this, in 2011, BIFFL was set up as a special purpose vehicle to mobilize the PPP budget by financing infrastructure projects to build a good partnership with private sector investors (BIFFL, 2019).

In addition to this, in order to maintain sustainable development, BIFFL is also committed to protecting the environment and adopting eco-friendly measures in all aspects of its highest priority while considering any investment transaction (BIFFL, 2019).

## BIFFL'S PHILOSOPHIES:



Figure 1: BIFFL'S Philosophies at a glance

## **2.2 Profile of the Organization**

### **2.2.1 Vision**

Acceleration of economic growth by leveraging relative strengths of Public and Private sector through financing infrastructure projects.

### **2.2.2 Mission**

- To perform as a professional Financial Institution by adopting the internationally accepted best practices and maintaining highest level of moral and ethical standards (biffl, 2019).
- To advance Country's financial improvement by encouraging and empowering Private Sector Investment in all framework ventures (biffl, 2019).
- To support Bangladesh's sustainable economic growth by facilitating the development of infrastructure.

### **2.2.3 Goal**

- Providing long-term funding for critical infrastructure projects.
- Providing long term funding for critical infrastructure projects.
- Providing an exceptional vehicle for capital market advancement by exploring a number of ways to capture domestic investment as well as foreign investment in a robustly designed and well-run investment vehicle (biffl, 2019).

### **2.2.4 Objectives**

- Promoting, encouraging and funding private sector investment in all infrastructure sectors.
- Extending infrastructure financing facilities in the form of debt or equity (biffl, 2019).
- To attract private investment in long term infrastructure projects: overcoming the asset-liability mismatch of existing bank finance (biffl, 2019).
- To make reserves, sub-reserves, including Islamic Funds, and some other kind of Funds as esteemed suitable by the company (biffl, 2019).

### **2.2.5 Strategic Priorities**

- To develop, finance & monitor and implement infrastructure projects (biffl, 2019).
- To focus on recruitment and retention of skilled, honest, creative and talented manpower (biffl, 2019).

- To ensure transparency, accountability, fairness in operation and zero tolerance on corruption and sexual harassment
- To maximize shareholder equity by maintaining asset quality with balanced and sustainable growth
- To enhance brand image through excellent customer service, CSR activities, and finance in green & energy efficient projects. (biffl, 2019)

#### ***2.2.6 Business Description:***

The company currently has a paid-up capital of BDT 2108crore. The company mostly finances in the following sectors-

- Power and energy
- Transportation and communication
- Economic Zones
- Energy efficient project
- Green construction materials
- Social Infrastructure (Health care and education)
- Tourism

Recently, the company has started financing women entrepreneurs and SME projects.

## Details of the products and services of BIFFL:



## PRODUCTS AND SERVICES

### SECTORS FOR INVESTMENT

#### A. Infrastructure

- Power & Energy
- Transportation & Connectivity
- Port, Container Depot & Terminal
- Economic Zone & Industrial Park
- IT & Telecom
- Tourism & Hospitality
- Healthcare & Education

#### B. Sustainable Finance

- Utility-scale Solar Power
- Green Building
- Energy Efficient Technologies
- Waste Treatment & Recycling
- Waste Recycling
- Other innovation Green projects

#### C. Auto Brick and Construction Material

- Auto Bricks
- Non-Fired Bricks
- Green Construction Material

#### D. Women Entrepreneur Development

- Electronics
- RMG
- Food Seed Preservation and Marketing
- Bakery
- IT based activities
- LP gas business
- Telecommunication
- Warehouse and container service
- Cold Storage
- Laboratory
- Hospital, Clinic and Diagnostic Centre
- Call Centre
- Printing and Packaging
- Small amusement park
- Light engineering industry/workshop
- Boutiques
- Leather and leather products
- Education

- Transport and Communication
- Cable operators
- Community Centre
- Nakshi Kantha and handloom

### PRODUCT AND SERVICES

#### 1. Advisory Services

- a. Reviewing preliminary business plan/concept note prepared by project sponsors
- b. Conducting market research for the project
- c. Drawing full-fledged, sound business plan
- d. Devising an optimal financial structure/package
- e. Liaising and advising for necessary authority permissions

#### 2. Financing Services

Considering the varying needs of the projects, BIFFL extends finances through 12 loan and equity products

##### A. Debt Financing

- a. Term Loan
- b. Working Capital Loan
- c. Bridge Financing
- d. Factoring
- e. Take Over
- f. Take Out
- g. Leasing
- h. Bond
- i. Commercial Papers

##### B. Equity Investment

- j. Ordinary Share
- k. Preference Share
- l. Mezzanine Financing

##### C. Loan Syndication

- m. Preparing project profile
- n. Designing financial model
- o. Assisting in securing onshore and offshore finance
- p. Joining in loan negotiation and documentation

Figure 2 Products and Services of BIFFL

**Organogram of BIFFL:**

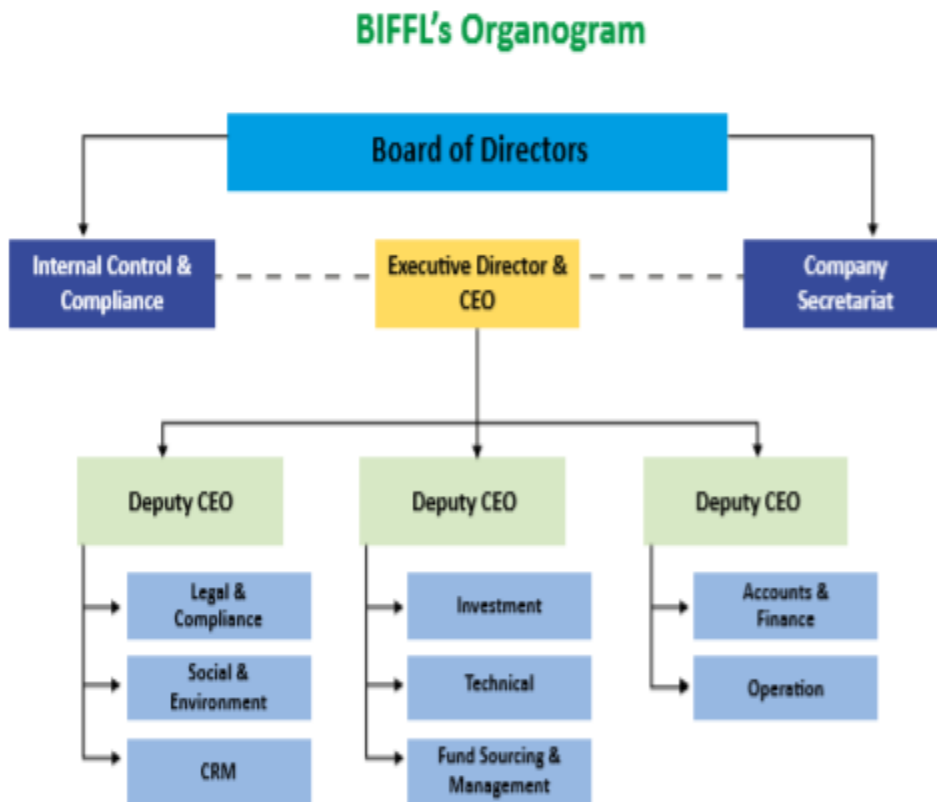


Figure 3 Organogram of BIFFL

### **3. Research**

#### **3.1 Introduction to the Report/Study-**

##### ***3.1.1 Rationale of the study-***

Public Relations (PR) are about to build relationships to advance, promoted and benefit the department's and institution's reputation. It forwards the message not only to the internal stakeholders but also to the allies, advocates, community and the institutions. The PR department helps market the recruitment process to the department and can lead to improved student applicants' quality. Because PR shows funding agencies that the company is progressing and actually making a difference for the stakeholders. The Public Relations Department's other important functions include organizing different events, to promote special services, events, Public affairs, internal relations, community relations, ultimately high-tech public relations such as blogging, social networking. Hence, it is crucial for the human resource department point of view to find the diversified, potential, talented and enthusiastic employees for the PR department.

Albite, all these decisive functions are required to be performed by the PR department to lift up the image of BIFFL, the company does not have a proper department and enough employees to perform the task. Moreover, most of the PR activities remain unnoticed and disregarded by the BIFFL. The purposes of this report are to explain why BIFFL pay more attention to the PR department, how HR can bring talented employees through a proper recruitment process.

##### ***3.1.2 Statement of the problems***

Public Relations are an amazing field to work in, but there are some tough challenges to face. Public Relations Department of BIFFL faces a great challenge of having quality employees. Specific knowledge and skills are been required for PR related work but in this organization has less opportunity to recruit effective employees and train them accordingly. The PR department of BIFFL is disregarded by the management and for this reason, there is a major problem is to have a. Lack of employees and versatile talent are the main barriers in publicizing institute's major accomplishments and harnessing potential benefits. Another main problem for the PR department of BIFFL is lack of budget. As PR is still a small and newly developed department of BIFFL and the organization has fewer product lines that is



why the budget for this department is not much as required for having a strong PR department.

### ***3.1.3 Scope and limitation of the study-***

- Confidentiality of information
- Time Constrain
- Lack of data to analyse

**Confidentiality of the information:** BIFFL strictly follows confidentially of its information which is under the company's corporate governance law. It clearly states in the law that any information is produced, received or collected through the internal source for the company's decision makings process should store in its database and should not be reproduced or exposed to the public without company's concern. This confidential information may be in physical form, for instance on paper, on a hard disk, CD, video tape. In addition, any information collected through the conversation of employees in the meeting or official activities fall under the category and should be preserved accordingly. BIFFL explains the importance of confidentiality by saying that exposing any confidential information may give a massive privilege to the competitors to run ahead of the competition, which may cause serious damage to the company's business policy.

Non-public information that should also protect from being publish to the public fall under the confidential information policy. BIFFL emphasis that all proprietary information are confidential and must require a written consent from the management to reproduce. Therefore, protected and confidential information in this policy is collectively referred to as "confidential information."

Examples of confidential information include:

- Information regarding the business policy, results, accounting forecast, strategies, database of clines and customers, products and employees information.
- Information regarding the merger or acquisition transactions of the company or a client, securities positions, pending orders or plans to raise capital (either through Offers or offers that are exempt from registration) or other information that as material for the company or one of your respected clients.

Therefore, it was difficult as an intern to deal portrait actual situation without having enough information.

**Time Constraint:** Time is always one of the main barriers while conducting research on a company or any project. Jumping to the conclusion without conducting proper research, will fail the chief purpose of the project. So, I decided to collect information in the most effective manner. However, to perform in-depth analysis of the activities of the Human Resource and Public Relations Department need more time. Besides that, I was offered only three months internship which is a very short time to comprehend all the activities to draw a solid picture of any department or any organization.

**Lack of data to analyse:** Public Relations Department in BIFFL only consists of three employees and no research was done previously to examine the activities performed. In addition to that the Human Resource department also does not hold any specific data to analyse the effectiveness of this department. Hence, the task has become harder to identify the setbacks of Public Relation Department in the organization, even though the organization could benefit massively in many ways putting more focus on its internal and external activities.

### ***3.1.4 Objectives of the report-***

The objectives of this report are to explain how PR can represent BIFFL, why BIFFL should pay more attention to the PR department and how HR can bring talented employees through the proper recruitment process in that every department and so on. To prepare this report there are two purposes have been served, they are-

- Benefited as a student
- Company benefit

#### **Benefited as a student –**

- For preparing this report I have learned the method of preparing the right writing based on its format which helped me to make a report which is easily understandable and formally organized.
- To make this report, I have to gather a lot of information regarding the company background, their work process, projects and so on as per the requirement of the report which helped me to gather lots of information and knowledge.
- This report also has the information and records what I have been learned from time to time during the internship period.
- This report and the presentation on it will help to represent the performance and learning of mine in real life working place.

- During the time of making this report, I had to collect information from every department of the company which helped to increase my communication skill and increased my networks.

### **Company Benefits –**

- **Transmitting Information:** There is some research information in this report through which company can get lots of ideas about the department and from that, they can have a better view about the lacking and how to improve the problems.
- **Decision Making:** From this report the company can get a huge amount of information and research results, it can help to make better decisions regarding the department.
- **Recommending Actions:** This report not only contains the information but also it contains the recommendation about the company which helps to mark the problems and how possible ways to solve them.

### **3.1.5 Research Questions-**

- How can other department assist the PR department in terms of advertising?
- While developing PR strategies what plays the most important role?
- What skills are required for PR department employees?
- Why does a corporate require public relation specialists?
- What sort of educational qualification does one need to work in the PR department?
- What experiences required for a PR employee?

### **3.2 Literature Review:**

The modern view of HRM first gained prominence in 1981 with its introduction to Harvard Business School's prestigious MBA course ( Talukder, Hossain, & Hossain, 2014). In its simplest sense, Human Resources refer to manpower engaged in organizational settings to meet institutional goals through its physical and intellectual capacity ( Talukder, Hossain, & Hossain, 2014). Moreover, if any organization wants to run smoothly and effectively then the most indispensable factor that organizations need is a human being (Mehta, 2016). In the past, people were treated as a machine when the time of the personnel management system prevailed (Mehta, 2016). But after a conception of HRM emerged, the organizations found it more decentralized and more compatible with the organic system and cross-cultural and hierarchical system. (Mehta, 2016). Given by that Human Resource Management takes the entire organization as a central point for analysis (Mehta, 2016). The actual capital of the

organization is the human abilities. Every organization has cash to commence the business but if they have no professional bodies to use them at the right pace and at the right time it will face a great loss with time. HR is a business strategic partner that runs with the business and leads the business to success. Public Relations are a concept which is a very important for promotional tool for business organizations because positive public relations can have a direct and indirect impact on the business activities of the organization. (Vakil, 2012). Public Relations is the process of “building good relations with the firm’s various publics by obtaining favourable publicity, building up a good corporate image, and handling or heading off unfavourable rumours, stories, and events” (Vakil, 2012). Public relations can be seen in their identity discussions. It has been claimed that public relations is not an activity as much as it is a process that is constantly evolving. (Vakil, 2012). Based on this claim, Wilcox et al (2001) argue that most definitions are redundant as they only embrace certain elements of the full public relations role (Vakil, 2012). What most authors fail to realize, Wilcox et al (2001) argue, is that “public relations is a process involving many subtle and far reaching aspects It includes research and analysis, policy development, programming, communication and feedback from a wide range of publics” (Vakil, 2012)

### **3.3 Methodology of the Study:**

Methodology means the total procedure of setting up the paper. This report has been set up in an orderly system beginning from the choice of the topic and title for the final presentation. The vital part was to distinguish and gather information, break down and present them in a precise way to locate the essential focuses.

Three steps has been followed for preparing the report-

- Selecting the topic
- Selectin the type of report
- Selecting the data source

Details are given below-

#### **3.3.1 *Selecting the topic:***

While doing the internship in BIFFL firstly, I had to choose a topic for the internship report which is related to my department and my major courses. I discussed the topic thoroughly

with my supervisor to prepare a well-ordered report. To make an effective report an effective topic is very important.

### ***3.3.2 Selecting the type of the report:***

There are two types of the report depends on research type, one is qualitative and another type is quantitative.

**Quantitative research:** A systematic study for numerical data collection and statistical or technical performance are considered as quantitative data. From online surveys, questionnaires, etc. the data of quantitative research has been collected.

**Qualitative Research:** Qualitative research is a type of research which collects information those are not numerical data and these sorts of data interpreted meaning which helps to understand targeted people and locations.

The type of the report is a qualitative descriptive report that gives away the idea about the recruitment process of the PR department.

### ***3.3.3 Selecting the data source:***

To gather relevant information which will find the answer for the research problem is called Data Collection. There are two types of data for research-

- Primary Data
- Secondary Data

**Primary Data:** Surveys, interviews, or experiments are some first-hand sources to collect information or relevant data. By using these first-hand sources, the data have been collected are considered as Primary data. Primary data has been collected from primary sources.

**Secondary Data:** The type of data which already has been published in books, newspapers, magazines, journals, online portals, etc are considered as secondary data.

To prepare the report both the types of data is equally important for doing research. Both of these data are equally important for any kind of research work.

## **3.4 Human Resource of BIFFL:**

The human capital of BIFFL and its detail is given below-



## HUMAN CAPITAL

At BIFFL, “Human Capital” is considered as a key element in improving the assets, since it is a sustainable competitive advantage and increases the employees’ efficiency to accelerate the achievement of the organization’s goals. BIFFL strongly believes that human capital plays an important role in people’s development, improving the life and income, increasing knowledge, skill, and production capacities, economic growth and reducing poverty which facilitates the achievement of SDG 2030. In this present world, where knowledge and communication

with customers have gained increasing importance, human capital, which shows the volume of knowledge, technical skills, creativity, and experience of the organization, gains great importance, thus human resource is considered as productive assets not costly assets. BIFFL attracts, develops and retains employees by ensuring equal opportunity, training and development opportunities, attractive remunerations and fringe benefits etc. That is why BIFFL has become a great place to work where people can excel in their performance with joy and pride.


 <b>BIFFL's Code of Conduct</b>	<b>Rigorous Training and Workshops</b> (BIFFL always concentrates on continuous development of all the employees)	<b>Equal Opportunity, Career Progression and Diversity</b> (All employees are treated equally and fairly, not disadvantaged by prejudices or bias)	<b>Employee Engagement</b> (Birthday celebrations, family day, Annual Retreat, iftar party, children's art competitions, Pohela Boishakh and Happy New Year celebration)	<b>Awards and Recognition</b> (Monetary/ Non-monetary; (acknowledgement in company newsletter or team meetings))
	<b>Work-Life Balance</b> (Encouraged to leave work issues at work and home issues at home)	<b>Competitive Remuneration and Benefits</b> (Revised HR Policy to revise the salary structure)	<b>Human Rights, and Safety</b> (Achieved LEED green building certification from USGBC)	<b>Succession Planning</b> (Managing resourcing strategy, HR demand/ supply analysis, HR planning and auditing, skills analysis)

 <b>BIFFL's Human Capital at a Glance</b>				
	<b>Total Employee</b>	<b>Permanent Employee</b>	<b>Contractual Employees</b>	<b>Female Employee</b>
	<b>85</b>	<b>71</b>	<b>14</b>	<b>23</b>

Figure 4 Human Capital of BIFFL

### Recruitment committee of BIFFL:

For recruiting new employees, BIFFL has recruitment committee. They observe and evaluate the whole recruitment process of BIFFL to ensure the government rules of recruitment.



**BANGLADESH INFRASTRUCTURE FINANCE FUND LIMITED (BIFFL)**  
(A FINANCIAL INSTITUTION OWNED BY THE MINISTRY OF FINANCE, GOB)

### RECRUITMENT COMMITTEE

Name	Designation
<b>Md. Ekhlasur Rahman</b> Additional Secretary, Finance Division (TDM), Ministry of Finance	Chairman
<b>Ummul Hasna</b> Additional Secretary (O & M), Ministry of Public Administration	Member
<b>Faruk Hossain</b> Director General, Central Procurement Technical Unit, IMED, Ministry of Planning	Member
<b>A.K.M. Amjad Hussain</b> General Manager, Department of Financial Institutions and Markets, Bangladesh Bank	Member
<b>S.M. Formanul Islam,</b> Executive Director and CEO, BIFFL	Member

Figure 5 Recruitment Committee of BIFFL

#### 4. Public Relation:

Individuals, various companies and organizations use public relations to build mutually beneficial relationships with the public and media.

A specialist in public relations drafts a specialized communication plan and uses direct and indirect mediums to create and maintain a sustainable positive image for the company and a strong relationship with the target audiences. In BIFFL, PR unit has been established to increase the awareness about the company and to build a good relationship with the investors, government officials, employees, vendors, other financial firms and all other stakeholders.

Advantages of having a Public Relation Unit in an organization are:

- **Cost-effectiveness:** Paid promotions like TVCs are very costly rather public relations can work in a very cost effective way to get a large amount of audiences. Public relation works to minimise a large amount of costing as well as it can gather a more attention from targeted people.
- **Credibility:** Public relation is more credible than any other third party's advertisements.
- **Reach:** If a public relation can work in a proper way, it can gather a huge crowd or large audiences through news outlets or other exposing techniques.

#### 4.1 Types of media relation in BIFFL:

According to the function of Public Relation Unit, the relation can be defined into 3 types:

- **Media relation:** The organization has been creating and maintaining a good relation with TV channels and newspapers for better networking, sharing the services and news.
- **Investor Relationship:** BIFFL handles investor's events, releases financial reports and handles media queries and complaints.
- **Government Relationship:** By fulfilling the government policies such as- employee protection, Corporate social responsibilities etc can represent the organization to the government.



#### **4.2 Functions of Public Relation Unit:**

For the strategic communication and maintaining a beneficial relationship with public and media, Public Relation Unit of BIFFL has some major functions to perform. Details are given below-

- To develop media relations strategies
- To promote PR Campaigns
- To make a good communication and collaboration with the whole team as well as senior management
- Arranging as well as evaluating advertising to promotion programs
- Collaborating with print media and press media
- Writing and distributing press releases to respective media
- Promptly responding to queries of the media and maintaining liaison with them
- Drafting speeches and arranging interviews for top executives of different organizations
- To maintain company's website and social media pages for updating the latest information about company
- Managing organization's events

#### **4.3 Required KSA for PR Unit:**

A person working in a PR department or a PR specialist should be from business background having good communication skills or those who have a bachelor's degree in communication are more preferred. However, proper education is not enough to become a successful PR specialist rather a PR specialist needs to have certain skills, like (IPR, 2012):

- Excellent communication skills
- Excellent writing skill
- Having in prompt knowledge about the related sectors
- Outspoken with good bargaining power
- Good control over the situation
- Having good insight about the investors and clients
- To know how to manage media relations such as- online broadcast, print etc.

- To have proficiency in Microsoft Office as well as social medias like- Facebook, LinkedIn etc.
- Good skills of organizing
- Managing the situation and work well under pressure
- Having a creative mind
- Problem-solving aptitude
- Good skills of making videos, ads etc.

#### **4.4 Necessity of PR Unit in BIFFL:**

In the initial stage of BIFFL, there was no public relation unit but gradually the importance of the unit has been perceived. The main responsibility of Public Relations is to send the right message to the right people or place for creating and maintaining the organization's reputation. As PR is the public face of the company, it can make or break the reputation of the organization by using the power properly. BIFFL is a non-banking financial organization which has been established for financing the infrastructure, PPP, eco-friendly projects in Bangladesh. In this organization, PR creates a bridge with information in between the organization and industry spokespersons, stock analysts, investors, trendsetters, industry analysts, investors, employees, and even the electronic and print media. PR is very necessary for the organization and the necessity is given below-

##### ***4.4.1 PR increases the organization's credibility:***

PR experts use to have good leadership skills, better networking, and good communication skills through which they can maximise the organization's reputation.

##### ***4.4.2 Increase investments, profits, and leads:***

Part of PR is marketing. To enhance the reputation of BIFFL, PR Unit has the capacity to manage unique PR activities through which the organization can get huge publicity and gradually it will increase its investments, profits and leads. This is how PR can lead to bigger profit for the organization.

##### ***4.4.3 Media Relations:***

PR Unit of BIFFL arranges interviews of important individuals in the company, field questions from reporters and press releases to raise awareness among the media of the

company's announcements and accomplishments needed to create a good public image of the company.

#### ***4.4.4 PR enhances online presence:***

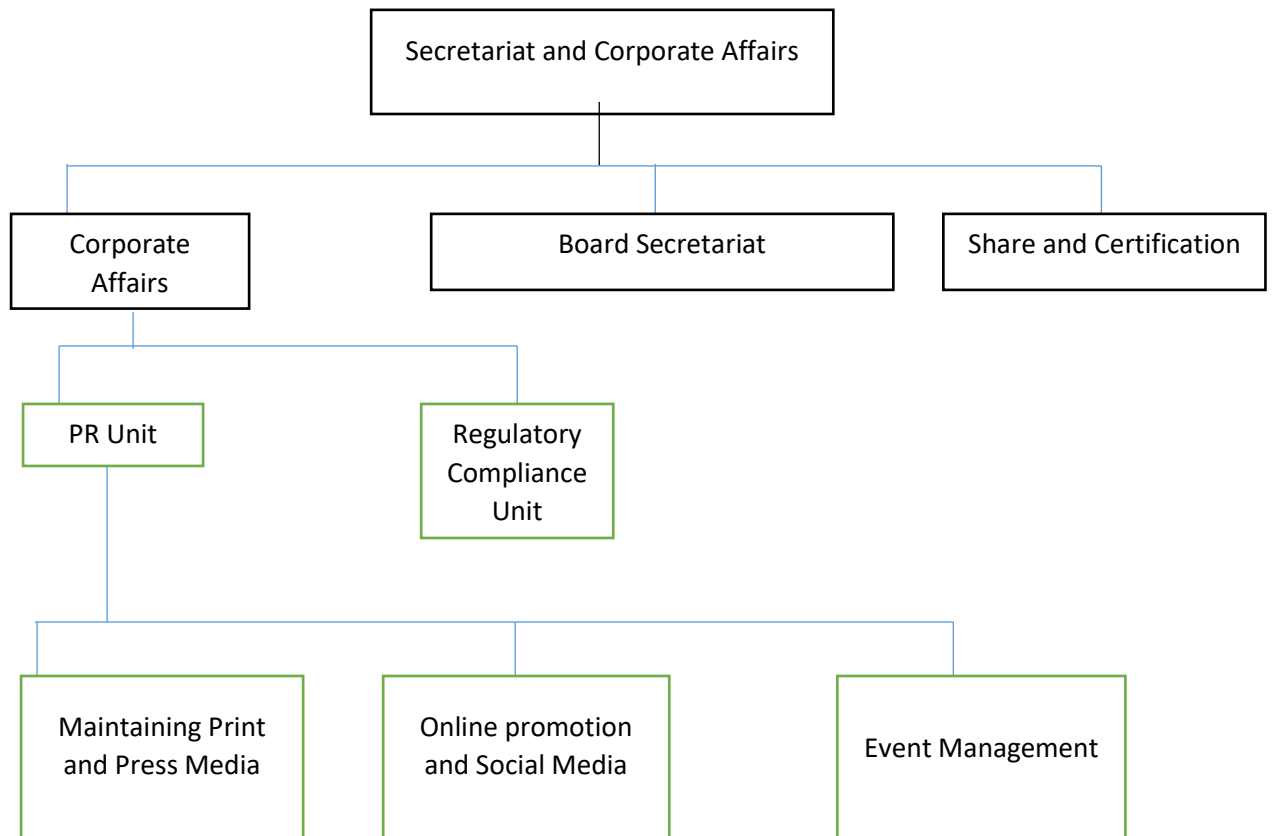
In BIFFL, Public relation Unit ensures the website and social media activities of the organization but not in a greater extent. Therefore, there is plenty of scopes to enhance the online presence of BIFFL. People rely more into the internet to get the information of anything and everything. Social media marketing, an E-commerce site can facilitate investors to recognize the crucial activities and the projects that have been implemented in successfully. Once investors learn this information without the hustle, it puts more confident to invest in the future.

#### ***4.4.5 Managing Events:***

PR Unit of BIFFL uses to arrange and manage a lot of events and CSR activities. During my internship period, I have worked some events like- conference on “Building management system and fire safety”, blood donation program, AGM and Sangeet Shandha, etc.

#### 4.5 Organogram:

In BIFFL all the departments follow some specific organograms which show a hierarchical or ranked relationship. This organogram is important for maintaining a structured workplace to ensure the company goal. PR unit of BIFFL also has a plan to maintain their own organogram to follow. The organogram has been given below-



#### 4.6 Analysis and Interpretation of Data:

##### BIFFL follows

11 responses

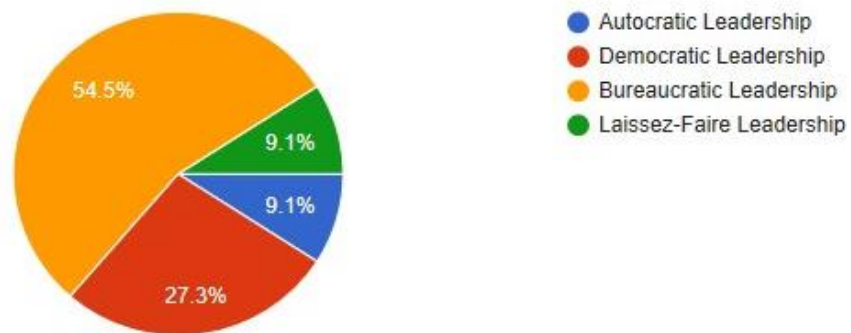


Figure 6 Response to survey question-based on leadership style

BIFFL follows Bureaucratic leadership. From the whole respondent, 54.5% of the response has come for Bureaucratic Leadership.

##### For hiring employees what method does this organisation follow -

11 responses

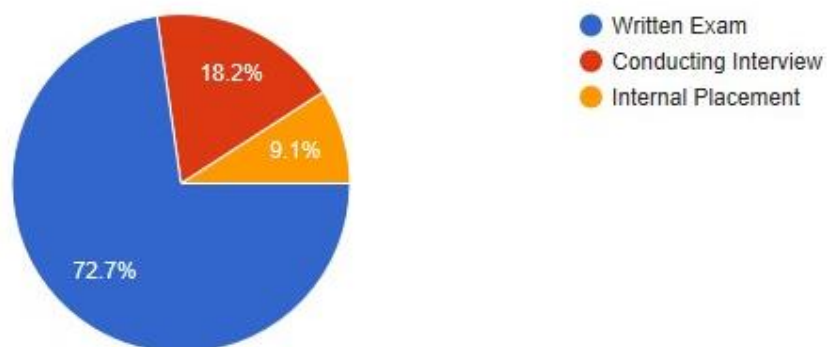


Figure 7 Survey response on hiring method of employees

BIFFL has two steps for recruiting employees first step is written exam as it is a government organization so it follows the government rules for recruitment. Then, the candidates pass in the written exam will evaluate for interview.

## What are the source to recruit employees-

11 responses

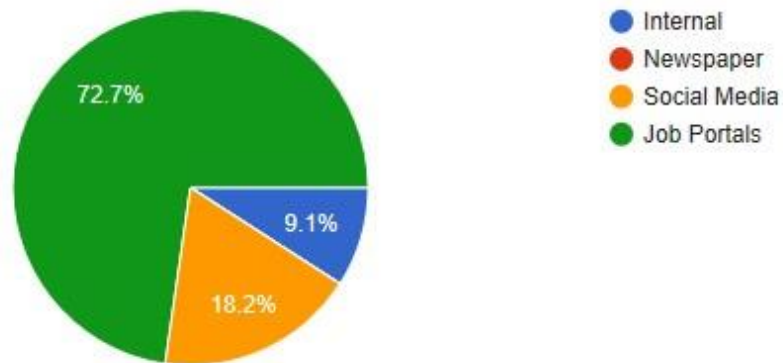


Figure 8 Source to recruit employees in BIFFL

BIFFL gives their circular for a job in job portals like BD Jobs. Not only this but also they recruit via use newspaper social media etc.

## How many employees are required for PR department in BIFFL?

11 responses

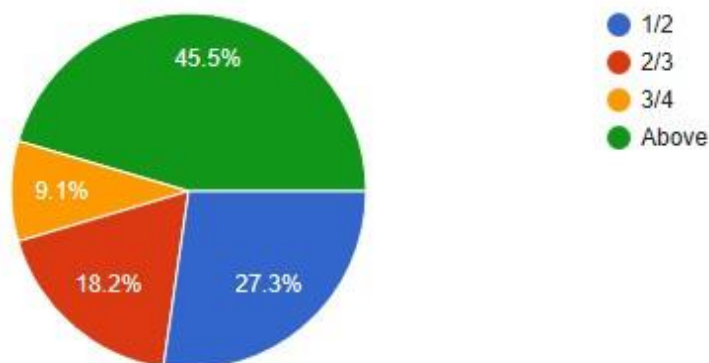


Figure 9 Survey response on employee required for PR Department

BIFFL's PR Unit as initially started working. Now for this department 1 or 2 employees are well enough to handle the work but with time the unit will receive lots of creative works and media relations then the employee requirement will go high like more than 3 or 4 people.

### Types of training required-

11 responses

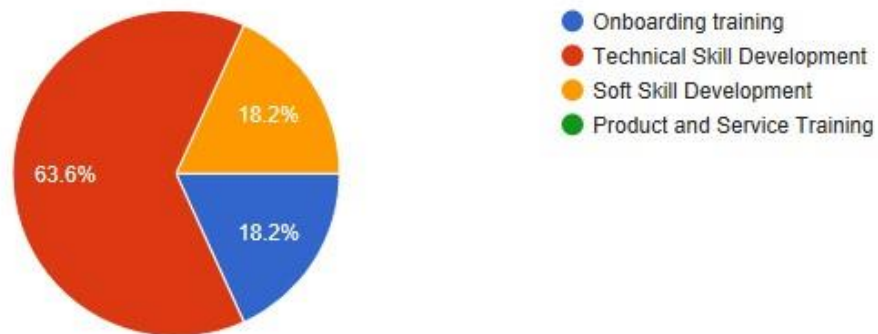


Figure 10 Types of training required

In BIFFL technical skills as well as onboarding skills are important so from my perspective this two training is necessary for the company employees.

### What skills of employees are been required for PR unit-

7 responses

Relationship-building skills and Multi-tasking in a high pressure work environment.
Out spoken, good bargain power, creative
Communication, content, and event management
Well communication
Communication, negotiation.
Have knowledge about Journalism
Communication

Figure 11 Skills are required by PR employees

From HR perspective, PR unit should consider the skills are given above are important in an employee to have. These skills help the employees to do PR work in an efficient way.

## How to ensure performance appraisal-

10 responses

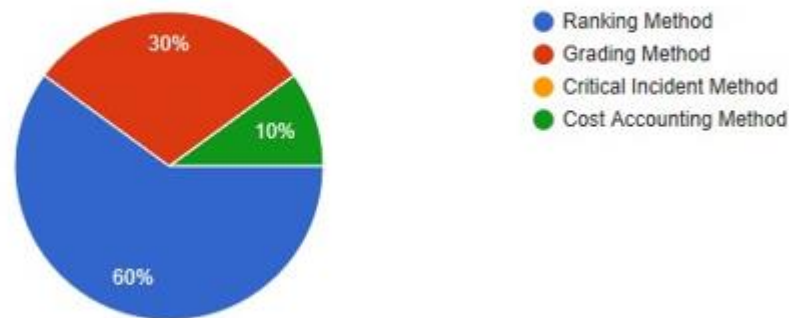


Figure 12 How to ensure performance appraisal

BIFFL follows the ranking method mostly for their performance appraisal. In this method employees are ranked from highest to lowest.

### **4.7 Findings:**

Key findings from my internship period, research for the report and experiences I gathered in these three months are given below-

#### ***4.7.1 About the Company:***

BIFFL is the largest Financial Institution which is a non- banking institution of Bangladesh possessed by Government having approved capital and paid up capital of BDT 100 billion and BDT20.10 billion individually (biffl, 2019).

#### ***4.7.2 The HR Unit of the company:***

At BIFFL, "Human Capital" is considered a key element to improve the assets, as it is a sustainable competitive advantage and increases the efficiency of employees to accelerate the achievement of the objectives of the organization. BIFFL strongly believes that human capital plays an important role in development, to improve the lifestyle and income, increasing knowledge, skill, and production capacities, economic growth and reducing poverty which facilitates the achievement of SDG 2030. The HR department of the



organization plays a vital role for improving strategic management, managing wages, and salaries, training and development, employee satisfaction, etc.

**4.7.3 PR Unit of BIFFL:**

In BIFFL, PR unit has been established to increase the awareness about the company and to build a good relationship with the investors, government officials, employees, vendors, other financial firms and all other stakeholders. PR Unit of the organization has been creating and maintaining a good relationship with TV channels and newspapers for better networking, sharing the services and news. This unit handles investor's events, releases financial reports and handles media queries and complaints.

## 5. Recommendation:

It is certain that the main goal of having a Public Relation Department in any organization is to improve the brand reputation, expose business activities to the new customer as well as existing investors and leveraging social proof. One of the main activities of BIFFL is to provide loan and work with massive projects to build better infrastructure in Bangladesh. It has been contributing immensely actively and passively to the development of the country since its establishments. Yet only a group of people are aware of its activities. Thus, it is evidently presumable that the Public Relationship Department has been overlooked for many years which leads to its less recognition to the people. However, I believe special attention and strong initiatives can improve BIFFL's image substantially in the public eyes and attract more investors.

Human Resource Department needs to play a vital role to climb up the ladder to achieve the overall success of the Public Relation Department. HR has to identify the key individuals who can actually perform the required task. In this regard, Understanding the importance of Public Relation is the key to obtain designated goals. During my internship period, I have recognized some of the major issues, which are discussed below, might solve the existing problem if properly implemented.

- **More efficient employees:** BIFFL should hire more employees to run the Public Relation Department efficiently and effectively. This will help the organization to reach out to the public in any given time. Moreover, diverse employees will bring a vast amount of creativity to publicize their current and upcoming activities. The HR department must be very keen on finding out suitable and talented staff to perform the responsibility. They need to search for the talents who are good at, for example, content designing, script writing, event management, photography, and other essential skills.
- **Budget allocation:** the reason PR department has not been excelled in its entirety because of less budget allocation from the organization. To enhance public awareness, BIFFL should spend money in the seminar, advertisement, podcast, special events, website and bring the new talent.
- **Training and Development:** Hiring employees alone cannot solve the problem. The HR department should focus on continuous training to enhance the productivity of

existing and new talents. To keep up the pace with digitalization, HR should bring some external trainer to train.

- **Media and Broadcast relations:** Media and Broadcast are the most significant source of reaching out to the stakeholders and the public. BIFFL needs more connection to the media and broadcast to showcase its activities. BIFFL spends a huge portion of its budget in Corporate social responsibilities, woman empowerment, and building infrastructure for the future. However, never got noticed because of less coverage of its media and broadcast.
- **Process optimization:** Because of fewer employees; budget constraints; non-existence of an actual PR department; decision-making hierarchy, tasks that are supposed to be done by the PR department entirely. It takes a long time to accomplish which leads to discontentment among vendors. Therefore, solving these issues would assist BIFFL to reduce overall time to process a task to meet the project target faster. It will also reduce the extra pressure on employees and vendors.

## **6. Conclusion**

From the mentioned subject matter and my point of origin to work in BIFFL, I can say that from the very first day I really enjoyed my BIFFL internship. I am confident that this internship program of three months will definitely help me realize my future career in corporate world.

BIFFL is the largest Government Non-Banking Financial Institution in Bangladesh. I had a great experience to work over BIFFL for completing my internship program as it was a prerequisite of my BBA program. Here in this organization I was able to use my skills and knowledge for benefitting the organization as well as I have learnt about the actual organizational culture, and I have also learnt how a real PR department works, its job descriptions and so many other things.

BIFFL has standard and organized departments and recruitment process. Their HR is very active and efficiently working on recruitment, strategy management, salary and compensation management, training etc. On the other hand, PR is a new unit for the organization but soon it will grow and become a strong part of the organization which will add maximum value to achieve its goal.

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