

Report On
Challenges Faced by HR service provider Company During Covid-19

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An internship report submitted to the BRAC BUSINESS SCHOOL in partial
Fulfillment of the requirements for the degree of
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Declaration

It is hereby declared that

1. The internship report submitted is my 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.

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Lecturer
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Letter of Transmittal

Ms. Nusrat Hafiz
Lecturer
BRAC Business School
66 Mohakhali, Dhaka-1212

Subject: Report submission on Challenges Faced by HR service provider Company
During Covid-19

Dear Madam,

With due respect I would like to show my entry level position providing details regarding export Future analysis of PeopleScape LTD, which I was appointed for my Internship.

I tried my best to complete this report with the essential data and recommendation in compact and comprehensive manner.

I believe that this report will meet all the expectations.

Sincerely yours,

Md. Sakhawat Hossain

16304128

BRAC Business School

BRAC University

Acknowledgment:

I would like to start by thanking my teacher Ms. Nusrat Hafiz who always give me support for all the help and consideration with my submission. From Peoplescape limited, I would like to thank my supervisor Md. Mustafizur Rahman Badal for his guidance, support, and also for trusting me to contribute to my project. I feel very much fortunate to have a Digital Service officer in PeopleScape Limited. In my every step their constructive Feedback helps me to keep on track and also work on my skills but also made my work experience very pleasure.

EXECUTIVE SUMMARY

HR service provider company related business in Bangladesh is now in a booming stage. Gradually the time is passing and the country is getting digitally more advanced. As a result, the demand for the best talents in this sector is being increasing day by day. Though we are passing through a great pandemic the entire traditional working system and the process has been changed and most of the organization decided to work from home basis. Organizations are facing some challenges to accomplish their work properly. However, this report aims to present the challenges of this sector and also the steps taken by the service-based organization during Covid-19. The report shows not only represents the conditions of Bangladesh during the pandemic but also highlights its impact on a global scale.

Table of Contents

Chapter 1: Internship Overview.....	1
1.1 Internship Information	1
1.1.1 Internship Company Supervisor Information	1
1.1.2 Job Duties	1
1.2 Internship outcomes	2
1.2.1 Student contribution to the company.....	2
1.2.2 Benefits & Achievements	2
1.2.3 Difficulties	3
CHAPTER 2: Overview of PeopleScape Limited	4
2.1.1 Introduction	4

2.1.2 Scope of Research.....	5
2.1.3 Limitation of Research.....	5
2.1.4 Overview of Peoplescape LIMITED	6
2.1.5: Significance of Study.....	6
2.2 Management Practices	7
2.3 Marketing Practices	7
2.4 Operation Management.....	8
2.5 Industry and Competitive Analysis.....	8
2.7 Summary	10
Chapter 03: Challenges faced by by Peoplescape Limited During Covid-19	10
3.1.1 Introduction	10
3.1.2 Objectives.....	11
3.2.1 Respondents Profile	11
3.3.1 Findings.....	11
3.3.2.PESTLE Analysis of PeopleScape Limited	12
3.4.1 Conclusions	12
3.5 Recommendations.....	12

Chapter 1: Internship Overview

1.1 Internship Information:

Period: The internship started on 1st October 2020 and will end on 31st January.

Company name: Peoplescape Limited

Address: House-8, Road-23/c, Gulshan 1, Dhaka-1212, Bangladesh

1.1.2 Internship Company Supervisor Information:

Name: Md. Mustafizur Rahman Badal

Designation: Deputy Manager

1.1.3 Job Duties:

Peoplescape limited is mainly HR service provider company in Bangladesh and their main target is to find out best possible talents and then they recruit them best possible marketplace by using their enrich network. I am working as Digital service officer under this company. My major duty is to communicate with the job seekers and try to guide them to find out better job place. I also try to find out the reason of unemployment and try to solve this problem to help them to recruit best possible marketplace by using company's strong network. After ensuring their job, my duty is to ensure the employee's attendance and their incentives properly.

1.2 Internship outcomes:

When the theoretical knowledge and practical knowledge has been merged, learning takes the main outcome. I feel proud to contribute to the wellbeing of the organization however, little it may be and blessed to work under an amazing HR team. Firstly, my supervisor asked me just to maintain employee files and maintain daily office attendance via MS Excel sheet. Gradually I have learned about the hospitalization scheme, how to conduct the interview, the recruitment process, and most importantly the relationship with famous MNC companies

1.2.1 Student contribution to the company:

When I joined this company as an intern, I helped 158 persons to get a job in the best marketplace by using our strong relationship with famous MNC companies. Firstly, I accumulate their information from our portal and then I inform it of our supervisor to select candidates. Then they provide me the list of selected candidates. I communicate with them and call them for an interview. Our company takes 2 tests for all candidates. The first one is their typing test and the second one is their direct interview. When they were selected by our management after that our company will recruit them in the different market place. As an intern, my work is to communicate with that company and inform the employee's condition in that company.

1.2.2 Benefits & Achievements

Working with a multinational company, it will help me to realize the recruitment process of any company and how they select the employees and how they manage their payroll. During pandemic situation, the company's condition was not good but they took different strategy to maintain the

employee's condition. By working this organization, it will also help me to build strong relationship with the famous MNC companies and gives me opportunity to know their management policies to handle the employees.

1.2.3 Difficulties

When I joined as an intern, I faced various difficulties. Firstly, it is difficult for me to realize their recruitment process and I have no idea about their portal. I cannot understand how they communicate with the famous company and how they recruit them to the MNC companies. Gradually, I learned about their portal and my supervisor help me to understand their process.

CHAPTER 2: Overview of PeopleScape Limited

2.1.1 Introduction

Bangladesh is a developing country. The unemployment problem is one of the main problems of our country. Many recruitment agencies in Bangladesh find out possible talents and place them in the best marketplace. Nowadays, this industry's condition is not good because of the pandemic situation of Bangladesh. Peoplescape limited is one of the famous recruitment companies in Bangladesh. . Our company successfully handling more than 1500 employees at a time, nationwide for our clients. They are currently managing around 5000 employees nationwide. But recently due to Covid 19 situation, many people lost their job. To overcome this situation, our company will try to take the necessary steps to maintain good relationship with employees. Many employees left their job because of this pandemic situation.

2.1.1 Objective:

Research question	Research objective
What kind of problems might face by the company in their recruitment process during Covid 19 situation?	To find out the effects of Covid -19 in their recruitment process
What kind of steps they take to overcome this situation?	To know the steps to overcome this situation

This report helps me to know the company's condition during the Covid-19 and what kind of challenges they face to their recruitment process and also to manage the employee's condition. It also help me to know the steps they took for the employees and how they manage the relationship with employee's to overcome the pandemic situation.

2.1.2 Scope of Research:

Employees condition and their financial condition and how the company the maintain the employees during the Covid -19 situation and also how they recruit the people to the best market place will be counted and analyzed in this research.

2.1.3 Limitation of Research:

However, this study also has some limitations. Firstly, there is not adequate data about their steps to overcome the pandemic situation. They feel insecure to disclose their information because of their competitors. The government also hides the real economic situation of our country. Most of the countries are still facing a lot of problems due to covid-19 situation. For this reason, they arrange home office portability. Due to the lack of adequate data, some knowledge limitations can also be found in this sector.

2.1.4 Overview of Peoplescape LIMITED:

Peoplescape limited is a famous leading HR service provider in Bangladesh. Their main target is to find out best possible talents and place them to the best marketplace like as ACI, Uniliver, BKash, Marico International etc. Their target is to focus on their core business and try to maintain the promise of excellent client services. PeopleScape Ltd. started its journey in 2006 and presently have HR Partnering agreements with 20+ Multinational Companies & 3000++ employees are under our payroll. We provide services in the field of Pool Sourcing & Recruitment, Payroll Management, Retaining & Managing of Employees, Replacement, Managing Assessment Centre and Recruitment, Headhunting, Exit Process Management and Campus Recruitment.

2.1.5: Significance of Study:

Companies that are based on an HR service provider, investors, employees, consumers will get their necessary information from this report. Since the advanced world advertises did not see this kind of widespread and a few potential investors may require a few strong prove to demonstrate them to contribute to this uncertainty. In most cases, previous researches for the most part illuminated around the showcase, shopper, clients, etc. but a few types of research can be found which might offer assistance to the organizations, companies, wanders, nations as an entire amid covid-19. This will also help to know the managerial decision to overcome the situation and also the process of employee motivation during the pandemic situation.

2.2 Management Practices:

Managing payroll is one of the most complex elements of a business. This company is not only responsible for employees' salary but they believe it plays a rigorous role in protecting the company's reputation. They provide a comprehensive yet flexible solution, specifically tailored to clients' needs. By keeping the employee legislatively compliant, they make sure their Human assets are well protected in terms of their salaries. All of their payroll management work is carefully done by analyzing the employee attendance and the incentives they receive. Their HR executives are well versed with the Labor law and also keep a keen eye on the compliance rules of the specific organization.

2.3 Marketing Practices:

Peoplescape Ltd. includes a vast information of Medico Marketing in Bangladesh. They have given Medico Marketing for a number of Multinational Companies. Doctors are considered as King of Fighter which may be a solid source of creating word of mouth. So, it's continuously imperative to induce their proposal when it comes to item quality and validity for the mass consumers. They particularly have HR administrators with pharmaceutical foundations and with the encounter of working for famous pharmaceutical MNC's, to supply benefit for Therapeutic Showcasing. They moreover have ability to orchestrate logical workshops, RMPs Meeting.

2.4 Operation Management

Their specialists assist the employee to form a corporate staffing methodology to guarantee the most excellent fit for the work is found. Their recruitment process incorporates analyzing the necessities of work, pulling in representatives to that work, screening and selecting candidates, contracting, and integrating the unused representative into the organization. We utilize our extensive networks and CV bank to supply suitable candidates for the position. From there on, our experienced administrators screen through the pool and plan the assessment tests guaranteeing that the highlighted prerequisites can be judged through the tests.

2.5 Industry and Competitive Analysis

This company's main target is to find out possible talents and place them in the best marketplace. If we analyze their SWOT analysis, it makes a clear idea about the industry's behavior towards their employees.

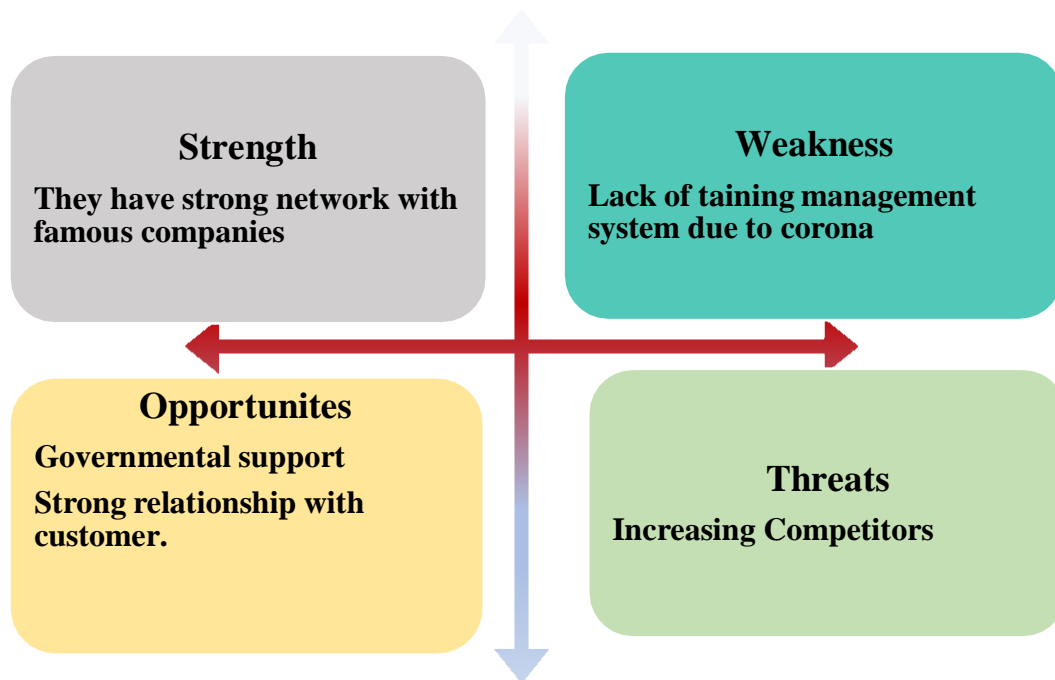


Figure 2.5: SWOT Analysis

In terms of the strength and opportunities PeopleScape Limited is very important to analyze the industry analysis. They have strong relationship with the famous company. It is their great strength. They can find out best talents and also place them to the famous company and the company will also get the best talents. According to analysis, they recruited 250 employees during the covid-19 period and placed them to the famous MNC companies. When they recruit any person they provide them training but due to corona they cannot provide training properly to their employees and it is their weakness. They provide online training instead of physical training which will affect their workplace because it is difficult to understand all things through online training. People also find a problem during online training. According to Mr. Abdur Rahman, sometimes they faced internet problem and for this reason they cannot get proper training. Long term recruitment process is another major problem for this sector. They followed various steps to find out best talents and it

also take time to give decision to the job seekers. Nowadays, government will provide support to the employees. It is their great opportunity. Government ordered some rules and regulations during lock down period. Government also provide a revat for helping this sector. In this sector, nowadays the competitors are increasing. It is the threat of this sector. According the analysis, last 2 years the number of competitors are also increasing in this sector and for this reason it is difficult for them to get the best talents.

2.7 Summary

To sum up, the overall performance of PeopleScape Limited is satisfactory. PeopleScape limited sometimes faces some difficulties but they will try to overcome it easily. They take some steps to maintain good relations with the employees and also take some steps for ensuring their safety. The second wave of corona may affect the financial condition of the company but they will take all precautions to overcome this situation.

Chapter 03: Challenges by HR service provider Company During Covid-19

3.1.1 Introduction:

PeopleScape limited is dependent on talented employees and also their strong network with the famous company but due to corona issue, they faced lot of problems. Their economic condition was falling down due to covid-19 situation. They will face problems to manage the employee. Many employees lose their job because they cannot pay their salaries properly. It will create negative impact to the company's goodwill and also effect to the relationship with the

employees. Nowadays, PeopleScape limited takes necessary precautions to overcome this problem and they try to maintain good relations with the employees.

3.1.2 Objectives:

- What kind of challenges PeopleScape Limited face during the pandemic situation?
- What are the steps they take to overcome these challenges?

3.1.3 Significance

This study will help the investors, stakeholders, competitors to know the actual challenges of the company and how they interact with the employee to face these challenges. This study will also help to know the company's step to overcome this situation.

3.2.1 Respondents Profile:

<u>SL</u>	<u>Name</u>	<u>Designation</u>	<u>Phone Number</u>
<u>1.</u>	<u>Md.Mustafizur Rahman</u>	<u>Deputy Manager</u>	<u>01713254881</u>
<u>2.</u>	<u>Shahed Islam</u>	<u>Senior Officer</u>	<u>01714592808</u>
<u>3.</u>	<u>Abdur Rahman</u>	<u>Junior Executive</u>	<u>01303459516</u>

3There are some major issues which will found during the interview process and interview time. These issues will affect the company management and also the knowledge coordination of the employees. Some major issues are the payment of employees, ensuring safety during the Covid-19 period, etc. From the interview, part responders gave us some important information about the

real situation during the pandemic situation. According to their responses, they faced many difficulties during the pandemic situation and they cannot maintain a good relationship with the employees. They also mention what kind of steps they take to overcome the situation. These are the questions what we asked to the respondents-

<u>Serial Number</u>	<u>Question</u>
<u>1.</u>	What are the challenges they mainly faced during covid-19?
<u>2.</u>	What are the steps they take to overcome this situation?
<u>3.</u>	How they convince employees to work during the covid-19 situation?

According to the questions, respondents gave the same type of answers and that is:

Respondent 1: According to Mr. Mustafizur Rahman, they faced various problems during the covid-19 situation, their economic condition was falling and it is difficult for them to manage the employee to do their work. He also said that they took the necessary steps to overcome this situation. They provide all the necessary equipment for ensuring their safety. But they faced an economical crisis during covid-19.

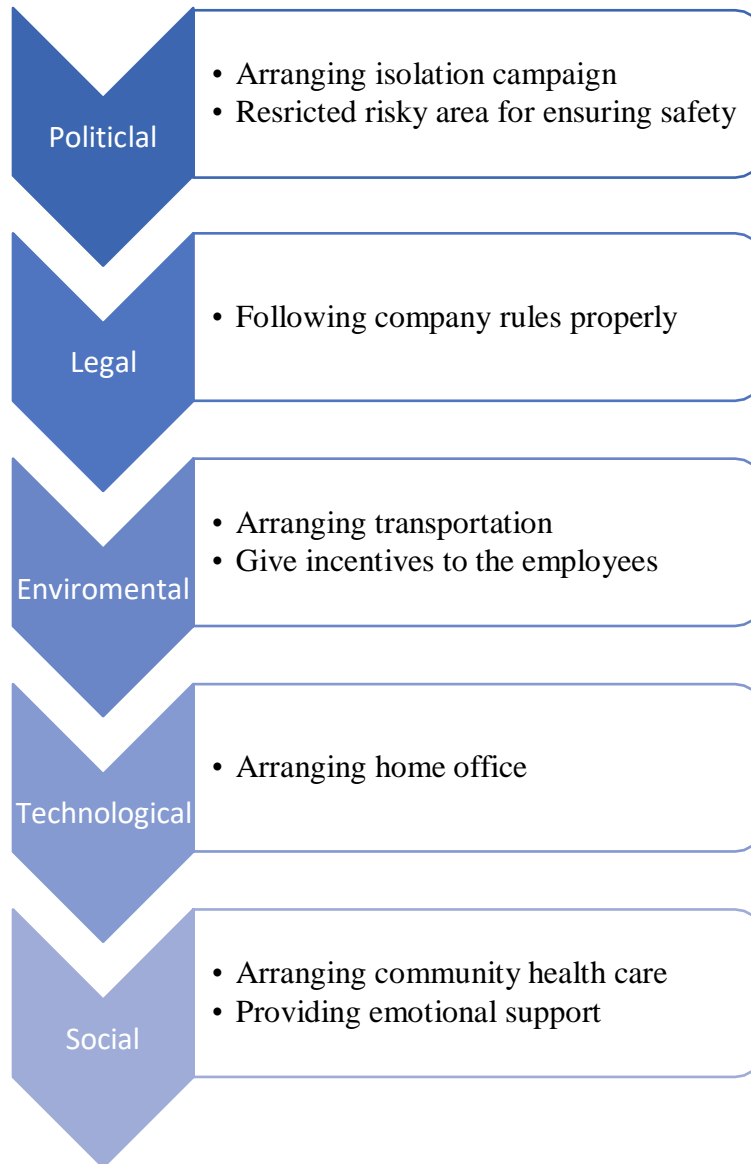
Respondent 2: According to Mr. Shahed Islam, they arrange incentives for their employees to encourage them to do their work properly. He also said that they also communicate with the employees for knowing their demands and also try to solve their problems. They also arrange transportation for the employees to maintain employee attendance properly. During the lockdown, some times some employees cannot come to the office because of police restriction.

Respondent 3: According to Mr. Abdur Rahman, during covid-19 they faced a lot of problems to use their human resources because at that time many renowned companies sacked their employees for their financial crisis. They also faced difficulties to manage the payroll of the

employees. They also provide incentives to the employees for encouraging employees to do their work properly.

3.3.2. PESTLE Analysis of PeopleScape Limited:

Pestle analysis helps us to understand the factors which will directly impact decision-making. Political, environmental, social, technological, and legal factors have both positive and negative impacts on the company. Our political and social condition is always good. The government takes the necessary steps to grow up this industry. Government provided tax reduction during covid-19 which is a great decision for them during Covid-19. This company followed labor acts properly. Government Imposed some rules for avoiding difficult situations during covid-19. Regarding social perspective, our company arranged community health care for all types of people. They also provide emotional support to the employees. In the matter of environmental and technical perspective, our company arranged transportation facilities for the employees. It will help the employees to do their properly because during covid-19 there are some restrictions to do office. It is difficult for them to do office without the arrangement of transportation because public transportation was closed during covid-19 period. Our company also provide incentives to the employees for doing their job properly during covid-19 period. It will also inspire them to perform their duty properly. Our company arranged home office for the employees who could not come to the office during covid-19 period. They provide office laptops to the employees for doing the work properly from home.



3.4.1 Conclusions:

To sum up, this report will help the competitors and also the investors to know the actual condition of this sector. They can also know the necessary steps during the pandemic situation and how they fulfill the demand of the employees during this pandemic period. This report also

helps to know the employees' coordination with the company. It also helps to know how the company will interact with the employees.

3.5 Recommendations:

Since covid-19 second wave will be start and the risk of Covid is increasing so my recommendation will be-

- Arranging home office
- Providing safety tools for ensuring employees health
- Provide adequate training by ensuring safety measures

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