

Report On

Operational Efficiency of Human Resource Information System  
(HRIS) in Gemcon Group

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration

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Brac University  
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# Declaration

It is hereby declared that

1. The submitted internship report is my/our 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/We have acknowledged all main sources of help.

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**Maliha Hossain**

18104227

**Supervisor's Full Name & Signature:**

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Assistant Professor & Director (BBA Program), BRAC Business School

BRAC University

# Letter of Transmittal

Saif Hossain  
Assistant Professor & Director (BBA Program),  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

**Subject:** Submission of Internship Report on **Operational Efficiency of HRIS in Gemcon Group**

Dear Sir,

I am pleased to submit my internship report on **Operational Efficiency of Human Resource Information System (HRIS) in Gemcon Group** for your kind information.

I have tried my level best to finish the report providing all the necessary information and explanation to make the report informative. This report outlines the lessons I learned and the company interactions I had during my three months long internship.

I hope that the report will fulfill expectations.

Sincerely yours,

---

Maliha Hossain  
18104227  
BRAC Business School  
BRAC University  
Date: 18 October 2022

# Non-Disclosure Agreement

Not Applicable.

## Acknowledgement

First and foremost, I would like to thank Almighty Allah for giving me the strength to complete this report timely.

I want to sincerely thank Mr. Saif Hossain, Assistant Professor of BRAC Business School, for his guidance and ongoing assistance in getting this report finished.

Without the generous assistance and support of numerous people, this report would not have been possible. I want to thank them all from the bottom of my heart.

I am especially very grateful to my organizational supervisor, HR Manager of Gemcon Group, Md. Nurul Huda Sayem and Senior Executive (HR), Mohaimenul Islam for the guidance, reviews and suggestions they provided during my internship. Despite having a very hectic schedule, they have always been patient enough to explain me how work is being done, assisted me in various tasks and provided me information to write the report.

## *Abstract*

*Gemcon Group is one of the largest diversified companies in Bangladesh founded by Kazi Shahid Ahmed in 1979. They started their business with castle construction after that they gradually expand it to different other sectors like retail, education, sea food, engineering, tea, jute, media and sport.*

*This report is about Evaluation of HRIS Software in Gemcon Group. HRIS, or human resources information system is software made to assist organizations in meeting essential HR needs and enhancing manager and employee efficiency. HRIS in Gemcon Group is a recent addition in order to make work paperless and store information properly.*

*A face to face interview was conducted to understand the HRIS software, what type of work they do in this software, what kind of benefit they get while working on this software, the problems they face and the expectations they have from the software. Management is working constantly with the ERP team to enhance the efficiency of the software and meet the core needs of HR.*

***Keywords:*** *ERP; HRIS; Software; Information*

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## **List of Acronyms:**

CHRO	Chief Human Resource Officer
COO	Chief Operating Officer
ERP	Enterprise Resource Planning
E3, E4	Senior Executive
E1, E2	Executive
HRIS	Human Resource Information System
KK Tea	Kazi & Kazi Tea
MTO	Management Trainee Officer
M10	CEO
M9	COO
M7, M8	General Manager
M5, M6	Senior Manager
M3, M4	Manager
M1 ,M2	Assistant Manager
O1, O2	Officer
SBU	Strategic Business Unit
Ulab	University of Liberal Arts Bangladesh
W1-W3	Worker

# Chapter 1

## Overview of Internship

### 1.1 Student Information:

Name: Maliha Hossain

Student ID: 18104227

Program: Bachelor of Business Administration

Major: Human Resource Management (HRM) & Marketing

### 1.2 Internship Information :

#### 1.2.1 Company Information:

Period: 3 months (16 May 2022 – 16 August 2022)

Company Name: Gemcon Group

Department: Human Resources

Address: House 44, Road: 16 (27 old), Dhanmondi, Dhaka-1209

#### 1.2.2 Internship company supervisor's information :

Name: Md. Nurul Huda Sayem

Position: Manager, Human Resources

E-mail: nurul.huda@gemcongroup.com

#### 1.2.3 Job Scope (Job description, duties, responsibilities )

In Gemcon Group, I worked as an intern in HR department. My major responsibility was to work on their ERP software called HRIS (Human Resource Information System). There are some other tasks which I performed during my internship days are as under:

- Updating employee information on HRIS including giving entry of every newly joined employee, giving entry of leave and manual attendance, resignation date, last working date, date of joining, date of birth, blood group, gender, home district, marital status, highest education etc.
- Preparing daily attendance report of the employees.
- Organizing personal files serially based on the IDs.
- Drafting bank account opening letter, NOC, confirmation letter, appointment letter, experience letter, job approval, salary certificate.
- Preparing personal files for employees.
- Maintaining exit interview database.

- Maintaining final settlement database.
- Writing report on MTO Program, job fair and employee engagement program.
- Coordinating interview.
- Doing documentation of newly joined employee.
- Preparing employee turnover report.
- Preparing annual leave report.

## 1.1 Internship Outcomes

### 1.3.1 Benefits to the student:

Internship allows student to work in a real corporate world where they can apply the knowledge they gained during their four years undergrad life. Like any other student, I also got benefitted by this three months internship.

- It helped me to relate the study material by practically doing them in work.
- During internship, I could develop my soft skills like time management, communication skill, leadership skill.
- It also helped me to improve my technical skill.
- I can add this experience to my resume which will definitely add value.
- By working different types of works, I got to decide which type of job is best fit for me which will help me to pursue my future career.
- Lastly, internships help to grow and build up strong network.

### 1.3.2 Problems/Difficulties :

Despite having a wonderful journey during internship, there are a few challenges which I faced during my internship. They are:

- Because of confidentiality and not having annual report, getting details information was a challenge.
- Doing official work simultaneously collecting data for report was a bit difficult to manage.
- Not getting salary timely.
- Because of work pressure, employees were not always available to provide information for report.
- Lack of professionalism in some of the employees' behavior.

- Unavailability of office supplies.

### 1.3.3 Recommendations:

- Introducing intern with the other employees so that intern can get easy with new environment and new people.
- There is a room for improvement for payment to the intern.
- Gemcon may provide feedbacks time to time to the intern to improve the quality of work
- .They should make sure the appropriate office supplies are available for everything to run properly.

## Chapter 2

### Organizational Part

#### 2.1 Overview of Gemcon Group

Founded by Kazi Shahid Ahmed in 1979, Gemcon Group is one of the biggest conglomerates in Bangladesh. Initially Gemcon started with the formation of Castle Construction in 1979, an electric pole construction company. Its business interests span the fields of:

- Engineering
- Seafood
- Retail
- Jute
- Tea
- Real Estate
- Sweet
- Newspapers (both online & offline)



Figure 01: Sister Concerns of Gemcon Group

Gemcon is powered by a professional management team and a skilled workforce of about 5000-10,000 people. The Group has always invested in projects that generate jobs and innovate certain industries, both of which contribute to national development. This strong commitment to CSR

and the ambition to make all stakeholders actual partners in its growth serve as the foundation for Gemcon's future vision.

Kazi Shahid Ahmed is the chairman of Gemcon Group while Kazi Nabil Ahmed is the vice chairman. The board of directors are Ms. Ameenah Ahamed, Kazi Nabil Ahmed, Kazi Anis Ahmed, Kazi Inam Ahmed, Ms. Maliha Mannan Ahmed, Ms. Juditha Ohlmacher and Ms. Syeda Madiha Morshed.

#### Major Businesses of Gemcon Group:

- **Gemcon Engineering:** The business has established itself as a leader in the engineering field due to innovation and accuracy in execution in the direction of upholding the highest standards of quality and adopting the safest methods and environmental preservation. With a solid reputation, the business is still operating today. The company has been extensively using in Bangladesh's rural areas through the transportation and distribution of power. The first company to introduce this unique creation to the area is Gemcon Group.
- **Kazi & Kazi Tea:** Gemcon Group looked at other prospective business areas of Bangladesh in addition to just the engineering sector. Kazi&Kazi Tea Estate (KKTE) is the first internationally certified organic tea estate in Bangladesh located in the extreme northern region- Panchagarh district. The garden was established with the intention of enhancing people's lives in this particular isolated and underdeveloped area through organic farming with the aid of regional resources- a dream that KK Tea planted on untouched grounds is now growing greener, bigger, and fresher every day.
- **Gem Jute:** When many questioned the future of jute, Gemcon saw a chance in the growing demand for environmentally friendly packaging materials. Gem Jute has been looking on methods to make our jute even greener since 2003. The economically stagnant northern region of Bangladesh is given much-needed stimulation by Gem Jute, which also provides premium jute goods to the global market. Since its establishment, Gem Jute has supported environmental protection and sustainable development by supplying the global market with premium organic, biodegradable, and environmentally friendly goods.

The main products of Gem Jute that deserve to be included here are sacking bags, Hessian yarn, cloth, Geotex tile, and handicrafts.

- **Gemini Sea Food:** Gemcon began its seafood business with Gemini Sea Food, which has provided clients all over the world with seafood items of the finest caliber. Since the company's founding, employees have embraced "Hygienic Product Healthy Trade" as one of their key values. Gemini's business is built on the pillars of quality, delivery security, social responsibility, and respect for the environment, making it one of Bangladesh's most esteemed seafood processing enterprises.
- **Meena Bazar:** On November 1st, 2002, Gemcon Group opened Meena Bazar, its first superstore in Dhanmondi of Dhaka City, Gemcon Food and Agricultural Products Limited use the brand name Meena Bazar. The chain super market Meena Bazar has now (2022) 17 branches in Bangladesh. In the next four to five years, it intends to expand nationwide by about sixty more locations. Meena Bazar wants to make sure that consumers always have access to fresh goods. Gemcon Food & Agriculture Products Ltd. manufactures a range of food products, including organic products, dairy products, sweets, confectionary items, herbal beauty products and tea among others that are sold through Meena Bazaar retail outlet.
- **Dhaka Tribune:** The Dhaka Tribune is a well-known daily newspaper published in English in Bangladesh. The Bangla tribune, an online Bangla edition of the publication, is also run by it. The journal is widely read throughout south Asia and abroad, with a substantial audience in Bangladeshi cities, notably among the younger population, the diplomatic community, and expats.
- **Bengal Herbal Garden Ltd. (Organikare):** Organikare is well known for its skincare line which contains herbal extracts for gorgeous, smooth skin. Based on Mother Nature's own supplements for health and aesthetic requirements, the traditional Ayurveda practices of the subcontinent are the foundation of Organikare products. It was founded in 2017. The Organikare, a division of Bengal Herbal Garden Ltd., aspires to become a major



provider of genuine herbal products in Bangladesh. These products will be environmentally friendly, biodegradable, and made from organic ingredients.

- **University of Liberal Arts (ULAB):** (ULAB) is a private university with a liberal arts focus located in Dhanmondi, Dhaka, Bangladesh. The University Grants Commission (UGC) of Bangladesh granted permission to open the institution in November 2003, in accordance with the Private University Act 1992, after it was established in February 2002. Through its General Education Department and its Center for Sustainable Development, ULAB integrates the values of Liberal Arts and Sustainability into its curricula (CSD). With a focus on research, ULAB offers a variety of chances for both faculties and students to engage in research.

### 2.1.1 Vision of Gemcon Group

**“Defining standards in innovation and service”.**

### 2.1.2 Mission:

“Gemcon group serves the needs of consumers and businesses in growth segments profitably by providing:

- Quality products and services to its customers
- A satisfying work environment to its staff
- Fair, respectful and consistent working relations to its suppliers and channel partners
- Profitable and responsible growth to its shareholders”

**(Mission, Vision, Values- Gemcon Group, n.d.)**

## 2.2 Management Practices

### 2.2.1 Leadership Style

To make the employees’ work effective and communicate more appropriately, a strong leadership style is very important for any organization. The style of leadership style in Gemcon Group is democratic when it comes to make an important decision. Here employees work on the same mission and vision to achieve the organizational goal. Although the leader has an ultimate say in the matter but he takes other employees’ opinions, reviews and suggestions with much

importance before making a final decision. Since Gemcon Group has multiple units and head of HR is also the head of four other departments namely security and procurement, special projects and partnerships, and HR department closely work with them handling all their recruitment, selection, training, development etc.

Thus ensuring coordination and smooth communication among all the departments is very crucial here in Gemcon Group. By following democracy, important work like recruitment and selection, ERP implementation, training and developments are followed in a systematic manner. For example, when a department needs any recruitment, they let the HR department know and according to their category and budget, HR department performs the full recruitment process by constantly communicating with the concerned department head. Soon after finalization of the selection, the HR department let the accounts department know about the new recruit for his/her salary and other benefits and admin gives requisition to the IT department to allocate desktop/laptop for the new employee. To select the final one, all the concerned people like HR manager and employee from that particular department need to reach on one decision and finally let other departments know about the necessary information. This is a full process and transparency is strictly followed here to make the procedure flawless.

Another example can be the establishment of ERP in Gemcon. Since Information Technology is making work easy and organized, so Gemcon group decided to establish ERP to store employee information, their payroll, insurance etc. At first, department head has to agree to build an ERP team by communicating with other units. Then to make the ERP a strong and informative software, all the employees from different units give constant support by updating their information and using the software properly. Ultimate goal here is to store information of employees in a paperless way to avoid error. So, each employee works towards the same goal to achieve.

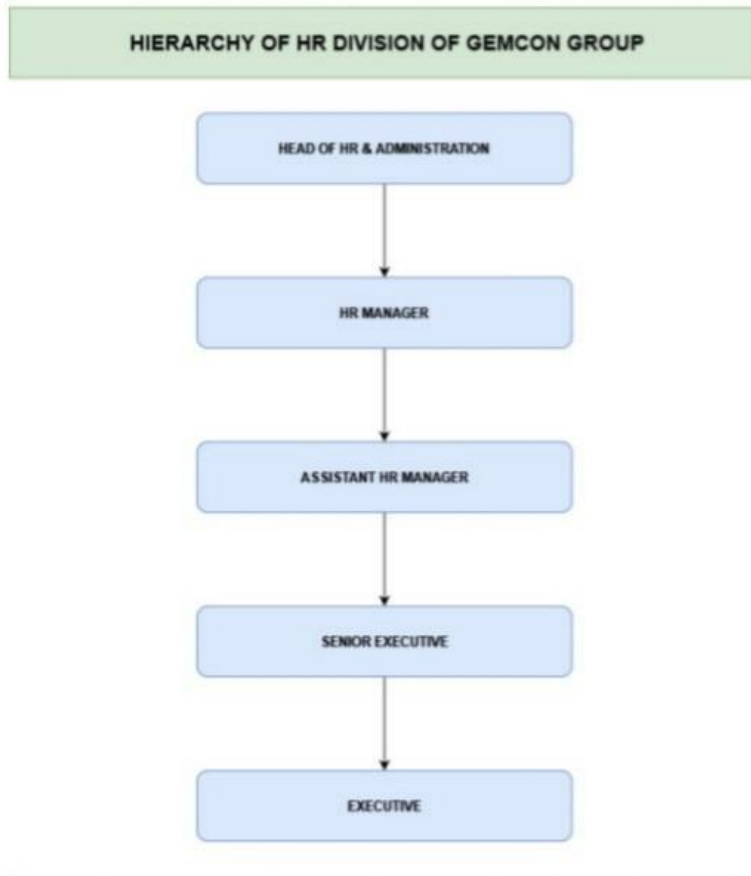


Figure 2: Hierarchy of HR Department of Gemcon

## 2.2.2 Recruitment and selection process

### 2.2.2.1 Employment Policy

In order to attract a productive workforce, an organization's recruitment and selection procedure is crucial. This is significant since it will decide the profitability of the company and have an impact on how the entire organization operates. Gemcon Group always emphasizes on the highest quality of human resources while hiring their employees. On a competitive basis, new or open roles are open to both current employees and external candidates. Gemcon Group is a nondiscriminatory organization that forbids discrimination on the basis of gender, religion, caste, or creed. However, depending on the position's unique needs, certain positions may only accept applications from women. The candidate must be at least 18 years old to be eligible for

employment. To accept a post with Gemcon Group all employees automatically agree to abide by some policies/rules stated below.

#### **2.2.2.2 Requisition and approval**

Gemcon starts their recruitment and selection process at the beginning of the year according to approved human resources capacity planning and budget which is guided by both budget and capacity planning.

If any SBU/CSU has to make changes to the HR capacity planning and budget, they must first go via the CHRO/respective CEO/COO and then gain the director's consent by emphasizing the effect of new hires on turnover ( Immediate or foreseeable future).

Gemcon Group HR is in charge of hiring candidates for all positions equivalent to Grade M3 (Manager) and higher.

SBU'S HR/Concerned person is responsible for recruiting all positions equivalents to Grade M2 (Assistant Manager) and below E3-W1 which are Senior Executive, Executive, Officer, Senior Supervisor, Supervisor, Junior supervisor, Senior Worker, Worker, Junior Worker. If there is a special circumstance for SBUs and there is no designated HR or concerned person to handle it, Gemcon Group HR handles it even for Grade M2 and below, but all SBU recruitment must be communicated to Group HR.

Since HR of Gemcon Group is the main hub of all the other unit's HR, so SBU's HR/concerned person reports monthly status of recruitment to the Gemcon Group HR.

Following clearance from the appropriate authority, the concerned department head, COO, and HR Manager submits an Employee Requisition Form to the Group HR Manager requesting the Group HR based on the capacity plan. Then HR Manager/Group HR verifies the requisition with respective department /SBU's agreed capacity Planning and Budget.

If anyone wants to bring change in any of this process, s/he must require approval from CHRO/ the respective SBU's Directors.

#### **2.2.2.3 Recruitment Sources**

The HR Manager/Group HR sits with the respective department/SBU representative to know their urgency and requirements to complete employee needs where the source and mode of sourcing can be finalized. Based on the budget, urgency, and business requirements, they choose

the sources. Unless the administration decides differently, all positions from Grade E3 and higher are typically posted.

However, candidates from ongoing applications may be interviewed, or candidates who have already been interviewed and graded to be on the panel for future considerations may be taken into consideration for employment.

Head Hunting agencies like Join 2 Join, BD jobs, My jobs usually may be considered for the position equivalent to grade M3 (Manager) and above based on the budget and urgency. Regardless of their grade, key positions where market resources are scarce may be sourced through headhunting agencies, however such circumstances would require CHRO/COO/CEO clearance.

Existing employees with appropriate qualifications, subject to specific conditions that may be laid down in this regard, they may apply for an advertised post through proper channel. In this regard, internal candidates have to compete with the external candidates for vacant position.

#### **2.2.2.4 Screening and shortlisting**

With the help of different Head Hunting agencies and posting advertisements on different media, they collect the CVs. Then they shortlist the CVs based on the criteria set in the advertisements and finally call them for interview.

<b>Shortlisting for position</b>	<b>Selection committee constituted by</b>
Grade M3 (Manager) and above	CEO/COO and CHRO
Grade E1 to M2	Respective HR Department Head and respective department head (for which the candidate would be selected)
Grade S1 (Junior Supervisor) to O2 (Officer)	Respective HR Department Head, HR Representative and Respective Department Head (if necessary) (for which the candidate would be selected).
Grade W1(Junior Worker) to W3(Senior Worker)	An Officer assigned by Manager, HR and an Officer assigned by respective Department Head (for which the candidate would be selected)

### 2.2.3 Compensation System

Providing a compensation package that employees find difficult to reject is one of the most effective tactics in an HR professional's repertoire for attracting top talent. The performance and motivation of employees at work are significantly influenced by compensation and benefits, making them important contributors to employee happiness at a company. Gemcon Group offers salaries and benefits to its staff members in addition to other recruitment and retention strategies. The compensation policies of Gemcon Group are described below according to their manual. (Gemcon Group [GG], 2005)

#### **2.2.3.1 Salary**

Gemcon Group's salary is competitive with those of companies in related fields and it is fair internally. Their performance management system and the benefits system work hand in hand to facilitate the human resources system's performance-based system.

#### **2.2.3.2 Salary Determination**

The corporation decides an employee's wage at the time of appointment based on amount of responsibility, professional skills, and educational background as well.

#### **2.2.3.3 Payment of Salary and Paydays**

Salary payments are often made on the final day of the month. Payment is given on the preceding working day if the day is a public holiday. Grades W1 (Junior Worker) to S3 (Senior Supervisor) personnel receive their pay in cash or check, whereas employees in grades O1 (Officer) and above have their salaries paid directly into a bank account formed for them by the company.

#### **2.2.3.4 Salary Scales**

Salary scales are currently arranged from grade O1-M10 (Officer to CEO) for management employees and from W1-S3 (Junior Worker to Senior Supervisor) for non-management employees. These grades and accompanying scales are reviewed from time to time by the management. For example, the salary scale of Executive is BDT. 20,000-35,000 and for Assistant Manager, it is BDT. 40,000-75,000.

The Gross Salary is the sum of:

Basic Salary	60%
House Rent	30%
Medical Allowance	5%
Conveyance	5%
Total	100%

Some personnel may receive facilities or allowances not included in this salary range due to their professional or legal obligations.

#### **2.2.3.5 Income Tax**

Fifty percent of the company's income tax is covered by the business, while the remaining 50% is taken out of each employee's monthly salary.

#### **2.2.3.6 Provident Fund (PF)**

Both employee and the Group contributes 10% of the basic pay scale for PF. After three years of joining, the Group becomes eligible for contributions.

#### **2.2.3.7 Gratuity**

Management Employees are entitled to get gratuity after 1 year of service and Non-Management employees get it after 6 years of service from their date of joining.

#### **2.2.3.8 Annual Increment**

Every regular employee whose performance is evaluated annually receives a raise in his/her grade. However, if an employee exhibits remarkable skill and attributes that are scored in the yearly performance evaluation, s/he may be given additional raise exclusively at the management's choice.

Typically, promotions come with bigger responsibilities. Increments are given based on two components, General rise (cost of living/inflation adjustment) and merit increase make up incremental awards. Based on individual and SBU performance, merit increases are given.

#### **2.2.3.9 Group Life Insurance**

The company's group life insurance program includes all regular employees.

#### **2.2.3.10 Leave Encashment:**

Employees who quit, fired, retire, or pass away receive financial compensation for their yearly leave up to 35 days.

#### **2.2.3.11 Car**

From M5 (Senior Manager) grade and higher, the corporation offers a full-time car with driver allowance.

#### **2.2.3.12 Deduction from salary**

These consist of the legal deductions, such as income tax. Provident funds, insurance premiums, loan repayments, and short-term advances are a few other deductions.

### **2.2.4 Training and Development Initiative**

For any organization, training is an effective tool to enhance skills of its staffs and management development as well that helps smooth functioning of the organization. Through training, employees get the opportunity to increase their knowledge and management skills which is a vital part for human resource development.

Depending on the needs of the individual employee and the requirements of the position, Gemcon Group organizes both internal and external training for its employees. Some of the mentionable training courses arranged by Gemcon Group are Organization etiquette, leadership training, technical training etc.

#### **Internal Training**

Internal training is what Gemcon arranges in their own premises conducted by their own trainers.

#### **External Training**

External training is arranged by other organizations outside of the premise of Gemcon Group. For example, Magnum Management Consulting arranged a training session with Gemcon Group on Leading Change. This session was based on behavioral shift from talent, skill and mindset. In this session they talked about ownership, self- management, extreme productivity, mindfulness and career development.

#### **On the Job Training**

As on the job training is an effective tool to increase skills of employees, Gemcon Group also provides need based training to its staff where employees learn by engaging in productive works. For example, in Meena Sweets, the Management Trainee Officer is provided training on organizing workshops.



## **International Training**

Further, international training mostly for senior management level staff is also provided by Gemcon Group to help smooth functioning of management of the company.

For example, an online session called scale up summit powered by Growth Institute of South Korea was held where intense learning, networking and idea generation were the highlights of that session. Moreover, some of the management level staff of Kazi & Kazi Tea received training on how to grow organic food, from Philippines.

## **Training Needs Analysis**

To ensure the effectiveness of the training, Gemcon Group conducts training needs analysis by comparing the desired outcome and actual outcome. If needs they come up with a practical solution.

### **2.2.5 Performance Management Process**

Human Resource is one of the key pillars of an organization's resources and hence accurate measurement and proper evaluation of the performance of the employees is of extreme importance to ensure effective utilization of human resources.

The performance management process in Gemcon Group is a continuous process to focus on the concept of "Pay for Performance". The performance management is an ongoing and interactive system of appraisal between subordinates and superiors with 2 formal appraisal - Mid term Performance Review and Annual Performance Appraisal along with a series of other performance monitoring and tracking techniques such as Consistent Supervision, Coaching and Monitoring and Regular Discussions.

### **Key Result Areas (KRAs)**

KRA is the main job of an organization for which the company is existing. KRAs are critical areas to focus within a job and it leads to KPI.

### **Key Performance Indicators (KPI)**

KPIs are specific measures that reflect how well one has performed in his/her job. In order to perform the job well the individual has to perform a list of tasks which is nothing else but the job description. KPI formation is important step and it is strongly advised to engage and enable employees so that they are part of the KPI identification and development process which will

give the employees more confidence. As a result, they will own the process of KPI development which will further imply employees own effort to commit and deliver their performance accordingly thus attaining organizational objectives.

In Gemcon Group they have 3 different KPIs namely inputs, throughputs and outputs.

**Inputs:** First they take efforts that need to go in to ensure the required outcome.

**Throughputs:** Then the process that must be followed to ensure effective conversion of the inputs to outputs.

**Outputs:** Finally the outcome which company expects to see as an end result.

Gemcon Group evaluates the performance management based on KPI and Competency.

An example of Assistant Manager's KPI is given below:

Recruitment	30%
Compensation & Benefits	20%
MTO	20%
Reporting Supervisor	10%
Training	20%
Total	100%

If an employee gets 80 out of 100 then 80 will be converted to 60%.

**Competency**

Leadership	20%
Teamwork	10%
Problem Solving/Decision Making	15%
Staff Development	10%
Technical Knowledge	15%
Organizational Value Based Competency	15%
Personal Effectiveness	15%
Total	100%

If an employee gets 90 out of 100 here, his/her marks will be converted to 40% So, if we convert KPI's marks which is 80 it will become 48 and competency marks which is 90 becomes 36 after

converting it to 40%. Then by adding 48 and 36 it becomes 84 which is the final mark for an employee.

Based on this final mark they evaluate the employees. The evaluation form is given below.

Rating Scale	Criteria	Salary Increase For Permanent Employee	Salary Increase For Probationary Employees	3% Salary raise during inflation
95+	Outstanding	7%	6%	3%
85-94	Excellent	5%	5%	3%
75-84	Competent	4%	4%	3%
65-74	Average	3%	3%	3%
55-64	Below Expectations	2%	2%	3%
Below 55	Unacceptable	0	0	0%

## 2.3. Marketing Practices

### 2.3.1 Marketing Strategies:

The organization's plan of action and the blueprint for its marketing initiatives in the upcoming months and years serve as its marketing strategy. A marketing plan outlines the organization's objectives, ideal clients, and methods for achieving them.

Gemcon Group's main strategy is customers' satisfaction by providing quality products. Since the market is highly competitive, the only way to survive here is to satisfy the customers by meeting their needs.

### 2.3.2 Positioning Strategy:

Through brand positioning, it is made clear who the organization serves. Additionally, it reveals to the intended audience why the business is superior to all rivals and what makes its goods and services unique. Additionally, it affects pricing, marketing, and sales strategies.

Positioning strategy of Gemcon Group is Point of Difference.

If I give example of Meena Bazar, Meena Bazar creates difference by offering organic and chemical free Product like Meena Organic Mustard Oil, Meena Organic Puffed Rice etc.

Kazi&Kazi Tea creates difference by offering different flavored organic tea from their own tea garden.

Bengal Herbal Garden Ltd. (Organikare) produces all the beauty products by using natural and organic ingredients.

### 2.3.3 Target customers:

Those people who have been recognized as being likely to buy a company's goods are referred to as a target customer group. This group often distinguishes itself from other customers based on elements including demographics, behavioral trends, and lifestyle traits. By identifying a target market, a company can focus its resources on customers who have a high likelihood of increasing their purchases, showing interest in the brand and its products and being loyal to it.

Target customers of Gemcon Group are very Niche. They target the people who are financially solvent and aware of their health.

For Example, type of target marketing of Kazi & Kazi would be:

#### **Age specific marketing:**

Young professionals and students who are highly concerned with their health and appearance, are the company's target customers.

#### **Price Sensitive Marketing:**

Since Kazi & Kazi Tea is the only supplier of organic tea in our nation, they will have an advantage over their competitors in income-sensitive marketing. They must invest a lot of money to keep the entire organic process going. Thus, compared to other tea brands in Bangladesh, their product is also more expensive. The upper middle class to the upper class is their intended market.

### 2.3.4 New Product Development:

Giving clients' value is the main motivation behind the development of any new product. Development of new or current products is required in response to the growing client demands for innovation and new technology.

The current world is changing fast, so is the needs and demands of the customers. If organizations cannot go with the flow then they will be lag behind. That's why Gemcon Group

works on new product development based on their customer's demand. They also have Research & Development unit who constantly works to come up with new products to satisfy the customers.

For instance, Although Bengal Herbal Garden Ltd. (Organikare) mainly a cosmetics brand but during covid people got more careful about sanitization that's why Organikare came up with their own hand sanitizer as per customer demand.

Another example of product development can be coming up with varieties of flavors of organic tea of Kazi & Kazi. They started their journey with green tea but now they have more than 8 different flavors of tea including Tulsi Tea, Black Tea, White Tea, Turmeric Tea, Ginger Tea, Green Lemongrass tea and herbal tea among others.

#### 2.3.5 Branding Activities:

Branding is the practice of expressing a distinctive selling point or differentiator that distinguishes a good or service from the competitors. It helps to connect with existing and potential customers which increases customer loyalty. Meena Bazar, Kazi&Kazi Organic Tea, Bengal Herbal Garden Ltd. (Organikare) have some amazing branding strategies.

#### **Tagline:**

With the slogan "Bringing Freshness to Your Life," Meena Bazar attempts to uphold its brand image. They are constantly informed about the product's quality, price, suppliers, workers, and clients. Slogans can build brand awareness by making solid links between the brand and product company and also by reinforcing brand positioning.

#### **Packaging:**

Structural design of Packaging of Meena Bazar is very appealing, tamperproof, easy to use and store. They present perishable foods, such as meat and fish, in ice-wrapped packaging. The company also sells its own goods including Kazi&Kazi tea and Organikare's herbal cosmetics. It manufactures its own packaging which has a strong appeal on the store shelf and makes its products stand out from the competition. They also bring new packaging of their own products with all the necessary information on the packet and by changing size and color.

**Logo:**

By having meaningful logo, organizations can grab the attention of customers and give a brief idea about what they are offering. Example, Kazi&Kazi tea has a simple yet elegant logo which has green tea leaf by which people get an idea about the brand.

**2.3.6 Advertising and Promotion Strategies:**

Advertisement and promotions are very important because they help to make the target customers aware of the product and service. It also helps to convey them the message how they will be benefitted by choosing that product or service.

For example, to advertise the products, Meena Bazar gives discounts on different products, arranges raffle draws etc. They also have associations with other companies like for a Meena Bazar club card holder, Standard Chartered Bank offered a “Pride Customer”.

For promotional activities, they arrange sales event, hangs banners on different occasions.

**Internet Promotion:**

Technologies have brought the world closer to us. After the innovation of mobile phone people started spending more time on internet. So to reach the mass population, internet marketing plays a vital role. By using different online platforms, organizations can advertise their products.

For example, Facebook is the main social networking platform used by Meena Bazar for its online advertising. They respond to client queries and frequently publish images of special offers. They promote their most recent changes, sales, and popular products on their own websites. They also use Linked In to post their job advertisements and other updates.

Meena Bazar communicates promotional messages to its devoted clients by email, brochures, SMS, or direct mail.

## 2.4 Financial Performance & Accounting Practices

### 2.4.1 Liquidity Ratio:

#### 2019

$$\begin{aligned}\text{Current ratio} &= \text{Current Asset/Current Liability} \\ &= 400,031,897/413,944,973 \\ &= 0.97\end{aligned}$$

$$\begin{aligned}\text{Quick Ratio} &= \text{Current Asset-Inventories/Current Liabilities} \\ &= (400,031,897-238,485,223)/413,944,973 \\ &= 0.39\end{aligned}$$

#### 2020

$$\begin{aligned}\text{Current Ratio} &= \text{Current Asset/Current Liability} \\ &= 403,367,044/456,124,040 \\ &= 0.88\end{aligned}$$

$$\begin{aligned}\text{Quick Ratio} &= \text{Current Asset-Inventories/Current Liabilities} \\ &= (403,367,044 - 257,436,197)/456,124,040 \\ &= 0.32\end{aligned}$$

#### 2021

$$\begin{aligned}\text{Current Ratio} &= \text{Current Asset/Current Liability} \\ &= 438,509,669/505,454,375 \\ &= 0.87\end{aligned}$$

$$\begin{aligned}\text{Quick Ratio} &= (\text{Current Asset -Inventories})/\text{Current Liability} \\ &= (438,509,669 - 261,064,633)/505,454,375 \\ &= 0.35\end{aligned}$$

Over the past three years, the current asset has been dropping. Despite a rise in cash and inventories, the number of accounts receivables fell, which led to a reduction in current assets. This suggests that because demand is declining, sales are declining over time. With a dropping current asset figure, the company would struggle to pay its current obligations, which will interrupt business operations on a daily basis.

## 2.4.2 Solvency Ratio:

### 2019

$$\begin{aligned}\text{Debt Ratio} &= \text{Total Current \& Non-Current Liabilities} / \text{Total Assets} \\ &= 420,081,306 / 467,251,396 \\ &= 0.90\end{aligned}$$

$$\begin{aligned}\text{Gearing Ratio} &= \text{NCL} / (\text{Share Holders Equity} + \text{NCL}) * 100 \\ &= 6,136,333 / (47,170,090 + 6,136,333) * 100 \\ &= 11.51\end{aligned}$$

$$\begin{aligned}\text{Interest Cover} &= \text{PBIT} / \text{Finance Cost} \\ &= 47,916,915 / 42,521,859 \\ &= 1.13\end{aligned}$$

### 2020

$$\begin{aligned}\text{Debt Ratio} &= \text{Total Current \& Non-Current Liabilities} / \text{Total Assets} \\ &= 465,918,417 / 466,923,934 \\ &= 0.99\end{aligned}$$

$$\begin{aligned}\text{Gearing Ratio} &= \text{NCL} / (\text{Share Holders Equity} + \text{NCL}) * 100 \\ &= 9,794,377 / (1,005,517 + 9,794,377) * 100 \\ &= 90.69\end{aligned}$$

$$\begin{aligned}\text{Interest Cover} &= \text{PBIT} / \text{Finance Cost} \\ &= 81 / 40,943,439 \\ &= 1.99\end{aligned}$$

### 2021

$$\begin{aligned}\text{Debt Ratio} &= \text{Total Current \& Non-Current Liabilities} / \text{Total Assets} \\ &= 511,438,579 / 515,824,757 \\ &= 0.99\end{aligned}$$

$$\begin{aligned}\text{Gearing Ratio} &= \text{NCL} / (\text{Share Holders Equity} + \text{NCL}) * 100 \\ &= 5,984,204 / (4,386,178 + 5,984,204) * 100 \\ &= 57.70\end{aligned}$$

$$\begin{aligned}\text{Interest Cover} &= \text{PBIT} / \text{Finance Cost} \\ &= 51,396,245 / 42,353,981 \\ &= 1.21\end{aligned}$$



The company's debt ratio is in a vulnerable situation. Gemini Sea Food accumulated a significant amount of debt over the previous three years, with a ratio of 0.99, which is near to 1. This indicates that Gemini Sea Food is a highly leveraged business where debt is used to finance practically all of its assets.

However, the interest cover ratio is in a good position which is more than 1. It shows that Gemini Sea Food can pay down its debt as well as any other debt-related obligations. In 2020, the figure was 1.99 which is near to 2 but the next year it again started to fall rapidly which is 1.21. This might be a threat for any organization because investors will not be interested anymore to invest here and it will also hamper Gemini Sea Food getting loans in future.

### 2.4.3 Efficiency Ratio

#### **2019**

Asset Turnover = Revenue/Capital Employed

$$= 671,678,923/53,306,423$$

$$= 12.6$$

Inventory Turnover = Cost of Sales/Average Inventory

$$= 592,253,460/295,535,246$$

$$= 2.00$$

#### **2020**

Asset Turnover = Revenue/Capital Employed

$$= 362,877,211/10,799,894$$

$$= 33.60$$

Inventory Turnover = Cost of Sales/Average Inventory

$$= 338,429,710/247,960,710$$

$$= 1.36$$

#### **2021**

Asset Turnover = Revenue/Capital Employed

$$= 347,157,011/10,370,382$$

$$= 33.48$$

Inventory Turnover = Cost of Sales/Average Inventory

$$= 271,999,952/259,259,415$$

$$= 1.05$$

Asset turnover ratio for Gemini Seafood was better in 2020 and 2021 than it was in 2019, which was 12.6. This shows company inefficiently using the assets to generate sales or Gemini Sea Food has over invested in its fixed asset.

#### 2.4.4 Profitability Ratio:

##### **2019**

$$\text{Return on Capital Employed} = \text{PBIT/Capital Employed}$$

$$= 47,916,915/53,306,423$$

$$= 0.89$$

$$\text{Gross Profit Margin} = \text{Gross Profit/Revenue} * 100$$

$$= (79,425,463/671,678,923) * 100$$

$$= 11.82$$

$$\text{Net Profit Margin} = \text{PBIT/Revenue} * 100$$

$$= (47,916,915/671,678,923) * 100$$

$$= 7.13$$

##### **2020**

$$\text{Return on Capital Employed} = \text{PBIT/Capital Employed}$$

$$= 81,418,314/10,799,894$$

$$= 7.54$$

$$\text{Gross Profit Margin} = \text{Gross Profit/Revenue} * 100$$

$$= (24,447,501/362,877,211) * 100$$

$$= 6.74$$

$$\text{Net Profit Margin} = \text{PBIT/Revenue} * 100$$

$$= (81,418,314/362,877,211) * 100$$

$$= 22.43$$

## 2021

$$\begin{aligned}\text{Return on Capital Employed} &= \text{PBIT/Capital Employed} \\ &= 51,396,245/10,370,382 \\ &= 4.96\end{aligned}$$

$$\begin{aligned}\text{Gross Profit Margin} &= \text{Gross Profit/Revenue} * 100 \\ &= (75,157,059/347,157,011) * 100 \\ &= 21.65\end{aligned}$$

$$\begin{aligned}\text{Net Profit Margin} &= \text{PBIT/Revenue} * 100 \\ &= (51396245/34157011) * 100 \\ &= 14.80\end{aligned}$$

In 2020, the profitability started to fall because of the pandemic. To cope with the new situation company had to struggle a lot. Gradually it started to get back to its form by having a stable net profit and gross profit margin.

### **Accounting Practices:**

#### **The foundation for the financial statement's creation and reporting:**

IAS and IFRS requirements, as well as those of the Companies Act of 1994, were followed in the preparation of the financial statements and the dissemination of information. According to Bangladesh's generally accepted accounting principles and practices (GAAP), the statement of financial position, statement of profit or loss, and other comprehensive income have been prepared in accordance with IAS-1 "Presentation of Financial Statements" based on accrual basis of accounting after going concern assumption, and the statement of cash flows has been prepared in accordance with IAS-7 "Statement Cash Flows."

#### **Property, Plant, Equipment:**

Items of property, plant, and equipment, other than land, are originally measured at cost less accumulated depreciation and accumulated impairment losses in accordance with IAS-16.

#### **Capitalization of Borrowing Cost:**

In accordance with IAS-23, finance costs that are directly related to the building of plants are included in the cost of those plants. Borrowing costs, permitted alternative treatments.

**Depreciation:**

Based on the written-down value at which the asset is carried in the books of account, depreciation is provided using the declining balance approach.

**Inventories:**

In accordance with IAS-2 guidelines, inventories are reported at the lowest of cost or net realizable value. The approach most suited to the specific class of inventory is used to assign costs, which include a suitable share of fixed and variable overhead costs, to inventories. The expected selling price for the inventories less all anticipated completion and sale-related costs is the net realizable value. Here packing and consumable stores have been valued at weighted average cost, finished good at standard cost.

**Statement of cash flow:**

IAS-7 was primarily used to generate the accounts of cash flows. The direct technique was used to present cash flow statements and the cash flows from operating operations.

**Basic Earning Per Share:**

Value is derived by dividing the basic earnings by the weighted average number of outstanding ordinary shares over the relevant period.

## 2.5 Industry and Competitive Analysis

**Porter's Five Forces Model****1. Threat of new entrants:**

Since Gemcon Group is one of the largest and oldest group of companies in Bangladesh, so it has already established a place in people's mind by providing the best quality service and product. Also they have international recognition which is a big strength for them. But new talents are also coming up with new ideas and with a lot more promotional activities which can be a threat for Gemcon. So, the threat of new entrants is moderate here.

## **2. Competitive Rivalry:**

- **Number of Competitors:** Major competitors of Gemcon Group are Bashundhora Group, City Group, Beximco, Akij Group, Navana Group, ACI Limited, Meghna Group of Industries, AbulKhair Group and Square Group.
- **Characteristics of products:** Most of the competitors of Gemcon offer different types of products other than what Gemcon offers.
- **Industry growth rate:** Gemcon Group is expanding their business in many new sectors. People also will invest here because of their trustworthy product. So, the competitive rivalry is low.

**3. Bargaining Power of Buyers:** Since Gemcon Group has several competitors and all the competitive organizations are trying their best to new and best quality products to their customers that's why bargaining power of buyers is high.

**4. Bargaining Power of Suppliers:** Though there are many suppliers in market but getting trustworthy supplier is challenging. Also the market is very competitive, suppliers may also switch companies. So, bargaining power of suppliers is high.

**5. Threat of Substitute Products:** There are many substitutes' products what the units of Gemcon Group offers such as Tata Tea, Tetley are the substitute of Kazi&Kazi tea, Keya, ACI are the substitutes of skincare brand Organikare, Agora, Unimart are the substitute of Meena Bazar etc. Thus the risk of substitute product is high.

### **2.5.1 Industry and Competitive Analysis**

#### **SWOT Analysis of Gemcon Group**

##### **Strengths:**

##### **Experienced and skilled employees:**

They have an enough number of highly experienced and knowledgeable employees who help the organization to move according to their plan to achieve the organizational goal.

**First Mover Advantage:**

Some units of Gemcon Group have first mover advantage since they started the products and services first in Bangladesh. For example, the first organic tea garden in Bangladesh to receive international certification is Kazi&Kazi.

**Loyal and Satisfied Customer:**

By serving quality products and service, Gemcon has already achieved a large loyal customer base.

**CSR Activities:**

Gemcon is widely known for its CSR activities like they have founded University of Liberal Arts (ULAB) to support education, Kazi Shahid Foundation (KSF) to help the needy women of the northern part of Bangladesh.

**Weaknesses:****Less Organized:**

Since Gemcon has to deal with their several units, at times things get disorganized. For example, maintaining personal files of employees, arranging meetings and interviews etc.

**Inexperienced with software**

Employees of Gemcon are still struggling with their software called Human Resource Information System (HRIS). Some employees are very technologically challenged especially the senior ones.

**Poor Financial Performance**

Previous year's Financial report claims one of their prominent Units Gemini Sea Food has high debt and profitability is declining also some of businesses already have shut down.

**Unsatisfied Employees:**

Because of poor salary structure and delayed salary payment, many qualified employees leave Gemcon.

## **Opportunities:**

### **Huge capital and resource:**

Gemcon Group has huge capital and resource to become multinational company. Also they already have international recognition which will facilitate them to expand more.

### **Large Employee base:**

They have a large set of employees which is almost 10,000. By utilizing them properly they can expand their business in future.

### **New Technologies:**

Gemcon Group are working on Human Resource Information System Software to make the company completely paperless. This will definitely help to store information easily and in an organized manner.

## **Threats:**

### **Changing customer buying behavior:**

Because of pandemic, online shopping has become famous and more comfortable. So, the customer buying behavior has changed and it can be a big threat for a company.

### **Competitors:**

Day by day the new competitors are entering in similar businesses with different ideas which can easily attract the customers. If Gemcon doesn't upgrade their product or service and launches new products to meet the growing demand of the market, new competitors will be a great threat for them.

**Constantly changing employees:** Since employees are very unsatisfied because of delayed salary and no scope for work life balance, they leave the organization very frequently which is a threat because Gemcon is losing qualified and skilled employees putting a threat to the reputation of the company.

## 2.6 Conclusion

In order to function methodically every organization needs a strong structure. All the necessary departments like management, marketing, finance help the company to perform accordingly. With more than 13 units, Gemcon is one of the largest group of companies in Bangladesh. They have a strong organizational structure which they follow strictly to achieve their goals. But every company has its own pros and cons. Organizations cannot avoid those threats but surely can minimize them. Some suggestions are given below to avoid the future obstacles.

## 2.7 Recommendations:

- Updated website.
- Recruiting more young talents.
- Focusing on work life balance.
- Adopting and implementing new marketing tactics.



## Chapter 3

### Project Part

#### 3.1 Introduction

The world is transforming quickly. Effective HR practices are necessary for organizations to adapt to global change. HRM must be prepared to deal with the effects of the evolving workplace as a component of a business. For them, this entails comprehending the effects of labor diversity, globalization, and technological advancements. With the advancement of technology organizations are also making their work easy and paperless. In this regard, software like Human Resource Information System (HRIS) can help to go a long way.

##### 3.1.1 Background

Gemcon Group is a diverse Bangladeshi business with 13 sister concerns. They always try their best to keep themselves updated with the advancement of technological revolution. To store the huge amount of data of their large employee base, they have recently launched their ERP Software called Human Resource Information System (HRIS). HRIS organizes a variety of employee-related data points, including sensitive identifiable information like an employee's age, gender, and address as well as workplace data like their title, pay scale, and department. It also organizes benefits that an employee has opted in to as well as time cards and leave requests. The main goal of introducing this software is to make work organized and paperless.

Large group of companies like Gemcon Group has to deal various activities with their employees. One of the key responsibilities of HR department is storing the information of their employees properly. To perform this duty, HRIS helps in so many ways such as it allows human resources personnel to focus on more critical activities, maintains organization with a consolidated employee database, application tracking, onboarding, collect data of headcount, payroll, attendance etc. The most important function in this software is performance management which is called KPI. Every year HR calculates employees' KPI and updates this on the software. Employees can see their whole journey performance through this software. Which can motivate

them also to do better performance in future (icehrm.com /, 2020). Like every other thing, HRIS has also got some dark side. Since this is a place where employees' information are kept including the confidential one, ensuring data security becomes a big challenge. People might hack account or misuse the employee information. Proper monitoring and strict privacy can help to avoid such problems.

Gemcon Group is working relentlessly to make this software sophisticated and user friendly so that their ultimate which is making work organized and paperless can be achieved.

### 3.1.2

#### **Broad Objective:**

The broad objective of this report is to find out the effectiveness of ERP software of Gemcon Group.

#### **Specific Objectives:**

Specific objectives of this report are:

- To find out the outcome from the ERP software.
- To find out the expectations from the software.
- To analyze the gaps from the expectations and actual outcome.

## 3.2 Methodology

### 3.2.1 Interview

An interview was conducted among staffs of 5 major departments of Gemcon Group namely HR, PR & Communication, Audit, IT, Safety & Security department. To gather information I have face to face interviewed 15 employees using an open ended questionnaire to cover three of the objectives.

The following questions were asked to the employees during interview.

### 3.2.2 Questions:

1. How often do you use the Gemcon ERP Software? Can you describe what type of work you do in this Gemcon ERP software?
2. Do you find the ERP software user friendly or not?
3. What measure does this Gemcon ERP software take to protect employee data?
4. What type of difficulties do you face when using the Gemcon ERP software?

5. What kind of benefits does the new Gemcon ERP software give you in your work?
6. What more features do you expect from this software in future?

### 3.3 Findings and Analysis

#### 3.3.1 To find out the outcome from the software:

To find out the first objective of this report i.e. finding out the outcomes from the ERP software, following questions were asked.

##### **I. The types of work done with ERP software and frequency level of using this:**

In response to the question how often the staffs use ERP Software, only HR Department was found to use the software regularly while the rest of the departments occasionally use the software as per their requirements. The employees of HR department said they use the software daily to give entry of new joining, update any employee's date of joining, last highest degree, last working date, leave entry, check anyone's attendance report , check -in, check- out time etc. The employees from other departments claimed that they occasionally use the software when they need to check their attendance report, apply for manual attendance request or apply for leave. Since the software is in the phase of work under progress, so all the modules are not available to perform variety of tasks also many employees still don't know how to use the software properly and all information are not available for every employee. They have to take help from the HR department to learn what tasks can be done using the software and to collect some confidential information which are not available for them. So the frequency level of using the software is still low.



Figure 3: Dashboard of HR

## II. User Friendly:

All of the respondents said that the software was very easy to use. They find it easy to understand and use while applying for leave, downloading any report, checking their personal information or editing something. They don't need to search things here and there because they easily get basic information on the interface. The interface of the software includes some basic information to get an initial idea about the condition of the organization. For example, the interface has the chart of types of employees which contains total number and list of permanent, contractual or probationary employees, management level and non-management level employees. The interface also contains graph of blood group which helps in the time of emergency, pie chart of attendance helps to know how many employees are present and absent, pie chart of home district helps to know if enough diversity ensured or not, employee age group helps to get the idea of how many employees are about to retire and which age group has the highest or lowest number of employees and list of job confirmation which helps to keep a track which employees are going to be permanent after the probationary period. All these information make the work easy for the employees because they don't have to maintain any excel sheet anymore.

### III. Employees' data protection:

An HRIS contains a lot of sensitive information about employees including bank account information, personal information, test results, performance reviews and more. Organizations must be aware of and understand how employee data is gathered, used, kept, and distributed as well as when, why, and by whom. Additionally, companies must carefully assess both internal and external dangers to this data, create strong information security policies and procedures to safeguard it, and adhere to statutory requirements.



Figure 4: Login steps to HRIS

To get answer to this question, which measures are being followed to protect employee data, ERP team members were interviewed and said that they added individual user access and fixed IP address. When any employee wants to login to the software, he/she has to login with his ID and Password. Also not everyone has the access to edit data and check other employees' information. Only a few authorized people can do this. The other protections are server security, three-layer network security.

#### 3.3.2 To find out the gaps between expectations and actual outcome

##### I. The difficulties employees face while using the software:

Out of 15 respondents, 12 respondents claimed that the software takes a lot of time to load. Since the software recently has launched so all the modules are still not available. That's why

sometimes the employees find it less informative. They also added, sometimes server breaks down suddenly and that time they cannot do their emergency works on HRIS. Besides, the software only functions inside the office, so if employees want to work from home they cannot use the software. Since not everyone has the access to every information, so if anyone wants to edit or update any information they first need to communicate with the HR department then the HR department communicate with the ERP to give that particular employee the access and finally he/she can do the work. Some of them find it a hassle because they find it lengthy process.

Since the software has been introduced to make work look effortless, so the procedure should also be hassle-free. If employees find it difficult to use the software then they will not feel motivated enough to use the software. They will feel comfortable to follow the traditional method instead of using HRIS. The ultimate goal of making organization paperless will get hampered eventually. That's why taking reviews time to time from the employees, asking them about the difficulties, issues and working on them accordingly will be helpful.

## **II. The benefits employees get from this software:**

All the respondents mentioned these common benefits of this software-

- The main benefits are time savings and having all the data in one database. It enhances the image of the business among employees.
- It lessened paperwork and signed a permission requirement that provides new employees with clear communication chances. The procedure for updating employee master data or organizational changes becomes more effective and takes less time because HRIS provides employee or management self-service.
- Every employee's profile has a QR code that can be quickly scanned by anyone to see the employee's basic information.
- Employees can easily create reports of blood group, highest education, gender, home district, attendance report, work station, department etc.
- Employees get notified about important announcements, birthdays through this software.
- They can apply for leave/ late attendance/ salary or NOC certificates in this software.
- It protects employee data and information, HRIS promotes security and privacy. Because information can readily be obtained when utilizing paper forms or spreadsheets by those

who may not be given the authority to do so. Now Information can be protected with HRIS since only authorized users can access it.

Since the purpose of launching this software is to make work organized and paperless, so the software is helping a lot in this regard.

### 3.3.3 To find out the expectations from the software

#### **I. More features expected from this software in future:**

The features employees expect from ERP software in future are:

- Payroll Execution where HRIS will automatically withhold taxes and benefits from employee salaries, saving time and lowering the chance of error.
- Error free employee database where all data of the employees are the updated one.
- Performance management where full process of KPI will be done automatically in HRIS Software which will make the job fully paperless.
- Job confirmation where HR employees will get notification about which employees need confirmation letter and they can simply download it from HRIS.
- Keeping track of training where training is completed promptly and efficiently. Typically, training is separated into distinct sections or modules. Through these elements, software can help arrange, deliver, track, and assess an employee's progress.

### 3.4 Conclusion:

In fine, it may be said that the gap between the outcomes and the expectations are very minimal. Albeit, the HR Department of Gemcon Group is using the software on experimental basis and facing some technical glitches and difficulties, nevertheless they find it user friendly (with some limitations) that made their daily works easy and saving a lot of time since everything is stored in one place. They can now provide various information to the employees as needed within a moment.

Further, the software is not only reducing the paper work but is also contributing to lessen the expenditure of the HR Department, in other words the Gemcon Group. They are looking forward to getting more from the HRIS. Execution of the expectations of the employees will definitely make the software standard and more user friendly.

### 3.5 Recommendations:

- Gemcon can introduce an app where employees can login to HRIS using their personal device and outside of the office. It will facilitate work from home as well.
- Employee information should be updated more frequently so that while creating report, employees can get the updated information.
- To make the software widely used, training should be arranged where employees will get to know all the important functions of the software.
- Mild colors can be used on the dashboard of the software so that it doesn't seem too colorful.



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