

Internship Report On
**“Report on Marico’s flagship internship program:
Impact90”**

By

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Student ID: 18204080

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

BRAC Business School
BRAC University
January, 2023

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Declaration

It is hereby declared that

1. The internship report submitted 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.

Student's Full Name & Signature:

Suraiya Yasmin Anila
18204080

Supervisor's Full Name & Signature:

Mr. Zaheed Husein Mohammad Al-Din
Senior Lecturer, BBS
BRAC Business School

Letter of Transmittal

Zaheed Husein Mohammad Al-Din
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

This is my immense pleasure to present my internship report on “Marico Bangladesh Limited’s flagship internship program: Impact90”. I have given extreme dedication and focus to make this report with the goal that I could set up an effective report with proper information. It is an extraordinary chance for me to present my report under your supervision. I am very thankful for your proper guideline and uphold. I tried my level best to gather all the data and express my insights and experience, which I have acquired for over three months in order to prepare this report.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires. Thank you for your continuous support.

Sincerely yours,

Name: Suraiya Yasmin Anila
Student ID: 18204080
BRAC Business School
BRAC University
Date: January 29, 2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Marico Bangladesh Limited and the undersigned student at BRAC University.

Name: Suraiya Yasmin Anila

Student ID: 18204080

BRAC Business School

BRAC University

Acknowledgement

This internship report would not have been possible without the support and guidance of a few people. First, I would like to mention my faculty supervisor and senior lecturer at BRAC Business School – Mr. Zaheed Husein Mohammad Al-Din. I would like to convey my gratitude for his guidance and support throughout the entire internship period. Second, I would like to mention my supervisor and Deputy Manager, HR at Marico Bangladesh Limited, Md. Tasbirul Alam Abir for his continuous guidance and inspiration throughout my journey at Marico. I would like to thank him for trusting my potential and assigning me with multiple tasks and projects, that enabled me to have an overall impactful learning experience. It was his constant support that enhanced my learning and I was successfully able to complete my internship and get real life experience of working in a corporate world. Lastly, I would like to thank each and every member in my team, the Human Resources team and my fellow colleagues for their valuable contributions in making my journey impactful, empowering and a memorable one.

Executive Summary

The report highlights my overall internship experience at Marico Bangladesh Limited. I have discussed in detail about the background of the company, Marico Limited and its operations in Bangladesh, Marico Bangladesh Limited. The report also focuses on the operational activities in the company, products and brands offered by Marico, their marketing strategies, the management, productions and operations systems, and analyses Marico's strengths and weaknesses through SWOT analysis and Porter's 5 Forces Model. Apart from this, the report also mentions and discusses the financial and accounting principles followed at Marico, along with its success in the share market. It also highlights all the aspects of the structure and execution of Marico's flagship internship program: Impact90. The report includes a detailed analysis on the program.

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List of Acronyms

MBL	Marico Bangladesh Limited
MIL	Marico India Limited
HR	Human Resources
FMCG	Fast-moving consumer goods
PCNO	Parachute Natural Hair Oil
VAHO	Value Added Hair Oil
MNC	Multinational Company
CEO	Chief Executive Officer
MD	Managing Director

Chapter 1: Overview of Internship

1.1 Student Information

Name: Suraiya Yasmin Anila

ID: 18204080

Program: Bachelor of Business Studies, BBA

Major: Human Resource Management

Minor: Marketing

1.2 Internship Information

1.2.1 Company Details

Company Name: Marico Bangladesh Limited

Period: 1st September to 31st December

Department: HR Function

Address: Glass House, 38 Gulshan Ave, Dhaka 1212

1.2.2 Internship Company Supervisor's Information

Name: Md. Tasbirul Alam Abir

Designation: Deputy Manager, HR

1.2.3 Job Description and Responsibilities

As an intern in the human resources function, I was assigned a couple of projects that allowed me to explore and learn about all the different wings and their function at the department. At first, I was given the opportunity to contribute in Marico's flagship campus competition program, Over The wall which was launched for the first time in Bangladesh in the year 2023. My role there was to ensure smooth execution of semi-final and grand finale by coordinating with 60 students and 12 mentors. Next, I was given the responsibility to plan, design, and execute the Marico's flagship campus ambassador program, IGNITE. After a month of planning and drafting, I successfully recruited 30 campus ambassadors for MBL from 27 campus all around Bangladesh. During this time, I had the complete empowerment and

ownership of the entire program and had to brainstorm about every little detail of the project. In Sales HR, I was given a project to come up with an innovative ideation program for the employees working in the sales function, where the participants will have to come up with a product/ service/ process innovation and present it. This would be an internal competition program, and enhance more engagement within the employees at the sales function, as most of them work outside Dhaka. I was asked to come up with an idea to create a platform to connect with all the alumni at MBL, and create a plan to build an alumni network community. In the admin wing at the HR department, I was tasked to audit 350 personal employee files in order to find out if any documents were missing and was also given the responsibility to collect them in order to complete the files. Lastly, my very last project was to look after and execute Marico's signature internship program Impact90, January 2023 batch. There, I screened and shortlisted 33 candidates out of 1200 applications and successfully onboarded 10 interns. In addition to all the projects, I also had the opportunity to learn and contribute to the recruitment and onboarding of Territory Managers at the sales function. My role included conducting assessment centers as a part of the Territory Manager recruitment process and ensured that they have all the necessary inductions during onboarding.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

All interns at Marico Bangladesh Limited are treated as a member of their team and have important roles to play when it comes to overall organizational success. I had significant contributions to the company as an HR intern. I had contributions in successful executions of events and programs like MBL's newly launched campus competition program - Over The Wall, their campus ambassador program - IGNITE, their internship program - Impact90, and made plans for a few upcoming events as well, as a part of Corporate HR function. I also audited all the employee files for the company and ensured that they were all complete and had no missing documents as a part of Admin and HR function. Apart from this, I was also working on the daily operational activities which included recruitment and onboarding of new territory managers as a part of the Sales HR function. I also added value to the culture and environment maintained at Marico. All my duties had created impacts within the company and it was reflected by the successful outcomes.

1.3.2 Benefits to the student

The internship program of Marico has been created in a very structured manner, that will ensure that the interns working under the program has a remarkable experience and can make the most out of the experience. It was a great opportunity for me to start my career by working at one of the largest MNCs and FMCGs operating in the country. At Marico Bangladesh Limited, my learning experience has been very enriching and exceptional. I had the chance to know and explore about the entire organization and its operations. The work culture and environment at MBL promotes growth and empowerment. This internship not only taught me about the daily duties of an employee working in the HR function, but also about the different projects and processes that are run throughout the year like their recruitment system, the policies maintained, how the administration operates, the induction plans, and etc. I learned and experienced the importance of the human resources department in an MNC like Marico, and how professional communication is maintained throughout the workplace. Through a day spent at the factory at Gazipur, I also got the chance to witness and get a hands-on experience on the production and operations of the products offered by Marico in Bangladesh. Overall, this internship not only helped me get a kickstart to my career in the HR field, but it also helped me evolve as an individual.

1.3.3 Problems/ Difficulties faced during the internship

This internship was my very first exposure to the corporate world and in the beginning, it was a bit challenging for me to adapt to the new lifestyle and work culture. However, I am really grateful to my supervisor and team members for their continuous support in making me feel comfortable and stay motivated so that I can give my best at work. Another difficulty that I faced was managing multiple projects simultaneously. The Impact90 internship program is designed in such a way that makes one go beyond their comfort zones and give their best shot. Lastly, my work required me to have some hard skills like Microsoft Excel. Since I was comparatively less proficient in Microsoft Excel, I faced some difficulties working in Excel and it consumed a lot of my valuable time.

1.3.4 Recommendations

Marico Bangladesh Limited is doing great in terms of the internship program that they are operating and I have had a wonderful experience so far. However, there is just so much to learn

and the time period of three months is not enough to learn properly. As my recommendation, I would say that the program could include some learning sessions and projects that are involve working in cross-functional teams. This will not only enhance communication and transparency among the employees, but will also give the opportunity to interns to learn more about the organization. The learning sessions will also make it easier for the interns to enhance their knowledge and enrich their internship experiences.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Objective of the report

The main objective of the report is to explore and understand how the organization operates as a whole and how they carry out their everyday activities. The report also focuses on how Marico Bangladesh Limited is performing in terms of management, marketing and financials as an individual and also from the industry perspective. The report points out the position of the company in the industry, compared to its competitors. In addition to this, the report reflects the experience of a human resources intern working at MBL, highlighting all the aspects and every little detail about their flagship internship program, Impact90, including all the background work that is done to make this program a successful one in terms of learning compared to internship programs in other MNCs.

2.1.2 Methodology

The primary source of preparing my report was my personal observation and experience that I had while working at Marico. I also interviewed my supervisor, team members and other co-workers in order to learn more about the organization in details. My supervisor, Md. Tasbirul Alam Abir has helped me a lot throughout in knowing and understanding all the little detail about the company and how it works. My secondary source includes quantitative data and various articles and news available on the internet. I would like to mention that the book written by the founder of Marico himself, “Harsh Realities: The Making of Marico” and Marico’s annual reports have played a vital role in gathering information for my report.

2.1.3 Limitations

The biggest limitation that I have faced while preparing this report was confidentiality while sharing data and information of the company. As an intern in the human resources function, I had to work with many confidential information and data that I am not allowed to share anywhere. There is a restriction on the amount and type of information I am using to write my report. Secondly, the timeline of my internship was just 90 days. Luckily, I was offered an extension for a month, hence my internship experience was of four months. Even after working for an extra month, I feel that it was not enough for me to know and learn everything about the

company. There are a lot of things that I could not learn about during my internship period and a lot more explore within the organization.

2.2 Overview of the Company

2.2.1 Company Background

Marico Limited is an Indian multinational company, founded by Harsh Mariwala and established in the year 1988. The company is a fast-moving consumer goods company, providing household goods and present in more than 25 countries including South Asia, South East Asia, South and Sub-Saharan Africa, North Africa and Middle East. The current CEO and Managing Director of Marico is Saugata Gupta. Marico offers goods in areas of health, beauty and wellness. It has brands in categories of hair care, skin care, baby care, edible oils, healthy foods, and male grooming. Parachute is the flagship brand of Marico, and is also known as the largest coconut oil brand in the entire world. 1 out of every 3 households have at least one product of Marico, mostly Parachute coconut oil. Marico Bangladesh Limited is one of the 3 largest MNC FMCG companies in the country. It is one of the most well-reputed companies offering familiar household products and goods, that are available in the local stores as well as high-end cosmetics stores. Marico is the first company to have a fully functional manufacturing factory in Bangladesh.

2.2.2 Mission and Vision

Marico's vision is in its tagline itself – “make a difference”. Marico believes that every individual has the potential to create a difference and have a positive impact in the society by bringing positive changes. That is why it is always working on ways that will allow its employees give their best and make use of their full potentials. It also visions of sustainable growth and development for the society. The mission of Marico Bangladesh Limited is to become a company of 2000K by the year 2025.



Figure 1: Mission and Vision of Marico

2.2.3 Organizational Structure

The organizational structure of Marico Bangladesh Limited is not a very complex one, rather it has quite a simple and well-defined structure. MBL has 6 main departments operating in its head office at Gulshan 1 – Sales, Supply Chain, Operations, Marketing, Finance and Human Resources. At the top of the hierarchy is the CEO, the managing director, head of departments (HODs), and then the managerial positions, followed by executives and lastly temporary employees and interns. All members at each of the levels work together maintaining transparent and well-structured communication and alignment to achieve their common goals.

2.3 Management Practices

2.3.1 Core Values at Marico

The core values at Marico creates a very rich culture at MBL that promotes boundarylessness, opportunity seeking, innovation, transparency and openness, consumer centric, bias for action, excellence and global outlook. Marico treats its employees as ‘members’ of the Marico family and each and every member working at Marico has these values in their core. These values are equally understood, respected, appreciated and maintained by everyone in the company. As a result, every member feels important and valued.

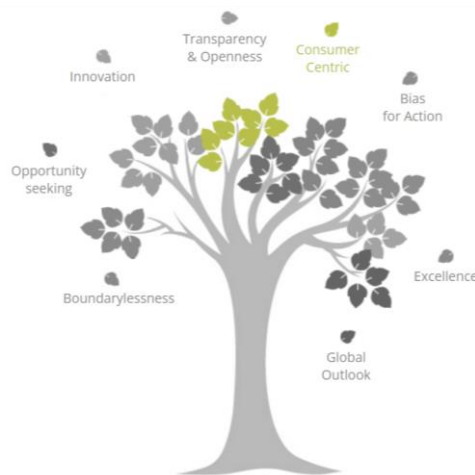


Figure 2: Core Values at Marico

2.3.2 HR Planning Process

Marico has a very well-structured recruitment and selection process for hiring its members, including online aptitude tests, assessment centers, phone screenings, resume screening, and interviews at different levels. They also have a fair evaluation and reward policy, where the members are not compensated based on their role, but it also depends highly on their potential and performance. Apart from this, the organization is constantly working on the training and development of their employees, so that they can unlock their true potentials and grow beyond. The human resources team at MBL particularly focuses on developing these training programs for all the other functions and as an HR intern, I have had the opportunity to be a part of such training sessions both online and offline.

2.4 Marketing Practices

2.4.1 Brands offered by Marico

Marico Bangladesh Limited is considered to be one of the most trusted and well-reputed company in Bangladesh, with the most trusted brands like Parachute. Other than their flagship brand, Marico also offers a bunch of other brands like Parachute Advanced, Parachute Advanced Body Lotion, Parachute Skin pure, Parachute Naturale Shampoo, Saffola, Hair Code, Nihar Naturals, Livon, Mediker, Revive, Saffola Honey, Set Wet, Studio X, Bierdo, and Parachute Baby Care. In total, there are 42 brands in the personal care and food categories, with almost 150 SKUs, giving a variety of options for the consumers.



Figure 3: Brands offered by Marico

2.4.2 Target Customers

All the brands and products offered by the brands are part of household consumer goods. All the products offered ensure quality while maintaining affordable prices for consumption for people in most of the social groups in Bangladesh. They have different set of target customers for different products. For example, their brand Parachute Just for Baby targets is made especially for children from age 0-12 years. On the other hand, their Parachute Advanced Body Lotion and Parachute Skin pure Facewash and Body Lotion is targeting the beauty and skincare conscious female population. Their male grooming brand Set wet and Studio X is targeting the male population, especially the teenagers and male in their 20s. On the other hand, Saffola is targeting all the health conscious and healthy lifestyle maintaining population.

2.4.3 Marketing Channels & Promotions

The marketing channel of MBL is not different than any other FMCG company, starting from the factories where the products are initially manufactured, then to depots or warehouses where all the finished goods are stored, then to different distributors across the country, who later sell the products to wholesalers and retailers and lastly the products reach the consumers for consumption. The research and development team at Marico is also constantly working on new product development and constantly coming up with innovative ideas to do better promotions and marketing of existing products. Their unique marketing campaigns include their “Cholo Bazar Day” where all the employees at MBL are assigned different locations all over the country for market visits. These market visits allow them to get to the very core of the sales team where they shadow the Territory Manager of the assigned territory for the day. The campaign lasts for two consecutive days, where the member has to fulfill a specific target of selling particular products. The team achieving the highest number of sales is awarded and recognized. Apart from this, the company is focusing heavily on different activation programs and campaigns on social media. Sponsorships, and collaborations are also a very crucial part of their marketing strategy. For example, very recently, Marico sponsored the first-ever all females concert in Bangladesh by the company named Shajgoj.



Figure 4: Advertisement of Parachute in Bangladesh



Figure 5: Concert sponsored by Marico

2.5 Financial Performance & Accounting Practices

Starting its operations in 2000, Marico Bangladesh Limited has earned the position and was listed on Dhaka and Chittagong Stock Exchange in 2009. Despite the pandemic, MBL has been successfully maintain a good impression in the stock exchange market. The total dividend payout in the year 2022 was 800%. Apart from this, the company had a revenue of Tk. 1303 Crores in the previous year, with a net profit of Tk. 355 Crores. The company uses and maintains all the accounting principles and globally accepted practices.

Shareholder value creation

Dividend per share	Dividend payout	NAV / share	Market cap (DSE)
Tk. 80*	800%	Tk. 85.37	Tk. 7419 cr
2020-21: Tk. 90 * Announced	2020-21: 900%	2020-21: Tk. 51.95	2020-21: Tk. 6543 cr

Balance sheet

ROCE	Debt-equity	Liquid balances
160%	1.62	Tk. 50.5 cr
2020-21: 234%	2020-21: 2.54	2020-21: Tk. 39.6 cr

OUR 5-YEAR FINANCIAL HIGHLIGHTS

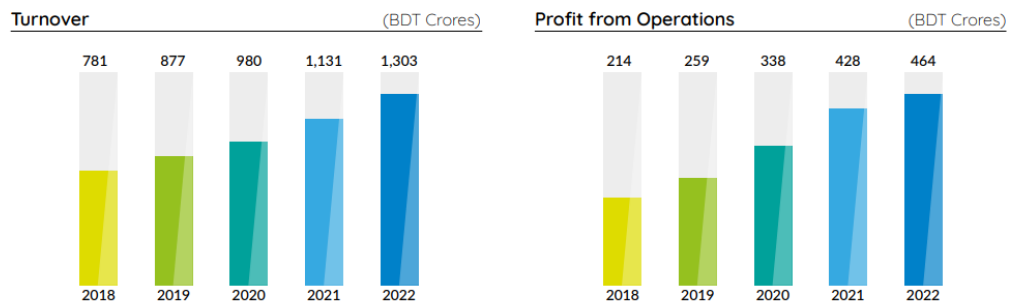


Figure 6 & 7: Financial Highlights

2.6 Operations Management & Information System Practices

In this section, I would like to mention two of the most important functions of MBL- Operations and Supply Chain. The operations function mainly looks after everything related to factory, like productions and manufacturing. It has a separate team of researchers and engineers who take care of the productions entirely. This also includes taking care of everything starting from the raw materials to the finished products and even their packaging. While doing everything, they also ensure that there is maximum efficiency along the process and zero or minimal wastage. Marico believes strongly in sustainable growth and hence aims to keep the surrounding environment as clean as possible. The Supply Chain department on the other hand is responsible for providing the actual plans and deciding on the amount of raw materials or finished goods needed for the future according to their calculations and assumptions. Based on their forecasts, they provide the production plan and requirement for goods to the Operations team. They are also responsible for all sorts of logistics that are required for the entire business in order to be functional, even the HR function needs approval from the Supply Chain function whenever we wanted to order something from a third party vendor. Besides this, the team also

looks after the distribution channels and provides support in finding and managing all the depots where the finished goods are stored, to ensure overall smooth operation. For information systems, the company uses a number of software to store, process and share data. One of the most used one is the SAP Module software, used by the finance team to record and process all sorts of financial data and payment information.

2.7 Industry & Competitive Analysis

Since Marico is operating in the FMCG industry, it has a lot of competitors in Bangladesh like Unilever, Dabur, Square, etc. The Porter's 5 forces model and SWOT analysis shown below represents the industry and competitive analysis of MBL in detail.



Figure 8: Porter's 5 Forces

2.7.1 Porters 5 Forces Analysis

Threat of new Entrants- Despite the fact that it is not that easy to enter the FMCG market in Bangladesh as it requires a lot of investments, paperwork and background research, the threat of new entrants is average. This is because Bangladesh is a developing country and encourages such foreign investments and hence, the chances of other brands/companies entering the market in the future is moderate.

Threat of Substitutes- Marico already has some very strong competitors in the market like Unilever, when it comes to all their products and brands except for their hair oil- PCNO. So, the threat of substitute for their products is high. On the other hand, for their signature product- Parachute Natural Coconut Hair Oil (PCNO), the threat of substitute is very low as it is one of the leading coconut hair oil brands in the country with both sticky and non-sticky oil variants.

Bargaining power of customers- From the industry point of view, most of the products in the FMCG industry have affordable prices and have minimum profit on each product. Same applies

for the products of Marico as well. Each product has a fixed price printed on their packaging and the main important thing is the quantity of products sold not their price. Hence customers have very little or no bargaining power.

Bargaining power of suppliers- An interesting fact about Marico is that they import most of their raw materials from outside the country. All the coconuts used in the making of PCNO comes from Indonesia, and all the vendors are enlisted and fixed by Marico India Limited. Hence, the bargaining power of suppliers is also low as Marico imports in huge quantities and the suppliers have minimum profits of their own.

Competitive Rivalry- Although, Parachute is the leading brand globally when it comes to hair oil category, there are some rivals out there in the market constantly trying to take over the market for Parachute. Some of such brands in Bangladesh are Emami, Jui, Dabur, etc. Marico has some strong rivalries existing in the market for other products as well like Parachute Naturale Shampoo and Parachute Just for Baby. Hence the competitive rivalry is high.

2.7.2 SWOT Analysis

SWOT analysis addresses the Strengths, Weaknesses, Opportunities and Threats of a company.



Figure 9: SWOT analysis

Strengths- Marico is the leading hair oil company and their Parachute Natural Hair Oil is world famous. Marico focuses highly on the quality of their products by using natural ingredients like coconut, their highly professional quality control and research and development team. Marico is also constantly trying to evolve and innovate new products. They are maintaining good financial performance and profits in the market and have a good reputation in the stock market too.

Weaknesses- For most of the profits and market share, Marico depends on their flagship brand Parachute. Other than this, Marico is not as successful in other brands and has some strong competitors, both domestic and international dominating the market. All the products of the company are daily use consumer goods and Marico does not have a premium brand yet. Their

brand Kaya in the skincare category also failed in the market once they tried to launch it in Bangladesh.

Opportunities- Marico is one of the fastest growing companies in Bangladesh with its new brands and range of products in various categories like wellness and beauty, baby care and male grooming. One of the major sources of profit for Marico is their income from exporting. Marico Bangladesh Limited exports a lot of its products including PCNO to countries like Nepal, Sri Lanka and Myanmar. In addition to this, its last acquisition of Nihar Hair Oil was a huge success and acquisitions or mergers like this could bring a lot more success in future as well.

Threats- Two of the major threats that Marico faces is their competition from rival companies with products in the same categories, and fake products being sold in the market which ruins the company reputation and hence the company loses its market shares.

2.8 Summary & Conclusion

Marico has an excellent company profile with a revenue of \$1.3 billions and with a product portfolio comprising a large variety of products including hair oil, hair serum, body lotion, edible oil and honey, facewash, male grooming products, baby care, deodorants, value added hair oils, and etc. Due to its believe and focus on innovation, the company is constantly trying to evolve and come up with new products and product variations that are loved by the consumers. Even during the pandemic while everyone was working from home, Marico managed to launch 10 new products in the market. In addition to this, Marico is also doing great as an employer. They have amazing work culture and environment, that makes it an ideal place for employees to work. The amount of encouragement and empowerment they provide their employees is beyond comprehension.

2.9 Recommendations

Marico as a business and an employer is doing great overall. Working as an intern in the human resources department of the company, I have had an immense learning experience. Along with the projects and responsibilities, I was also given the empowerment and inspiration to take decisions and take ownership of my duties. However, there is one recommendation that I would like to give, that is they could introduce a separate MTO program to recruit Management

Trainee Officers the same way they have a separate program for recruiting interns under the Impact 90 program. MBL still recruits MTOs every year and has management trainee programs, but not many people are aware about it. Hence in my opinion, they can do something similar like their competitor companies like the Unilever Future Leaders Program, UFLP.

Chapter 3: Project Part

3.1 Introduction

The topic I have chosen for my internship report is “Report on Marico’s flagship internship program: Impact90”. Internship programs offer fresh graduates and undergrad students at their last semesters an opportunity to learn, network, sharpen skills, and get a short real-life working experience where they can use their educational knowledge and relate to them physically in the real world. Students and fresh graduates also get the chance to discover new things, familiarize themselves with the office environment, follow the processes, and explore the career path that they have chosen. It creates a fast-track for them to enter into the job market and get a permanent job as they already have a working experience. Many companies retain their interns and offer them permanent positions within the company itself. Duration of internship programs in Bangladesh vary a lot but for fresh graduates of last year students, it is usually 3-6 months. At Marico, the program is a 3 months program, which is 90 days and hence the name is Impact “90”. However, the internship offer is sometimes extended for a month or two based on different conditions.

As an intern working in the human resources function, I had the opportunity to work on the project “Impact 90” on recruitment of the Summer 2023 batch of the interns, that too being an Impact 90 intern myself of the previous batch. While working, I was continuously being guided and supported by my supervisor. I also got the chance to know and contribute to all types of campus engagement activities and programs that Marico currently runs in Bangladesh. Starting from their first campus competition program Over the Wall, their campus ambassador program IGNITE, the internship program Impact90 to their management trainee program. The Impact 90 program is a very carefully and constructively designed program where the intern gets through a rigorous learning experience. Each and every intern have projects to deliver within the 3 months’ time frame and the projects are all designed in such a manner that the interns will have complete empowerment and ownership over the projects and the outcomes will create impacts in the company. Besides this, they are also given the opportunity to contribute to the day-to-day activities of their respective departments.

3.1.1 Literature Review

According to an article by A. K. Ziauddin Ahmed and MD. Azim (2016), there is a gap existing between the expectations of the employers and the quality of graduates they are getting as candidates. Besides mentioning that the universities should improve their curriculum, it also mentioned the importance of internship programs in improving the practical skills and professional knowledge of the candidates applying for jobs. Findings show that everyone seems to agree that work placements and internships make a huge difference to employability skills (Lowden et. al., 2011). Academic internship is defined as an opportunity to integrate work-related experience into graduate education by participating in scheduled and supervised work (Gault et al., 2010). Littke (2004) defines internships as “real work integrated into the everyday world of the school” (p. 24). Hence the role of internships is crucial in building one’s career and companies should focus more on improving their internship programs.

3.1.2 Objectives

One of the purposes of this report is to highlight the importance of internship programs offered by companies and how immensely important and helpful these are for students and fresh graduates. Another objective is to highlight how Marico Bangladesh Limited is running their internship program and their recruitment steps and procedure in detail. It also includes an analysis of the effectiveness of their program and lastly it suggests ways in which they can further improve their program.

3.2 Methodology

For my report, I have used both qualitative and quantitative data, mostly qualitative. For my primary source of data and information, I have interviewed all the members in my team, the human resources function and have used all the knowledge and experience that I have gathered during the last 4 months of my internship at Marico. For my secondary sources of information, I used data that are available on the internet and news paper articles. I also used articles written by many different people and the book written by the founder of Marico, “Harsh Realities”.

3.3 Findings & Analysis

3.3.1 The Recruitment Process

In this era of technology and social media, it is very important to know where and how to reach out and attract the right audience. MBL makes all their announcements and updates in its social media pages like Facebook, Instagram and LinkedIn. Before launching the Impact90 program as well, they create posts that are uploaded widely over all social media platforms to create a hype and reach out to the young candidates that they are targeting. Their campus ambassadors at university campuses inside and outside Dhaka are also given the task to spread the word as far as possible through social media. They also make presence in campuses through roadshows and workshops. The first step of the recruitment process is to collect CVs of candidates. Marico circulates a google form through which candidates can apply and provide their resumes. Next comes the CV screening process. The candidates who are selected in the CV screening process then have to go through a phone screening which tests the basic knowledge and interest of the candidate. After that starts the interviews round where the candidate has to sit for 2-3 interviews depending on the department they have applied to. The candidates are then assessed by members who are experienced and in senior positions. After the series of interviews, the passing candidate is finally selected and is communicated through email as well as phone calls.



Figure 10: Announcement Post on social media

3.3.2 Monitoring & Mentoring

The internship program comprises a series of monitoring and mentoring the interns. All the projects assigned to the interns by their respective departments are approved by the department heads including the HR director himself. The culture and work environment are such that all the interns are highly encouraged to ask questions and they can feel free and comfortable in doing so. This way, the learning becomes more effective and the interns are treated just as important as an employee. Even the projects that they work in are extremely important for the company and have huge value. The 3 months program also has some workshops and learning sessions that help them further in maintaining a work-life balance and also making the most out of the 3 months.

3.3.3 Feedbacks

The internship program is designed in such a way that promotes and appreciates the culture of providing and receiving feedbacks. Any suggestions from the interns are always welcomed and they are encouraged to provide feedbacks and share their experiences with their supervisors and the human resources team as well. Aligning everyone and clear communication is considered to be crucial and is highly appreciated at Marico. During my own internship period, combining my own and the other 17 interns from my batch, I can say that everyone agrees that MBL has one of the best internship programs in Bangladesh and is doing great in terms of learning.

3.3.4 Reviews

The interns under the Impact90 program have to give 2 reviews throughout the period, one after 45 days and other after they have completed their full 90 days of internship at MBL. The purpose of the reviews is to highlight the key points, projects, learnings, and outcomes of the interns. The review is basically a presentation given the intern and also a chance to share their feedbacks, experience and suggestions. Feedback from the supervisors and department heads of the respective departments present in the review meeting is also provided so that the interns can work on them and give a proper ending to their projects.

3.4 Summary & Conclusions

To summarize, the internship program at Marico Bangladesh Limited is considered to be an extremely impactful and effective in terms of learning. The way the program has been crafted and monitored is something that makes it praiseworthy. It is the perfect program for fresh graduates and last year students to enhance their knowledge and skills and get their careers started. I consider myself lucky to have been a part of the Impact90 program and also have the first hand experience in recruiting the new batch as well. During my time as an intern, I have also done some research and benchmarking on the internship programs offered by other companies in Bangladesh. The program is just not beneficial for the interns, but for the company as well. All the projects and day-to-day activities done by the interns have immense impacts in the company. The outcomes are truly important and contribute to the overall success of MBL.

3.5 Recommendations

The Impact90 program is doing well and is very successful program both form the employer and employee points of view, when compared to internship programs of other competitor companies. However, there are is always some room for improvement and it can be made more better. The program can introduce more mentoring session on topics like – handling multiple projects simultaneously, how to deal with work pressure, a guidance on building future career, and other topics that will be helpful for the interns. Since there are interns from different departments, maintain a more clear and transparent communication between the members can improve productivity and efficiency further.

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